



STUDENT LEARNING OUTCOMES

COLLEGE OF BUSINESS INTEGRATED BUSINESS - B.S.B.A.

Discipline Specific Knowledge, Skills, Behavior and Values

1. Data Driven Decision-Making

Students will demonstrate decision-making that is supported by the analysis of data rather than intuition or casual observation.

2. Use of Information Technology

Students will demonstrate information fluency through the use technological tools (e.g., spreadsheets, digital communication devices, audio/video recording, etc.) used in business.

3. Teamwork

Students will demonstrate effective teamwork by collaborating in group settings to solve selected business problems. They will show support and cooperation with teammates, share the workload and responsibility for the outcomes, provide timely information to the group, and communicate openly and fairly.

Critical Thinking

1. Critical Thinking

Students will demonstrate critical thinking by determining the source of a problem, identifying and defining key issues, using and analyzing relevant information, evaluating the results, and demonstrating sound reasoning and conclusions.

Communication

1. Written Communication

Students will demonstrate proficiency in business writing that communicates effectively, accurately, and in a professional style.

Assessment of Integrated Business - B.S.B.A. Outcomes

These outcomes will be assessed using a variety of assessment methods, including:

- Exams
- Projects
- Written papers
- Oral presentations