



STUDENT LEARNING OUTCOMES

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

Discipline Specific Knowledge, Skills, Behavior and Values

1. Critical Thinking

Students graduating from the BSBA program in Marketing 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.

2. Data Driven Decision-Making

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

3. Use of Information Technology

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

4. 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

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Communication

1. Written Communication

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

Assessment of Marketing - B.S.B.A. Outcomes

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

- Exams
- Individual projects
- Written papers
- Oral presentations
- Case studies