

## **BSBA Learning Goals and Objectives**

Graduates of University of Tennessee at Chattanooga's undergraduate business program will possess the following knowledge and skills:

- A. Effective communication skills.
  - 1. The student will be able to create an effective written business document.
  - 2. The student will be able to prepare and deliver an effective business presentation.
  
- B. Ability to reason ethically.
  - The student will display an ability to recognize and analyze ethical issues of business decisions, likely results, and effects on stakeholders.
  
- C. Analytical, critical-thinking ability.
  - The student will be able to apply decision-making processes to define the problem, identify and collect needed information, and analyze the information to reach an appropriate decision.
  
- D. Information technology proficiency.
  - The student will demonstrate the ability to use information technology.
  
- E. Understanding of group and individual dynamics in organizations and an understanding of diverse viewpoints.
  - 1. The student will be able to identify and describe the role of diversity in group effectiveness.
  - 2. The student will be able to describe stages of group development.
  - 3. The student will be able to collaborate effectively in a group.
  
- F. Understanding of core business concepts.
  - 1. The student will demonstrate a fundamental understanding of accounting principles.
  - 2. The student will demonstrate a fundamental understanding of economics principles.
  - 3. The student will demonstrate a fundamental understanding of management principles.
  - 4. The student will demonstrate a fundamental understanding of quantitative business analysis (include statistics and management science).
  - 5. The student will demonstrate a fundamental understanding of information systems principles.
  - 6. The student will demonstrate a fundamental understanding of finance principles.
  - 7. The student will demonstrate a fundamental understanding of marketing principles.
  - 8. The student will demonstrate a fundamental understanding of legal issues.
  - 9. The student will demonstrate a fundamental understanding of international issues.