BUSINESS ADMINISTRATION (BEHREND)

Learning outcomes

1. CRITICAL THINKING: Students will be able to apply critical thinking techniques to business situations to construct relevant analyses, arguments, and conclusions.
   a. Students will clearly identify the key issues in the analysis.
   b. Students will present the appropriate analytic framework or warrant.
   c. Students will identify and assess important assumptions and question their validity.
   d. Students will identify and assess the quality of supporting data/evidence & provides additional data/evidence related to the issue.
   e. Students will draw and discusses conclusions, implications, and consequences.

2. WRITTEN COMMUNICATION: Students will be able to demonstrate effective writing skills.
   a. Students will organize written assignments effectively
   b. Students will develop a clear and well-structured argument
   c. Students will identify and provide evidence sufficient to support the argument
   d. Students will find reliable sources and cite and reference them correctly
   e. Students will demonstrate proper writing mechanics with respect to spelling, punctuation, and grammar.

3. ETHICS: Students will be able to recognize ethical issues and apply ethical theories in business situations at individual and/or organizational levels
   a. Students will identify ethical issues/inter-relationships between business and society
   b. Students will identify stakeholders
   c. Students will identify consequence of decisions/actions to stakeholders
   d. Students will recognize the potential implications of managerial actions on employee ethical conduct
   e. Students will analyze an ethical dilemma using multiple ethical principles
   f. Students will correctly apply ethical principles
   g. Students will recommend a course of action
   h. Supports action plan recommendation with ethical analysis

4. FUNCTIONAL AREA KNOWLEDGE: Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material across various business domains.
   a. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Marketing domain.
   b. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Management domain.
   c. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Finance domain.