

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.
 - d. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Accounting domain.
 - e. Students will be able to apply foundational knowledge to analyze and solve problems and interpret written and visual material in the Strategic Integration domain.