

# BUSINESS ADMINISTRATION (BEHREND)

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## 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.