BUSINESS, B.S. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus
End Campus: Beaver, Brandywine, DuBois, Fayette, Hazleton, Greater Allegheny, New Kensington, Schuylkill, Shenango, Wilkes-Barre, York, Lehigh Valley, Mont Alto, Scranton

Program Learning Objectives

Beaver, DuBois, Fayette, Greater Allegheny, Hazleton, Lehigh Valley, Mont Alto, New Kensington, Schuylkill, Scranton, Wilkes-Barre, York

• Effective Communication: Demonstrate the necessary skills and abilities to effectively communicate.
• Use Technology: Apply contemporary tools of information technology to include business software applications.
• Leadership and Teamwork: Apply leadership, team building, and project management skills.
• Global and Diverse Perspectives: Compare, contrast and differentiate the business environment of both their local community and the globalized world economy.
• Ethical Awareness: Demonstrate an awareness of ethical issues, social responsibilities and conflict resolution.
• Use Management Theory/Practice: Utilize and apply fundamental business concepts, principles and contemporary business practices.
• Data Analysis and Problem Solving: Recognize, analyze and solve business problems using quantitative and qualitative measures.

Brandywine Campus

• Communication: Students will develop written and oral communication skills.
• Technical Skills: Students will acquire contemporary technical skills.
• Leadership, Team Building, and Project Management: Students will develop leadership, team building, and project management skills.
• Active and Collaborative Learning: Students will engage in active and collaborative learning.
• Community: Students will be familiar with the unique business of their local communities.
• Ethics, Social Responsibility, and Conflict Resolution: Students will develop an understanding of ethical issues, social responsibilities, and resolution to conflicts.
• Business Principles and Skills: Students will develop a foundation of business principles and specialty skills.
• Problem Solving: Students will develop strong analysis and problem-solving skills.

Shenango Campus

• Decision-related skills to solve business related problems quantitatively, qualitatively, and creatively.
  • Create and interpret financial statements and use finance principles to diagnose the financial health of the enterprise and to make strategic decisions.
  • Analyze, find, and apply primary and secondary market data to support their development of market analyses, SWOT, goals, strategies, and tactics.
  • Use statistical tools to facilitate strategic decision making.
  • Apply microeconomic principles such as supply and demand, market structure, profit maximization, and efficiency to real-world business challenges.
  • Analyze qualitative data empirically.
  • Develop novel and innovative solutions to business challenges.
• Effective communication skills, both written and oral.
• Present evidence-based arguments to defend their ideas, recommendations, and finding.
• Create effective and engaging presentations using appropriate technologies to include the use of spreadsheets, graphics, statistical software, project management software, and other software as needed.
• Communicate supportively and professionally to build positive interpersonal relationships and be able to engage with diverse audiences.
• Write effective business documents such as emails, reports, memo, letters, plans, and proposals.
• Adapt information for presentations across multiple media.
• Ethical behavior and social responsibility.
  • Adhere to the academic integrity standards.
  • Incorporate socially responsible solutions in their coursework and service activities.
  • Distinguish between ethical and unethical behavior and evaluate the impact of unethical behavior on society.
• High level application of business principles and strategies to succeed across global and diverse environments.
  • Demonstrate an understanding of domestic and international markets.
  • Create strategies that address the needs of diverse cultures in business settings.
  • Create and apply an effective situational analysis and SWOT.
  • Create and monitor the effective use of resources such as Human Resources, budget, supply chain, etc.
  • Demonstrate financial literacy.
  • Develop and evaluate a variety of plans including marketing, strategic, business, and financial.
• Leadership, team building, and project management skills.
  • Work collaboratively in teams to accomplish stated goals and objectives.
  • Demonstrate effective conflict resolution and negotiation skills.
  • Apply leadership skills, theories, and behaviors to assignments throughout the BSB curriculum.
  • Complete projects efficiently, effectively, and with given resource.
  • Identify different corporate cultures and the implications of those differences on the effectiveness of the organization.
• Proficiency in common application software relevant to the business world.
  • Create professional business documents that are professionally formatted and edited using Microsoft Word or other comparable application.
  • Create Excel spreadsheets to include formulas, graphics, and functions.
  • Create Power Point presentations that are appropriately formatted and use engaging elements.
  • Create a Project Plan using Microsoft Project to be able to track progress, manage budget, and analyze workloads.
• Use Microsoft Access or other database programs to analyze and manage data.
• Demonstrate information literacy using Current, Relevant, Authoritative, Accurate, and Purposeful data sources and protocols.