BUSINESS, B.S. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

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

Program Learning Objectives

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

- **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.

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 empirical
  - 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.