

**BACHELOR OF BUSINESS ADMINISTRATION**  
**Revised Program Goals and Objectives**

**(1) Effective Business Communication**

- 1.1 Students will be proficient at locating, evaluating, and using information effectively.
- 1.2 Students will develop clear, concise and well-organized written communication.
- 1.3 Students will produce professional quality oral presentations.

**(2) Functional Business Knowledge**

- 2.1 Students will apply disciplinary knowledge to solve problems.
- 2.2 Students will demonstrate proficiency in the basic concepts and principles across the disciplines.

**(3) Informed Decision Making**

- 3.1 Students will analyze and integrate the impact of strengths, weaknesses, opportunities, and threats in business decisions.
- 3.2 Students will integrate global and cultural factors into the decision-making process.

**(4) Ethics and Values**

- 4.1 Students will apply ethical theories and models to decision making.
- 4.2 Students will identify their own values and understand how value systems impact decision-making.