**Learning Goals and Objectives**

**UCA College of Business**

**BBA LEARNING GOALS AND OBJECTIVES**

**BBA Learning Goals:**

*Our graduates shall possess:*

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

**For each Learning Goal, the COB has defined at least one corresponding Learning Objective.**

**BBA Learning Objectives:**

1. *Critical & Analytical Thinking Skills*: Students will be able to
   1. Learning Objective 1a: Use appropriate analytical techniques to identify and frame problems, generate and compare alternatives, and use knowledge and reasoning skills to optimize organizational performance
   2. Learning Objective 1b: accurately apply the appropriate quantitative skills to solve specific problems in various business disciplines.
2. *Global Business Environment*: Students will be able to
   1. Learning Objective 2a: Identify cultural/global perspectives among stakeholders
3. *Ethical Reasoning Abilities*: Students will be able to
   1. Learning Objective 3a: Be aware of ethical issues inherent in business decisions and articulate the manner in which they arrived at an ethical decision
   2. Learning Objective 3b: Be aware of legal issues inherent in business decisions
4. *Effective Communication Abilities*: Students will be able to
   1. Learning Objective 4a: Produce professional quality written documents
   2. Learning Objective 4b: Deliver professional quality oral presentations
5. *Effective Collaborative Skills*: Students will be able to
   1. Learning Objective 5a: work in teams to solve business problems
6. *Effective Information Management Skills*: Students will be able to
   1. Learning Objective 6a: effectively apply business-oriented software applications to manage data in support of business operations
   2. Learning Objective 6b: understand the role of information systems in support of organizational activities.
7. *Understanding of a Broad Range of Business Disciplines*: Students will be able to
   1. Learning Objective 7a: Demonstrate comprehension of key concepts and theories in various functional areas of business, and demonstrate the ability to draw on knowledge and insights from a variety of disciplines when analyzing and formulating solutions to problems and opportunities