Learning Goals and Student Learning Outcomes (SLOs)
Business Administration (BADM)
(12/8/05)

The learning goals used below were adopted by the Business Administration (BADM) faculty by voice vote on 3/26/04. The BADM faculty agreed that the learning goals were subject to refinement as our assurance of learning effort informs and influences our continuous improvement efforts. At that time, the faculty as a whole did not develop specific student learning outcomes (SLOs) for each learning goal. The AACSB has not asked that we develop specific SLOs for each learning goal. However, the university assessment committee (AURA) has asked that each program have learning goals and SLOs.

The task of developing the SLOs fell onto a few committees, but most of the work was done by the Undergraduate Curriculum Committee (UCC). The communication SLOs were developed and endorsed by the College’s Written and Oral Communications Assurance of Learning Advisory Board (Ken Chapman, Lauren Wright, Jeff Trailer, Claudia Rawlins, Jim Sager, Jim Connolly, Ray Boykin, Kathryn Lewis, Beverly Gentry). The information technology SLOs were developed and endorsed by the College’s Information Technology Assurance of Learning Advisory Board (Ken Chapman, Terry Noel, Claudia Rawlins, Dan Ahern, Jennifer Nelsen, Jim Sager, Jim Connolly, Gail Corbitt). All other SLOs were developed and endorsed by the College’s UCC (Jeff Trailer, Ken Chapman, Gary McMahon, Curt DeBerg, Dan Toy, Dalen Chiang, Skip Lees, Claudia Rawlins). The SLOs were also distributed to the faculty for consideration and feedback.

The UCC believes these SLOs represent the primary learning outcomes we want BADM graduates to demonstrate. However, these SLOs are subject to change once a focused effort is directed at assessing a particular learning goal.

Student learning outcomes have been categorized as knowledge (K), skill (S), or value (V)

Note: Our accrediting body, The Association to Advance Collegiate Schools of Business (AACSB) International has recommended that learning goals be divided into general knowledge and business-specific.

BUSINESS ADMINISTRATION
GENERAL KNOWLEDGE LEARNING GOALS AND STUDENT LEARNING OUTCOMES

1. Communication Skills Learning Goal: Students graduating with a BADM degree will be able to effectively present information orally and in writing.

Students will be able to develop a written communication that:
1.1. presents information in an organized and concise manner. Ideas are clearly stated. (S)
1.2. has acceptable paragraph and sentence structure, and minimal grammar, punctuation, and spelling errors. (S)
1.3. has acceptable word choice, tone, and format. Word choice is appropriate for the intended audience. (K, S)
1.4. in general, is perceived as a professional document. (S, V)
Students will be able to give an oral presentation that:
1.5. demonstrates acceptable presentation skills (e.g., demonstrates confidence and poise through body language, eye contact, vocal tone). (S)
1.6. presents information in an organized and logical manner. (S)
1.7. demonstrates acceptable use of visual aids (e.g., PowerPoint). (S)

2. Information Technology Skills Learning Goal: Students graduating with a BADM degree will be able to demonstrate proficiency in the use of information technology.

Students will be able to:
2.1. explain the basic language and concepts within the field of information technology. (K)
2.2. explain and analyze the legal and ethical concerns surrounding information and information technology use, particularly in regards to privacy and intellectual property rights. (K, V)
2.3. use an operating system such as Microsoft Windows, including the manipulation of directory and file structures, and modification of basic operating systems parameters (e.g. “Control Panel” functions). (K, S)
2.4. use a word processing program such as MS Word to design professional quality documents (reports, memos, etc.), including the ability to import and appropriately integrate tables and graphics. (K, S)
2.5. use a spreadsheet program such as MS Excel to manipulate and analyze data, including basic operations on cells and cell ranges, formulas and functions, filters, sorts, and develop graphs and charts. (K, S)
2.6. use a presentation program such as MS PowerPoint to present information in an appropriate and sophisticated manner, including design templates, color and animation schemes, custom animation, and importation of charts, tables, and graphics. (K, S)
2.7. use the Internet to conduct effective and efficient information search using public library web sites and Internet search engines such as Google. (K, S)
2.8. use electronic communications (e.g., email, instant messenger, discussion groups) to send, receive, and organize information in a manner that increases both individual and group productivity. (K, S)
2.9. explain the benefits and costs associated with an integrated enterprise software system such as SAP to perform transactions in support of basic business processes (e.g. purchasing, production, sales, etc.). (K, S)

3. Critical Thinking Skills Learning Goal: Students graduating with a BADM degree will be able to critically evaluate, analyze and interpret information to solve problems and make business decisions.

Students will be able to:
3.1. evaluate information to determine if the premises are valid, to identify key facts and arguments, and to determine what appropriate action, if any, is warranted. (K, S)
3.2. evaluate the quality of qualitative and quantitative information. (K,S)
3.3. perform basic statistical calculations and interpret the results. (K, S)
3.4. perform fundamental quantitative business analysis techniques. (K, S)

4. Ethics Learning Goal: Students graduating with a BADM degree will be able to understand and evaluate ethical issues and situations.

Students will be able to:
4.1. identify and examine the multiple perspectives of an ethical dilemma. (K, S)
4.2. identify the relevant facts and assumptions related to an ethical dilemma. (K, S)
4.3. analyze and debate multiple solutions to an ethical dilemma, determine the best alternative available, and describe how the decision maximizes the benefit and minimizes the risk for everyone involved. (K, S, V)
4.4. explain the influence of corporate culture when making business decisions. (K)
5. **Diversity Learning Goal:** Students graduating with a BADM degree will be able to demonstrate an understanding of a diverse world.

Students will be able to:
5.1. explain the role the global environment plays in the overall success of business organizations. (K)
5.2. recognize the threats and opportunities facing an organization in a continuously changing and global environment. (K)
5.3. recognize and appreciate how differences among individuals positively impacts business. (K, V)

6. **Teamwork Learning Goal:** Students graduating with a BADM degree will be able to understand group dynamics and work effectively in teams.

Students will be able to:
6.1. understand how to develop and manage a team. (K, S)
6.2. work effectively in team activities within and outside the classroom. (S)
6.3. explain the benefits of working with a diverse group. (K, V)

**BUSINESS-SPECIFIC LEARNING GOALS AND STUDENT LEARNING OUTCOMES**

7. **External Forces on Business Learning Goal:** Students graduating with a BADM degree will understand the external forces that impact business decisions.

Students will be able to describe and give current examples of how the following forces impact businesses and business decision-making:
7.1. Social forces (e.g., demographic shifts and cultural changes) (K)
7.2. Economic forces (e.g., changes in income, distribution of income, macroeconomic conditions) (K)
7.3. Technological forces (e.g., the Internet, digital media, electronic and wireless communications) (K)
7.4. Competitive forces (e.g., capacity for firms to compete globally) (K)
7.5. Regulatory forces (e.g., laws influencing and protecting competition, consumers, and companies) (K)

8. **International Business Learning Goal:** Students graduating with a BADM degree will be able to understand business concepts related to international business.

Students will be able to:
8.1. identify the risk and rewards of international business. (K)
8.2. explain the influence of culture on international business. (K)
8.3. describe methods for marketing and distributing goods to an international market. (K)
8.4. describe and give an example of a global supply chain. (K)

9. **Business Functional Areas Learning Goal:** Students graduating with a BADM degree will be able to understand business concepts related to marketing, management, human resource management, accounting, finance, production operations management, and information technology.

Students will be able to define, describe, and apply basic business concepts associated with each of the following:
9.1. Marketing (K, S)
9.2. Management (K, S)
9.3. Human resources (K, S)
9.4. Accounting (K, S)
9.5. Finance (K, S)
9.6. Production & operations management (K, S)
9.7. Information technology (K, S)

10. **Workforce and Customer Diversity Learning Goal:** Students graduating with a BADM degree will be able to understand business concepts related to workforce and customer diversity.

Students will be able to:
10.1. know the laws relevant to working with diverse employees and customers. (K)
10.2. identify and apply demographic trends to understand workforce and customer diversity and their influence on business. (K, S)
10.3. explain and analyze the role of culture in determining social and ethical behavior. (K)

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