

# **Anderson School of Management Bachelors of Business Administration (BBA)**

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## **Broad Learning Goals**

- A.** Graduates have a broad knowledge of functional management areas including accounting, finance, marketing, operations management, organizational behavior, and quantitative methods.
- B.** Graduates have a broad knowledge of the environment in which businesses operate including specific knowledge of business law, diversity, economics, and ethics.
- C.** Graduates are able to integrate functional and perspective knowledge in areas that include global issues, strategy, and technology.
- D.** Graduates have requisite oral and written communication skills for typical business communication scenarios including correspondence, reports, presentations and interaction with internal and external constituents.
- E.** Graduates can effectively use a computer for management related tasks, including communication, finding and processing information, document preparation, multimedia presentation, and financial and quantitative analysis.
- F.** Graduates have experience in completing complex managerial tasks as a team member.
- G.** Graduates have critical thinking skills, suitable to entry-level management positions, which enable them to find and classify relevant information, generate alternatives, prioritize decision-making criteria, and generate and justify appropriate decisions.
- H.** Graduates are prepared for further study and professional development.

## **Student Learning Outcomes**

- A1.** Demonstrate an understanding of the difference between cash and accrual accounting, conduct basic financial statement analysis and use accounting

- A2.** Demonstrate an understanding of fundamental finance processes and the concepts underlying these processes and are able to apply them to solve finance problems and make financial decisions.
- A3.** Demonstrate a broad knowledge of the role and application of marketing principles in business and society.
- A4.** Demonstrate a working knowledge of the role that the operations manager plays in delivering products and services to customers.
- A5.** Demonstrate understanding of the basic concepts related to effective management of people in organizations.
- A6.** Use quantitative skills to solve applied operations and financial problems.
- A7.** Demonstrate an understanding of the legal system and common legal principles, with the focus on topics relevant to business such as contracts, torts, and employment law.
- B1.** Demonstrate the impact of workforce diversity on management and in organizations.
- B2.** Demonstrate an understanding of microeconomic principles including supply, demand and price.
- B3.** Demonstrate an understanding of an organization's stakeholders, classify stakeholders using various typologies, the differences between ethical and unethical behavior and identify the functions of ethical values and standards for individuals and societies.
- C1.** Demonstrate an understanding of the impact of micro and macro environmental variables on global business transactions and operations.
- C2.** Demonstrate an understanding of external and internal determinants of competitive advantage.
- C3.** Apply information systems principles and practice with those from other functional areas to analyze and recommend business and managerial decisions.
- D1.** Effectively communicate management concepts, plans and decisions in an oral presentation.

- D2.** Effectively communicate management concepts, plans and decisions in a written report.
- E1.** Create professional business documents using appropriate software.
- E2.** Use computers and software to solve quantitative problems.
- E3.** Professionally deliver presentations aided by multimedia.
- F1.** Effectively participate in a cross-functional team.
- G1.** Organize information to provide alternative solutions or answers to business situations.
- G2.** Identify a business problem and/or opportunity and generate alternatives to solve or take advantage of it.
- G3.** Identify and defend arguments for opposing viewpoints.
- G4.** Identify assumptions, implicit as well as explicit, in an argument.
- H1.** Apply theoretical concepts to various situations.