



STUDENT LEARNING OUTCOMES

B.B.A. in Management



Upon completion of the B.B.A. degree in Management, students will:

- be able to demonstrate effective, compelling, and logical oral communication in business environments.
- be able to demonstrate effective, logical writing in business communications.
- be able to utilize quantitative, technology-supported approaches to analyze business issues.
- be able to work and communicate as a team to research and analyze external and internal factors to make informed business decisions.
- be able to integrate the principles of ethics and social responsibility in business decision-making.
- be able to identify the complexity of business operations in a global environment.
- be able to apply the basic concepts of organizational behavior at the individual, group, and organizational levels to improve the effectiveness of an organization.
- be able to apply the basic concepts of human resources at the individual, group, and organizational levels to improve the effectiveness of an organization.
- be able to apply fundamental concepts regarding innovation to an organizational context.
- be able to apply fundamental concepts of finance, marketing, accounting, and economics regarding new venture development in an entrepreneurial context.
- be able to translate management concepts to an international context, applying the social, cultural, legal and economic differences inherent in the global environment.