

BUSINESS ADMINISTRATION COURSES
(Non-EMBA)
Student Learning Outcomes

Updated: July 2011

BA 290: Business Communication

At the end of this course students should be able to:

1. Adapt the concepts of the basic communication model to written messages and oral presentations through careful audience analysis and message planning.
 2. Choose words, write sentences, and develop paragraphs for good news, bad news, and persuasive messages that are clear, concise, complete, and accurate.
 3. Incorporate technology effectively in gathering, organizing, writing, and presenting written and oral messages.
 4. Effectively gather, interpret, and organize both secondary and primary information needed to support written and oral reports.
 5. Evaluate and produce graphics to communicate messages quickly and accurately.
 6. Write effectively for those with English as a second language.
 7. Collaborate effectively on written documents.
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BA 300: Ethical Decision Making in Business

At the end of this course students should be able to:

1. Explain the various ethical dimensions of business decision making.
 2. Explain the role of various affected parties in business decision making.
 3. Assess the ethics of decision alternatives using different ethical decision rules.
 4. Apply ethical decision-making rules and concepts.
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BA 400: Business Honors Seminar

At the end of this course/program students should be able to:

1. Critically assess how current events influence business activities.
 2. Document your accomplishments effectively and succinctly in written forms.
 3. Present your reasoned opinion in small group discussions.
 4. Listen, evaluate, and appreciate conflicting views.
 5. Apply ethical reasoning to business issues.
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BA 401: Business Internship

At the end of this course students should be able to:

1. Complete an ongoing internship-based project within a finite period of time.
 2. Explain how fundamentals of business education – such as management theory, finance, accounting and marketing – relate to the internship experience.
 3. Employ effective communication skills – including listening, questioning, researching and analyzing, and audience-centered messages – during the course of the internship experience.
 4. Integrate the knowledge gained during the internship experience into career decision making, career planning and (as needed) the job search process.
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BA 402: Exploration of Business Career Development

At the end of this course students should be able to:

1. Analyze and evaluate the career options available given their background.
 2. Develop and present the strongest possible personal product to potential employers.
 3. Discover and describe the key elements that will lead to lifelong career satisfaction and development.
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BA 404: Small Business Consulting

At the end of this course students should be able to:

1. Summarize the organizational managerial context of the business decision.
 2. Determine the appropriate information needed to arrive at business recommendations.
 3. Determine the methodologies needed to obtain the required information from both primary and secondary sources.
 4. Implement the appropriate methodologies in a semester-long research project.
 5. Analyze the collected information to arrive at sound managerial recommendations.
 6. Write a sound research report for presentation to management.
 7. Orally present the research results to management in a well organized presentation.
 8. Be a productive member of a team tasked with solving a decision problem.
 9. Mitigate interpersonal problems that exist in the research team setting.
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BA 650: Financial Reporting and Analysis

At the end of this course students should be able to:

1. Apply accounting guidance, procedures and judgments to specific transactions.
2. Analyze and record transactions using the financial statement effects template, T-accounts and journal entries.

3. Construct a trial balance and prepare basic financial statements.
 4. Explain and illustrate linkages among the four financial statements.
 5. Read and Analyze corporate financial statements.
 6. Compare and contrast the financial health, likelihood of success, and other important attributes of various business entities based on financial statements.
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BA 651: Organizational Behavior

At the end of this course students should be able to:

1. Use tools designed to effectively analyze, manage, and understand individuals, groups and organizations.
 2. Explain the theory and application issues regarding the nature and process of group development and dynamics.
 3. Explain the challenges of managing human resources in the 21st century.
 4. Use communication and negotiation skills to relate to others.
 5. Describe the complexity associated with organizational change.
 6. Analyze organizational cases and apply appropriate concepts and practices to their solutions.
 7. Articulate an increased self-awareness regarding their own strengths and weaknesses and plan for their future.
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BA 652: Statistical Analysis

At the end of this course students should be able to:

1. Use data from a sample to make inferences about a population
 2. Apply probability theory in decision making situations
 3. Formulate hypotheses for decision making and research
 4. Analyze data using appropriate statistical techniques
 5. Interpret the results of statistical analysis
 6. Present statistical results using graphics, text, and the spoken word
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BA 653: Managerial Economics

At the end of this course students should be able to:

1. Identify, gather, and analyze evidence about demand conditions and price elasticities to develop pricing policies and strategies.
2. Judge whether a firm is employing the optimal mix of inputs.
3. Identify and analyze a firm's economic costs.

4. Determine the existence of economies of scale and scope and assess their impact on a firm's competitive position.
 5. Evaluate pricing and other competitive strategies in the context of the structure of a firm's market.
 6. Identify and give examples of how uncertainty may impact consumer and firm behavior.
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BA 655: Marketing

At the end of this course students should be able to:

1. Analyze markets and customers utilizing primary and secondary sources of information.
 2. Define and apply knowledge of key concepts such as:
 - Market Segmentation
 - Target Market selection
 - Positioning.
 3. Identify and explain the elements of the marketing mix and be able to discuss how they are integrated into a comprehensive plan.
 4. Explain the value of building a brand and the necessary steps required to accomplish and maintain a successful brand in the market.
 5. List and describe the elements of an Integrated Marketing Communications program and discuss how to assure synergy from one communications tool to another.
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BA 662: Operations Management

At the end of this course students should be able to:

1. Define the role of operations and supply chain in an organization and its interactions with business functions such as accounting, finance, and marketing.
 2. Link the basic business and operations strategies for increased productivity and competitiveness for service and manufacturing.
 3. Use descriptive and optimization models and incorporate cost drivers to improve general business decision making.
 4. Design quality management strategies, techniques and tools for improved customer satisfaction.
 5. Identify issues in inventories and resources for an organization and use basic models to improve its management.
 6. Plan the basic scheduling for project and its management.
 7. List lean operations principles.
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BA 665: Financial Management I

At the end of this course students should be able to:

1. Analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability, and market value.

2. Apply techniques to project financial statements for forecasting long-term financial needs.
3. Explain the role of short-term financial management, and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory.
4. Identify the major sources of short-term financing available to the firm.
5. Apply future value and present value concepts to single sums, mixed streams, and annuities.
6. Apply time value, risk, and return concepts. Apply valuation techniques to bonds.
7. Apply time value, risk, and return concepts to constant and variable growth models. Apply valuation techniques to stocks.
8. Identify relevant cash flows for capital budgeting projects and apply various methods to analyze projects.
9. Apply the concept of risk, its measurement for single assets and portfolios, various types of risk, the source and use of betas, and the CAPM and SML.
10. Apply techniques for estimating the cost of each component of the cost of capital and understand how to assemble this information into a cost of capital.
11. Explain the concept of leverage and the benefits and costs associated with debt financing.
12. Identify the various long-term sources of funds for a firm.
13. Explain the key international differences between major domestic financial management tools, techniques, and practices and those environmental and methodological differences that occur in the global market.

BA 795: Integrative Business Analysis

At the end of this course students should be able to:

1. Summarize the organizational managerial context of the business decision.
 2. Determine the appropriate information needed to arrive at business recommendations.
 3. Determine the methodologies needed to obtain the required information from both primary and secondary sources.
 4. Implement the appropriate methodologies in a semester-long research project.
 5. Analyze the collected information to arrive at sound managerial recommendations.
 6. Write a sound research report for presentation to management.
 7. Orally present the research results to management in a well organized presentation.
 8. Be a productive member of a research team tasked with solving a decision problem.
 9. Mitigate interpersonal problems that exist in the research team setting.
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