

BADM PROGRAM GOALS

Goal 1: Functional Business Knowledge

Students will demonstrate working knowledge of the major functional areas of Business and their applications.

Objective 1: Apply foundational knowledge in accounting, economics, finance, management, marketing, and information systems
Objective 2: Utilize interdisciplinary liberal arts knowledge and diverse perspectives when evaluating organizational issues.

Goal 2: Communication Skills

Students will be able to communicate results effectively of a business issue in both written and oral form using appropriate presentation strategies.

Objective 1: Demonstrate communication skills by making a clear, informative, and persuasive presentation to a target audience

Objective 2: Use technology as a means of communication when preparing, sharing, and presenting reports.

Goal 3: Analytical and Critical Thinking Skills

Students will demonstrate the ability to identify and evaluate business problems and use appropriate tools to arrive at reasoned conclusions.

Objective 1: Evaluate complex problems by identifying and evaluating the components of the problem to arrive at well-reasoned conclusions.

Objective 2: Apply technology and appropriate tools to solve business problems.

Goal 4: Quantitative Skills

Students will demonstrate quantitative skills and abilities by solving business problems and make sound business decisions

Objective 1: Effectively solve a variety of problems using quantitative methods and draw appropriate inferences based on the results.

Objective 2: Represent and interpret mathematical information in numbers, formulas, graphs, symbols, and tables.

Goal 5: Legal, Ethical, and Social Responsibility Awareness

Students will demonstrate the ability to identify ethical and social responsibility implications that underlie business decisions. 4

Objective 1: Apply appropriate ethical and legal principles in business situations.

Objective 2: Examine the environmental, political, global, and social forces on business decisions and recommend appropriate sustainable practices.

BADM Program Curriculum Map

Program Learning Outcomes

Core Business Courses	Program Learning Outcomes					Responsible Faculty
	Goal 1: Functional Business Knowledge	Goal 2: Written and Oral Communication	Goal 3: Analytical and Critical Thinking Skills	Goal 4: Decision Making and Quantitative Skills	Goal 5: Legal, Ethical and Social Responsibility Awareness	
BADM 100	I→D; T		I→D; T & A		I→D; T	
BADM 110			I→D; T & A			
ECON 141	D→M; T & U		I→D; T & A			
ECON 142	D→M; T & U		I→D; T & A			
BADM 201	I→D; T & U				I→D; T & A	
BADM 206				I→D; T		
BADM 342	D→M; T & U		D→M; T & A		D→M; T & A	
ECON 316		D→M; U & A	I→M; T	D→M; T & A		
BADM 224	I→D; U		I→D; T & U	I→D; T & A	I→D; T	
BADM 225	I→D; T & A		I→D; T & U	I→D; T & A	I→D; T	
BADM 260	I→D; T & A	D→M; U & A			I→D; T & U	
BADM 270	D→M; T & A	D→M; U & A			I→D; T & U	
BADM 340	D→M; T & U		D→M; T & A	D→M; T & A	D→M; U	
BADM 510	D→M; U & A	D→M; U & A	I→M; T & A		D→M; T & A	
ENGL 306	D→M; T & U	D→M; T & A				

T = Taught; **U** = Utilized; **A** = Assessed

Assessment of an outcome means that an assessment and scoring tool have been put in place that specifically measure a student's competency on that outcome

Teaching an outcome means that classroom instruction includes specific instruction on knowing or doing this competency.

Utilizing an outcome means that students are expected to perform particular knowledge and skill without any formal instruction.

I = Introduced; **D** = Developed; **M** = Mastery

The first letter denotes the competency level of students entering the course while the second letter denotes the expected competency at the end of the course. For example, D → M indicates that students enter the course at a developing level and leave at the mastery level for that competency