

Bachelors Degree Business Administration Competencies and Learning Objectives				B.A. in Administration	
Competency Goals (G for General, A for area specific)	Current Learning Objectives	Performance Target	Measures/How to Assess	Course assessed (I for introductory, D for developing, M for mastery)	Course Learning (Direct Link to Business Undergraduate LOs)

Career and Self Development: Recognize and articulate your skills, strengths and experiences; proficient in exploring job options; and able to self-advocate in workplace.	N/A	N/A	N/A	N/A	N/A
Communication: Clearly articulate (orally and in writing) thoughts and ideas.	AG 1 Demonstrate competency in written and oral communications.	Written assignment	Group project	BBA 204 (I)	LO4, LO9
			Group Case Study project	BBA 308 (D)	LO7
Critical Thinking Skills: Make decisions and solve problems through sound reasoning.	AG2 Demonstrate analytical and quantitative skills through making financial decisions.	Oral assignment	Group Investment project	BBA 310 (M)	LO1, LO2
			Group project	BBA 204 (I)	LO4, LO9
			Group Case Study project	BBA 308 (D)	LO7
		70% overall score in exams	Embedded questions in the exam	BBA 204 (I)	LO1-LO10
		70% overall score in exams	Embedded questions in the exam	BBA 207 (I)	LO1-LO7
		70% overall score in exams	Embedded questions in the exam	BBA 308 (M)	LO1-LO7
Leadership: Recognize and develop strengths of others to attain common goals.	AG3. Students interact and cooperate productively and maturely with others when working on a team, demonstrating leadership and team-facilitation skills as needed.	Group presentation	Group project	BBA 204 (I)	LO4, LO9
			Group Case Study project	BBA 308 (D)	LO7
			Group Investment project	BBA 310 (M)	LO1, LO2
Professionalism: Sensitive to different work environments, demonstrate effective work habits, and act in the interest of the larger community and workplace.	AG4. Students will be prepared in class to answer unexpected questions.	80% score in participation	Participation credit in grade	BBA 204 (D)	LO1-LO10
				BBA 308 (D)	LO1-LO7
				BBA 310 (D)	LO1-LO7
Teamwork: Work collaboratively with a diverse range of colleagues within a team structure, with ability to negotiate and manage conflict.	AG3. Students interact and cooperate productively and maturely with others when working on a team, demonstrating leadership and team-facilitation skills as needed.	Group presentation	Group project	BBA 204 (I)	LO4, LO9
			Group Case Study project	BBA 308 (D)	LO7
			Group Investment project	BBA 310 (M)	LO1, LO2
Technology: Competency in existing technologies with ability to adapt to new and emerging technologies.	AG6 Demonstrate proficiency in current software and technology used in the business industry.	Certifications	Certification in trading platform	BBA 207 (D)	LO1-LO7
			Certification in spreadsheets	BBA 204 (D)	LO1-LO7

Career and Self Development: Recognize and articulate your skills, strengths and experiences; proficient in exploring job options; and able to self-advocate in workplace.

Communication: Clearly articulate (orally and in writing) thoughts and ideas

Critical Thinking Skills: Make decisions and solve problems through sound reasoning

Equity and Inclusion: Have cultural sensitivity, respect, and ability to learn from and work with people of diverse cultures, races, ages, genders, sexual orientations and religions

Leadership: Recognize and develop strengths of others to attain common goals

Professionalism: Sensitive to different work environments, demonstrate effective work habits, and act in the interest of the larger community and workplace

Teamwork: Work collaboratively with a diverse range of colleagues within a team structure, with ability to negotiate and manage conflict

Technology: Competency in existing technologies with ability to adapt to new and emerging technologies.

BBA 204 Principles of Management. Credits: 3, Hours 3:

Description: Basic management concepts involving the theory and practice of attainment of organizational goals through planning, organizing, leading and controlling organizational resources.

Prereq: N/A

Learning Objectives - By the end of semester, students will be able to understand and explain:

- LO1** Explain the primary functions of management including planning, organizing, leading, organizing and controlling.
- LO2** Define ethics and corporate social responsibility.
- LO3** Understand functional, product, customer, geographic and matrix organization structures
- LO4** Explain the history of the practice of management.
- LO5** Describe business structures such as corporations, partnerships and proprietorships.
- LO6** Describe a firm's internal and external environment.
- LO7** Define, calculate and apply profitability, liquidity, leverage and activity ratios.
- LO8** Understand the role of human resource management in a firm including components of job satisfaction.
- LO9** Explain organizational control and why it is a key management function.
- LO10** Demonstrate understandings of and competencies in Information Literacy, as indicated by successful completion of the Library assignment reinforcing above outcomes.

BBA 207 Principles of Finance. Credits: 3, Hours 3:

Description: Functions of financial markets and institutions, financial statement analysis, primary business structures, understanding of financing, dividend, and investment decisions, time value of money, investment decision rules and discounted cash flow valuation.

Prereq: ECO 166,167 AND ACC 171 PREREQ: BBA 168 and 169 or ECO 166 and 167, ACC 171.

Learning Objectives - By the end of semester, students will be able to understand and explain:

- LO1** the important features of the types of firms, the financial manager place in it and the ethical issues they face.
- LO2** how a corporation analyzes the four main financial statements: Balance sheet, income statement, cash flows and statement of stockholder's equity.
- LO3** time value of money and the valuation principle.
- LO4** bond terminology, how to compute the price and yield to maturity of a zero-coupon bond and coupon bonds.
- LO5** the investment decision rules and discounted cash flow valuations.
- LO6** the basics of common stock, preferred stock and stock quotes.
- LO7** the basics of risk and return.

BBA 308 Corporation Finance. Credits: 3, Hours 3:

Description: Analysis of cost of capital, methods to raise equity and debt, capital structure theory, dividend payout policy, financial modeling and financial planning.

Prereq: BBA 207 and MAT 171 or 172.

Learning Objectives - By the end of semester, students will be able to understand and explain:

- LO1** the drivers and computation of the firm's overall cost of capital, it's differences across

industries and companies.

LO2 how to measure the costs of debt, preferred stock, and common stock.

LO3 the process of raising equity capital.

LO4 the components and process of debt financing.

LO5 capital structure under perfect and imperfect capital markets.

LO6 payout policy, and tax considerations.

LO7 long-term financial planning, pro-forma analysis and value of the firm.

BBA 310 Security and Investment Analysis. Credits: 3, Hours 3:

Description: Risks of different securities using advanced principles of portfolio theory and computation and evaluation of investment performance. Applications of theoretical concepts to evaluate or conduct portfolio management.

Prereq: BBA 207 and MAT 171 or 172.

Learning Objectives - By the end of semester, students will be able to understand and explain:

LO1 investments, real assets and financial assets, risk and return, and risk premiums.

LO2 asset classes and financial instruments

LO3 investment performance using the principles of portfolio and capital market theory

LO4 valuation calculations for equity and fixed income securities

LO5 fundamental concepts of portfolio and investment management

LO6 fundamental and technical analyses for stock valuation.

LO7 capital asset pricing model and arbitrage pricing theory.