

BBA Map

Courses and Activities Mapped to BBA Outcome Set

Courses and Learning Activities	BBA Goals and Objectives				
	BG1	BG2	BG3	BG4	BG5
	Demonstrate competency in written and oral communications.	Demonstrate competency in quantitative and analytical skills.	Demonstrate competency in current technology used in the business environment.	Demonstrate knowledge of business ethics and corporate responsibility.	Demonstrate knowledge of global and multicultural perspectives.
BBA 204: Principles of Management	I	N/A	N/A	I	I
BBA 207: Principles of Finance	N/A	I	I	I	
BBA 303: Business Statistics I	I	D	I	N/A	N/A
BBA 308: Corporation Finance	D	D	D	D	I
BBA 327: Organizational Behavior and Development	D	N/A	D	N/A	D
BBA 328: Human Resource Management	D	N/A	D	N/A	D
BBA 329: Union Employer Relations	M	N/A	N/A	D	D
BBA 332: Marketing Management	D	I	D	D	I
BBA 336: Business Law I	M	I	N/A	D	D
BBA 367: Consumer Behavior	D	I	D	M	D
BBA 407: Strategic Management	D	D	N/A	D	D
BBA 432: International Business Management	M	M	M	M	M
BBA 467: Marketing Research	D	I	I	M	D

Legend

I = Introduced

D = Developed

M = Mastered