

BA Business (TUG)

Program Learning Goals and Outcomes

PROGRAM LEARNING GOAL	PROGRAM LEARNING OUTCOME
Learning Goal 1: Exemplifies the highest standard of business professionalism.	Learning Outcome 1.1: Prepares for all responsibilities
	Learning Outcome 1.2: Displays respect for all
	Learning Outcome 1.3: Works effectively in teams
Learning Goal 2: Communicates Effectively	Learning Outcome 2.1: Speaks clearly and intelligently
	Learning Outcome 2.2: Writes clearly and intelligently
	Learning Outcome 2.3: Uses technology appropriately when communicating
Learning Goal 3: Assumes a leadership role	Learning Outcome 3.1: Adheres to high ethical standards
	Learning Outcome 3.2: Diversity
	Learning Outcome 3.3: Functions skillfully at a strategic level
	Learning Outcome 3.4: Reflects on past success/failures to improve future results
Learning Goal 4: Conducts creative analyses	Learning Outcome 4.1: Assimilates data, applies critical thinking during analysis and summarizes results clearly and concisely.