**BSBA Core Learning Goals & Objectives**

Our students will be able to achieve the following:

**Learning Goal #1: To understand business and economics fundamentals**

Learning Objectives:

Demonstrate knowledge and understanding at a basic level of concepts and tools in:

1.1 Accounting

1.2 Information systems

1.3 Economics

1.4 Finance

1.5 Management

1.6 Operations

1.7 Marketing

1.8 Statistics

**Learning Goal #2: To integrate functional business knowledge in a team setting**

Learning Objectives:

2.1 Ability to contribute in a cross-functional team to produce a coherent two year plan, which integrates the functional knowledge acquired in the different disciplines of business.

2.2 Ability to cooperate and work effectively in a culturally diverse team.

**Learning Goal #3: To demonstrate information literacy and communication skills**

Learning Objectives:

3.1 Skill in finding, interpreting, and evaluating data

3.2 Skill in presenting information in a well-organized manner both orally and in writing

**Learning Goal #4: To develop socially-responsible solutions to business problems in both local and global environments**

Learning Objectives:

4.1 Ability to analyze the global socio-economic and legal-political environments in business problem-solving

4.2 Understanding of Los Angeles region business issues and potential solutions

4.3 Ability to consider the ethical implications involved in business decision-making