Bachelor of Business Administration in General Business (BBA-GB)

The goal of the BBA in General Business program is to provide students with a working knowledge of basic business theory and have the ability to apply these concepts to the work world. Core competencies include team work, analysis and syntheses of “best” company practices and communication skills, both oral and written.

**LEARNING OUTCOMES**

1. Students will be able to demonstrate a working knowledge of basic business theory.
2. Students will be able to integrate concepts from other business disciplines such as Finance, Human Resources, and communication skills with management.

**DIRECT MEASURES**

1. ETS Business Major Field Test.
2. Project in the capstone course.

**INDIRECT MEASURES**

1. Senior Exit Survey
2. Alumni Survey