

# B.S. in Business Administration

---

**Students will:**

- Analyze current societal trends and their impact on the aviation/aerospace industry.
- Apply business and leadership principles to lead teams ethically and effectively across business functions.
- Prepare business communications to effectively engage diverse audiences.
- Use research and data to develop reasoned, defensible solutions to business problems.
- Demonstrate they possess critical business knowledge in accounting, economics, management, quantitative business analysis, finance, marketing, legal and social, information systems, and international issues.
- Disclose to stakeholders accounting analysis obtained in accordance with accepted accounting principles.
- Demonstrate they possess critical business knowledge related to the accounting discipline.
- Apply appropriate analytical techniques to make optimal financial decisions.
- Demonstrate they possess critical business knowledge related to the finance discipline.
- Critique organizational behavior and general management concepts and theories.
- Demonstrate they possess critical business knowledge related to the management discipline.
- Apply marketing concepts to recommend appropriate marketing strategies for organizations.
- Demonstrate they possess critical business knowledge related to the marketing discipline.