

B.S. in Business Administration

Program-Level Student Learning Outcomes

Daytona Beach

Students will:

- Demonstrate foundational knowledge across core business disciplines.
- Use research and data to develop reasoned, defensible solutions to business problems.
- Prepare business communications to effectively engage diverse audiences.
- Analyze the business ethical environment and apply ethical reasoning.
- Apply business and leadership principles to lead teams ethically and effectively across business functions.
- Analyze the purpose of disclosing accounting information for use by stakeholders in accordance with accepted accounting principles.
- Apply appropriate analytical techniques to make optimal financial decisions.
- Critique organizational behavior and general management concepts and theories.
- Apply marketing concepts to recommend appropriate marketing strategies for organizations.
- Analyze current societal trends and their impact on business.

Prescott

Students will:

- Use research and data to develop reasoned, defensible solutions to business problems.
- Prepare business communications to effectively engage diverse audiences.
- Apply appropriate analytical techniques to make optimal financial decisions.
- Demonstrate educational goals through professional industry performance.
- Apply business and leadership principles to lead teams ethically and effectively across business functions.
- Analyze current societal trends and their impact on business.