

**Nova Southeastern University**  
**H. Wayne Huizenga College of Business & Entrepreneurship**  
**BSBA Program Student Learning Goals and Outcomes**  
**Effective Winter 2017**

**Broad-Based Student Learning Goal 1:**

**Business Knowledge:** Our students will have knowledge in the core business disciplines.

**Associated Intended Student Learning Outcomes (SLO):**

SLO 1: Our students will be able to identify the principle concepts and theories in the core business disciplines. (Bloom's – Remembering)

**Broad-Based Student Learning Goal 2:**

**Critical Thinking:** Our students will apply critical thinking to business situations.

**Associated Intended Student Learning Outcomes (SLO):**

SLO 1: Our students will be able to examine problems and opportunities in business context. (Bloom's Analyzing)

SLO 2: Our students will be able to utilize quantitative and qualitative information in a business context. (Bloom's Applying)

SLO 3: : Our students will be able to formulate logical solutions with appropriate support in a business context. (Bloom's Analyzing)

**Broad-Based Student Learning Goal 3:**

**Communication:** Our students will communicate effectively in a business context.

**Associated Intended Student Learning Outcomes (SLO):**

SLO 1: Our students will be able to compose technically proficient and effective business documents. (Bloom Level: Creating)

SLO 2: Our students will plan and deliver effective oral presentations on a business topic. (Bloom Level: Creating)

SLO 3: Students will be able demonstrate an awareness of purpose and audience for a communication. (Bloom's – Applying)

**Broad-Based Student Learning Goal 4:**

**Ethics (Ethical Reasoning):** Our students will apply ethical reasoning to decision making in a business context.

**Associated Intended Student Learning Outcomes (SLO):**

SLO 1: Our students will be able to recognize ethical dilemmas in business context. (Bloom's Remembering)

SLO 2: Our students will be able to utilize different ethical concepts, theories, and perspectives to make ethical decisions in a business context. (Bloom's Applying)

SLO 3: Our students will be able to identify appropriate stakeholders and recognize the potential impact of an ethical decision for each of stakeholder group. (Bloom's Remembering)

SLO 4: Our students will be able to formulate potential implications in making an ethical decision in a business context. (Bloom's Analyzing)