

## **ALC Revision**

### **Academic Learning Compact- Bachelor of Science in Business Administration (major in marketing)**

A bachelor's degree in business administration enables you to achieve foundation knowledge in the following areas of business: economics, accounting, finance, management, marketing, business law, statistics, operations management, human resource management, information technology and entrepreneurship. Special emphasis is placed on understanding the links between various business disciplines and the development of sound business plans. You will be able to effectively analyze a business entity's strengths and weaknesses as well as investigate the opportunities and threats present in the business environment.

The marketing major provides a fundamental understanding of consumer behavior, market segmentation and positioning, the role of marketing in corporate strategy, and methods by which the tactical tools of pricing, promotion, and distribution are utilized by marketing practitioners. Additional information is available from your college's website.

#### **Before Graduating You Must**

- Take the ETS Major Field Test in Business as part of MAN 4504. The ETS exam covers nine content areas in business. The score describes your performance relative to other seniors in business and accounting at 600+ colleges and universities (e.g., top 15% in the nation compared to your peers).
- Complete requirements for the baccalaureate degree, as determined by faculty.

#### **You may encounter the following assessments of the Student Learning Outcomes in your program:**

- Course-embedded measures (e.g., exam questions, papers, presentations) in the following classes: BUL 4310, FIN 3403, GEB 3373, MAN 3025, MAN 4504, MAR 3023, QMB 3250, and major-specific courses.
- Writing samples and public speaking skills assessed via faculty approved rubrics in the following courses (writing FIN 3403 & GEB 3213; public speaking GEB 3218).

#### **Skills You Will Acquire in the Degree (SLOs)**

1. Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility
2. Demonstrate proficiency in the use of business-related software applications
3. Define the ethical responsibilities of business organizations and identify relevant ethical issues
4. Understand how the business environment, including culture, differs across countries
5. Possess awareness of cultural differences and how these differences affect business decisions
6. Identify characteristics and roles of groups and teams
7. Identify characteristics and roles of managers and leaders
8. Demonstrate knowledge in consumer behavior, market segmentation and positioning, the role of marketing in corporate strategy, and methods by which the tactical tools of pricing, promotion, and distribution are utilized by marketing practitioners
9. Specify and implement a framework for identifying a business problem and develop alternative solutions and a set of evaluation criteria
10. Assess the outcomes of a course of action and make appropriate adjustments
11. Write business documents clearly, concisely, and analytically
12. Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids