

Sam Walton College of Business BSBA Competencies

(2021-2027 AACSB Accreditation Cycle)

The Sam Walton College of Business uses the same competencies for every major because every discipline must graduate with these skills and knowledge.

Competency	Measurement
<p>Communication (written and oral):</p> <p>Graduates of BSBA program at the Sam M. Walton College of Business will be able to communicate effectively in professional situations.</p> <ul style="list-style-type: none"> • Learning Objective 1: (Written) Students will show proficiency in writing and producing a broad set of professional quality business documents. • Learning Objective 2: (Oral) Students will prepare and deliver professional presentations. 	<p>Written: Rubric applied to Case Study in SEVI 3013</p> <p>Oral: Rubric applied to oral presentation on Case Study in SEVI 3013</p> <p>Goal: 80% of students meet or exceed expectations</p>
<p>Critical Thinking/ Problem Solving:</p> <p>Graduates of BSBA program at the Sam M. Walton College of Business will be able to think critically when evaluating business decisions.</p> <ul style="list-style-type: none"> • Learning Objective: Students will demonstrate critical thinking and strategic problem-solving skills through systematic and objective consideration of business-related problems. 	<p>Rubric applied to Case Study in SEVI 3013</p> <p>Goal: 80% of students meet or exceed expectations</p>
<p>Technical Competence/ Discipline Knowledge:</p> <p>Graduates of the BSBA program at the Sam M. Walton College of Business will be knowledgeable of the application of concepts in their business major and core cross-discipline concepts.</p> <ul style="list-style-type: none"> • Learning Objective: Students will demonstrate proficiency in core business concepts, across disciplines. 	<p>Questions analyzed in: ACCT 2013 ECON 2013 SCMT 2103 FINN 2043 MGMT 2103 MKTG 3433 ISYS 2103</p> <p>Goal: 80% of 89% students answer questions correctly.</p>

