Bachelor of Business Administration Degree (B.B.A.)
Design Management

PROGRAM LEARNING OBJECTIVES

1. Reading and Written Communication: Students will demonstrate competent writing and reading throughout their programs of study.

2. Oral Communication: Students will demonstrate effective oral communication skills in both general and major-specific contexts.

3. Critical Analysis and Reasoning: Students will use critical analysis and reasoning, supported by knowledge and skills learned throughout their degree programs, to enhance personal and professional decision making:
   - Quantitative analysis and reasoning
   - Analysis and reasoning in the humanities, sciences, social sciences, and arts
   - Ethical analysis and reasoning
   - Reasoning in career-related contexts

4. Knowledge and Skills for Living in a Diverse Society: Students will consider multiple perspectives (quantitative and qualitative, among individuals, from different cultural contexts, etc.) when making decisions independently or as part of a team.

5. Information Literacy: Students will define and articulate their needs for information and access this information effectively and efficiently.

6. Integration of Learning: Students will develop the ability to integrate their learning, making connections within their major, between fields, between curricular and co-curricular activities, and between academic knowledge and practice.

7. Students will demonstrate an understanding of management theories and their application in practice as related to the design industry.

8. Students will apply all aspects of the design process to creative problem solving in the context of design management.

9. Students will understand and demonstrate the ability to apply professional values, including responsibility, accountability, and effectiveness.

10. Students will demonstrate accurate and effective use of technology and specialized software to collect, process, and use information essential to the design industry.

11. Students will identify, evaluate, and access resources, and manage projects critical to decision making and business success.