



**Berkeley College®**

# **2025 - 2026 Undergraduate Catalog**

Effective September 1, 2025 to August 31, 2026

## **Bachelor of Business Administration Degree (BBA) Business Administration – Business Analytics**

### **COLLEGE AND 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 appropriate knowledge of baccalaureate-level business core concepts.
8. Students will compose coherent forms of written communication.
9. Students will formulate effective oral presentations.
10. Students will utilize decision-support tools to inform evidence-based decision-making.
11. Students will appraise the role of leadership in driving organizational success.
12. Students will formulate solutions to organizational challenges in a team setting.
13. Students will execute work that is clear, rational, and informed by evidence.
14. Students will apply analytical techniques to support strategic and operational decision-making in various business concepts.

*Not all programs are offered for completion at each campus or through Berkeley College Online®. Please review the academic program pages (<https://berkeleycollege.edu/academics/index.html>) for information on where each program is offered. Additionally, all students may be required to take some courses at another campus or online.*