

BUSINESS, B.S. (BERKS)

Begin Campus: Any Penn State Campus

End Campus: Berks

Program Learning Objectives

- **Business Competency:** Application of business concepts learned in courses ranging from BA 321, BA 322, BA 421, FIN 301, MGMT 301, MKTG 301, SCM 301, is used in BA 422W (Strategic Business Planning).
- **Data Analysis and Problem Solving:** Recognize, analyze and solve business problems using quantitative and qualitative measures.
- **Effective Communication:** In addition to hard skills, expect students to improve soft skills for both oral and written communications.
- **Ethical Awareness:** Demonstrate awareness of ethical issues, social responsibilities and conflict resolution.
- **Global & Diverse Perspectives:** Compare, contrast and differentiate the business environment of both their local community and the globalized world economy.
- **Leadership & Teamwork:** Apply leadership, team building, and project management skills
- **Use Management Theory/Practice:** Utilize and apply fundamental business concepts, principles and contemporary business practices.