

Clayton State University School of Business

General Learning Outcomes for B.B.A.*

B.B.A. graduates will demonstrate:

- **Written and Oral Communication Skills:** Writing clearly, concisely, and correctly; designing and delivering persuasive oral presentations.
- **Ethical and Corporate Social Responsibility:** Assessing the ethical and social impact of decisions on the organization and its stakeholders.
- **Thinking Skills:** Thinking critically and analytically to evaluate organizational effectiveness, to make decisions, and to develop strategy.
- **Interpersonal Skills and Appreciation for Diversity:** Using interpersonal and cross-cultural knowledge and skills to lead and manage collaborative activities and to work effectively in teams that have a diverse membership.
- **Use of Technology in Business:** Using computers to analyze data and solve problems, to communicate, and to make effective presentations.
- **Dynamics of the Global Economy:** Understanding how to adapt functions of the business to the global environment.
- **Knowledge of the Business Environment:** Knowing core business concepts; understanding how business disciplines integrate to compete successfully.

*Revised 10-5-09 to reflect AACSB revisions in general knowledge and skill standards: addition of “dynamics of the global economy.”