

## Core Bachelor of Business Administration Outcomes

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The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from a business major degree program should have developed:

1. Demonstrate a strong working knowledge of accounting.
2. Demonstrate a strong working knowledge of economics.
3. Demonstrate a strong working knowledge of the management field.
4. Demonstrate a strong working knowledge of selected information system applications.
5. Demonstrate a strong working knowledge of finance.
6. Demonstrate a strong working knowledge of international commerce.
7. Demonstrate a strong working knowledge of marketing.
8. Demonstrate a thorough working knowledge of business law including: partnerships, contracts, personnel.
9. Work effectively in teams.
10. Apply critical thinking and problem solving skills in business situations
11. Demonstrate effective oral and written communication skills
12. Analyze and explain local and global business environments
13. Solidify a personal code of ethics and apply Biblical principles and perspectives to business situations
14. Leverage digital tools to support successful business decision making, organizational communication, business operations, and customer relations.
15. Use team skills such as leadership, followership and human relations to promote organizational effectiveness and contribute meaningfully to team projects.
16. Use analytic and quantitative techniques to understand data, make sound inferences, and make data-driven decisions.

## Bachelor of Business Administration in Accounting

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In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Explain core accounting concepts and demonstrate technical competence through the application of Generally Accepted Accounting Principles.
2. Discuss ethical issues facing the accounting profession and incorporate an ethical perspective in the accounting environment.
3. Make use of efficient and effective professional communication.
4. Prepare tax returns and documents based on an accurate understanding of tax laws.
5. Discuss auditing theory, procedures and risk analysis.
6. Demonstrate readiness to work in the field of accounting and meet the accounting-specific educational requirements needed to take the CPA exam.

## Bachelor of Business Administration in Business Education

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In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Demonstrate professionalism and ethical standards related to appropriate personal and professional interactions and decision making in the classroom and workplace.
  2. Explain core principles of business subjects including accounting, finance, business communication, business and personal law, economics and personal finance, information systems, keyboarding, marketing and management.
  3. Explain the philosophy, mission and objectives of career education business education, including occupational preparation, responsibility to the business community, and responsibility to society, personal-use skills, economic literacy, training and retraining.
  4. Summarize the role and process of counseling in business education, including orientation, career awareness, career exploration, assessment, preparation, employment information and trends.
  5. Develop and evaluate career student performance objectives in the cognitive, psychomotor and affective domains.
  6. Explain the philosophy and goals of career and technical student organizations (FBLE/PBL).
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## **Bachelor of Business Administration in Finance**

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In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Apply best practices in financial management to make plans, organize projects, monitor outcomes and provide financial leadership.
2. Observe and interpret financial markets to uncover potential opportunities and construct financial portfolios
3. Apply the concept of time value of money to:
  - make basic capital investment decisions
  - analyze and value securities, including debt and equity instruments
  - analyze the relationship between risk and expected return generally and for specific security classes
4. Explain major domestic and global financial institutions and the role of those institutions in the global economy and financial markets.
5. Apply the Standards of Practice and Codes of Conduct of Financial Practitioners (CFA, CFP, etc.) to address ethical challenges within the business environment.

## **Bachelor of Business Administration in Management**

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In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Explain historical and contemporary theories of management and formulate a personal perspective on managerial leadership.
2. Explain and compare the four functions of management (planning, organizing, leading, controlling)
3. Compare and contrast management roles and responsibilities within entrepreneurial, service, operational and nonprofit organizations.
4. Formulate a business strategy and policy.
5. Analyze and explain the legal and regulatory environment of business.
6. Explain the history of and defend total quality management principles and tools.

## Bachelor of Business Administration in Marketing

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In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Demonstrate knowledge of principles and concepts of marketing.
2. Evaluate and explain the effects of globalization on the business environment.
3. Utilize business concepts, methods, procedures, and management information systems.
4. Assess the legal, economic, and social aspects of a marketing decision.
5. Recognize and evaluate ethical issues in business.

# Bachelor of Business Administration in Non-Profit and Social Enterprise

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In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Explain the unique legal and regulatory environment bearing upon the accounting, reporting, and management practices of nonprofit organizations.
  2. Identify, analyze and apply various revenue generating strategies for the nonprofit organization including grant writing, fundraising and philanthropic efforts to support long-term fiscal sustainability
  3. Inventory the distinctive organizational, operational and financial aspects of a nonprofit organization, particularly as they relate to the implementation of day-to-day and long-term management strategies.
  4. Demonstrate leadership practices and strategies to maximize the functionality of boards and volunteers in nonprofit organizations.
  5. Apply effective community and public relations skills to foster positive relations among stakeholders and community members.
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