Core Outcomes: Bachelor of Business Administration

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. At the conclusion of this program, students will be able to:

1. Recognize economic problems of finance, labor, employment, international trade, social problems, price and wage structure, prosperity and depressions, inflation and deflation, and the role of government in the economic field and identify household, firm, or industry decision-making applications.
2. Recognize the contingency view of management theory and practice with emphasis on skills used by managers to get the job done (planning, organizing, directing, and controlling) while integrating the functions of management with appropriate quantitative and behavioral concepts.
3. Perform the basic principles of accounting as they relate to partnerships and corporations including the analysis and recording of business transactions, controlling accounts, journalizing, posting, adjusting entries, closing entries, financial statement preparation, analysis of financial statements, budgets, and use of financial information for decision-making.
4. Utilize Excel and data base software to organize, analyze, and solve various business problems.
5. Apply principles of marketing, including structure and functions with emphasis on the managerial viewpoint.
6. Apply principles of law applicable to business and to the individual including legal background, contracts, agency, negotiable instruments, suretyship, sale of personal property, real property, bailment, partnerships, corporations, deeds, mortgages, torts, bankruptcy and commercial applications of law.
7. Identify effective objectives, methods, and forms of communication to achieve business goals.
Bachelor of Business Administration in Accounting

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. At the conclusion of this program, students will be able to:

1. Demonstrate extensive applications of QuickBooks software for small business accounting including the creation of a chart of accounts, recording customer and vendor transactions, processing payroll, printing reports, creating budgets, utilizing the QuickBooks audit trail, and exporting to Excel software.
2. Demonstrate ability to account for cash, receivables, installment sales, consignments, inventories, plant and equipment, intangibles, investments, annuities, bonds, liabilities, fund and reserves, stockholders' equity, profit and loss analysis and develop the income statement, the balance sheet, and the cash flow statement.
3. Apply principles of cost accounting with emphasis on accounting for materials, labor costs, manufacturing expenses, job order and process cost systems, and the use of cost information in assisting management in planning and controlling.
4. Identify and apply control and audit procedure related to EDP-based accounting systems.
5. Apply principles of advanced accounting for business combinations, multinational operations, partnerships, SEC reporting, and segment and interim reporting and develop the skills of analysis, judgment, communication, and research accepted by the AICPA's Board of Examiners as being needed by entry level CPAs.
6. Apply auditing the theory, practice, and procedures needed by independent accountants and internal auditors for the development of audit programs.
7. Recognize appropriate practices for governmental and not-for-profit organizational accounting records and funds, including budget control, analysis, and interpretation of financial statements.
8. Apply federal tax laws with emphasis on preparing income taxes for individuals.
Bachelor of Business Administration in Business Education

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. At the conclusion of this program, students will be able to:

1. Recognize economic problems of finance, labor, employment, international trade, social problems, price and wage structure, prosperity and depressions, inflation and deflation, and the role of government in the economic field and identify household, firm, or industry decision-making applications.
2. Recognize the contingency view of management theory and practice with emphasis on skills used by managers to get the job done (planning, organizing, directing, and controlling) while integrating the functions of management with appropriate quantitative and behavioral concepts.
3. Perform the basic principles of accounting as they relate to partnerships and corporations including the analysis and recording of business transactions, journalizing, posting, adjusting entries, closing entries, financial statement preparation, analysis of financial statements, budgets, and use of financial information for decision-making.
4. Utilize Excel and data base software to organize, analyze, and solve various business problems.
5. Apply principles of marketing, including structure and functions with emphasis on the managerial viewpoint.
6. Apply principles of law applicable to business and to the individual including legal background, contracts, agency, negotiable instruments, suretyship, sale of personal property, real property, bailment, partnerships, corporations, deeds, mortgages, torts, bankruptcy and commercial applications of law.
7. Identify effective objectives, methods, and forms of communication to achieve business goals.
8. Explain and demonstrate curriculum development and implementation of vocational business education classes on the high school and middle school level including research of issues and procedures for career and technical education in the public and private sectors leading to knowledge of core competencies for marketing education programs.
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. At the conclusion of this program, students will be able to:

1. Identify and apply appropriate quantitative techniques using mathematical models that assist in the decision-making function of management including probability and statistical decision; linear programming such as inventory control, PERT, and the critical path method; the matrix theory and the game theory; and Markov Processes and the queuing theory.
2. Recognize principles and practices currently used by business in the management of personnel including those related to labor sources, selection and placement of personnel, workers' environment, compensation, training, promotion, health and safety, benefit plans, and relations between management and employees.
3. Develop knowledge and management skills related to individual and group relations in organizations, including self-awareness and motivation, communication styles, empowerment, leadership and team skills, and ethical relationships.
4. Develop knowledge and effective techniques for selecting employees, evaluating employee performance, and developing employees.
Bachelor of Business Administration in Computer Information Systems

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. At the conclusion of this program, students will be able to:

1. **Algorithm Development and Implementation**: Students will develop an optimal algorithm to solve a problem.
2. **Computer Architecture and Systems Hardware**: Students will identify and explain concepts and characteristics of conceptual machines.
3. **Systems Software**: Students will identify and explain software comprising a computer system.
4. **Communication Skills**: Students will demonstrate effective technical communication orally and written.
5. **Business Systems and Methodologies**: Students will demonstrate knowledge and understanding of competitive business environments.
Bachelor of Business Administration in Finance

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. At the conclusion of this program, students will be able to:

1. Recognize the characteristics of real estate as they affect the market and explain the procedures and problems in financing real estate and the techniques of valuation.
2. Recognize and apply the general principles and types of insurance such as life insurance, casualty insurance, fire insurance, Social Security, and workmen's compensation to business enterprises.
3. Recognize how the key concepts of business finance may be adapted in the context of a multi-national firm.
4. Recognize and utilize investment principles, investment media, security markets, and the importance of analyzing industries and their macro-environments.
5. Apply investment concepts to actual analysis of investment opportunities and investment decision process through participation in the management of an endowed fund.
6. Develop and apply advanced analytical skills used in financial decision making.
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. At the conclusion of this program, students will be able to:

1. Explain the influence of cultural, social, and psychological factors on consumer behavior.
2. Recognize the marketing subsystem used to inform and persuade both present and potential customers and apply techniques to manage the promotional mix of the company.
3. Explain and apply techniques for the systematic search for and study of facts relevant to problem solving in marketing management.
4. Develop knowledge and skills regarding the effective planning, decision-making, and evaluating of the total marketing program of various types of organizations.
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. At the conclusion of this program, students will be able to:

1. Establish effective nonprofit management and governance systems and structures.
2. Develop financial resources and grants.
3. Guide development of financial systems that address unique requirements for nonprofit organizations.
4. Select and engage effective volunteers and board members.
5. Build public support for a nonprofit organization.
6. Develop social enterprise businesses.