



Bachelor of Business Administration in E-Management

Program Goals and Associated Learning Outcomes

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BBA Program Goals	Program Learning Outcomes
The goals of the Bachelor of Business Administration are:	Upon successful completion of the Bachelor of Business Administration Program, students should be able to:
Graduate Attribute 1: Deep Discipline Knowledge	
1. Develop a broad and integrated knowledge of the scope and functions of international business as well as specialist knowledge in selected concentrations and apply this to issues and problems.	1.1 Explain the important terminologies, facts, concepts, principles, analytical techniques and theories used across the functional areas of international business and discipline. 1.2 Apply the principal theories, concepts, analytical techniques and specialist knowledge to solve business related problems.
2. Demonstrate proficiency in information literacy, business intelligence and technology applications to use in a business environment.	2.1 Research sources of quantitative and qualitative information, identify key issues and use computer technology and applications to organize, critically analyze and evaluate data. 2.2 Identify, select and make effective use of software applications and computer technology to explain, classify, compute and calculate data and information to aid business decisions and management processes.
Graduate Attribute 2: Personal and Intellectual Autonomy	
3. Communicate effectively using a range of technologies to support and enhance context and reach.	3.1 Communicate knowledge logically and coherently to others through oral and written methods, by producing professional quality documents and/ or giving a presentation. 3.2 Interpret analyze and evaluate information and data, consider different options and construct well-supported, clearly articulated arguments and discussions.
4. Establish a commitment to lifelong learning to maintain competence and address ongoing own educational needs.	4.1 Identify knowledge gaps and skills and develop effective observation and reflective skills. 4.2 Apply self-directed learning skills and take responsibility for managing self, time and own learning effectively.
Graduate Attribute 3: Engaging and Life Skills	
5. Develop an appreciation and acknowledgement of the local and regional culture and values, whilst respecting global cultures, people and environments.	5.1 Recognize individual obligations whilst being able to function effectively in inter-cultural, diverse teams. 5.2 Interpret implications/challenges imposed by culture, people and environment as they arise in organizational context.



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<p>6. Recognize and apply ethical codes and principles as they apply in business situations and make a commitment to collaboration and positive contribution in diverse teams and environments.</p>	<p>6.1 Examine the importance of ethical codes and principles as they apply to business situations. 6.2 Apply concepts and techniques to positively influence others and achieve team results.</p>
Graduate Attribute 4: Professional Skills	
<p>7. Solve business problems and challenges by applying critical thinking, logical reasoning and quantitative methods to formulate a range of possible solutions and make effective decisions.</p>	<p>7.1 Grasp and identify challenges and problems in a business discipline or a professional area. 7.2 Present novel and practical solutions to challenges/problems using insights, fresh perspective, logical reasoning and analytical skills.</p>
<p>8. Extend personal effectiveness by taking personal responsibility for learning, valuing diversity, enabling change, and making decisions based on intellectual and personal autonomy.</p>	<p>8.1 Apply leadership skills to team environment to address challenges and identify solutions to deliver required results. 8.2 Make decisions based on analysis, investigation and evaluation of key issues and methods in an organizational context.</p>