

BBA Curricular Map - Learning objectives and core courses (2019-2023 plan)

<i>Learning objective /Core courses</i>	MECU 3031/3035	MECU 3032	SICI 3211	CONT 3105	CONT 3106	ADMI 4005	ESTA 3041	ESTA 3042	FINA 3107	FINA 3106	MERC 3115	COEM 3001	INCO 4008	INCO 4006	REHU 4405/REHU 4408/ ADMI 4415	GEOP 4315	LEGA 4005	ADMI 4416	ADMI 4007
1.1 Identify strengths and weaknesses of business functional areas and opportunities and threats of business global and local environment			E	E	E	I	I	E	E	E	E				E	E			E/A
1.2 Propose strategic actions based on internal and external environment business analysis						I									E	E			E/A
1.3 Identify business opportunity aligned to changes taking place on the entrepreneurial ecosystem				I/E		I					E/A								E
2.1 Evaluate issues in ethics and social responsibility with related theories, models and approaches				I	I	I					I	I					E/A	E/A	
3.1 Demonstrate positive group behaviors in teamwork projects						I						E							E/A
4.1 Use appropriate strategies to communicate with different audiences				I	I	I						E/A	E/A (oral)	E					
5.1 Select among relevant theories and models to support business decision making		I		I	E/A	I				E/A							E/A		E
5.2 Analyze business problems using quantitative or qualitative skills	I	I/A			A		E	A		A					A (qualitative)		E/A		E
5.3 Analyze business problems using technological skills			I/A	I	I		E	E/A									E		
5.4 Develop basic strategies to gather information ethically and from diverse sources, for business problems solutions						I/A			A	E		E		A					E

*I - Covered in the course at an introductory level*

*E - Emphasized in the course through assignments, cases, projects, etc.*

*A - Selected for course embedded assessment*