

## Learning Goals and Learning Objectives: BBA Level

Learning Goals	Learning Objectives
1. Our graduates will be knowledgeable of business functional areas, entrepreneurial topics, and contexts	<p>1.1 Identify strengths and weaknesses of business functional areas and opportunities and threats of the business global and local environment</p> <p>1.2 Propose strategic actions based on internal and external environment business analysis.</p> <p>1.3 Identify business opportunities aligned to changes taking place on the entrepreneurial ecosystem.</p>
2. Our graduates will be ethically conscious and socially responsible	<p>2.1 Analyze ethical or social responsibility issues with related theories, models, and approaches</p> <p>2.2 Display knowledge of diversity, equity, and inclusion (DEI) topics when solving business problems</p>
3. Our graduates will be teamwork and leadership oriented	<p>3.1 Demonstrate positive group behaviors and leadership in teamwork projects</p>
4. Our graduates will be effective communicators	<p>4.1 Use appropriate strategies to communicate with different audiences</p>
5. Our graduates will be critical thinkers	<p>5.1 Select among relevant theories and models to support business decision making</p> <p>5.2 Analyze business problems using quantitative or qualitative skills</p> <p>5.3 Analyze business problems using technological skills</p> <p>5.4 Develop basic strategies to gather information ethically and from diverse sources, in research for business problems solutions</p>