

BBA Curricular Map - Learning objectives and core courses (2023-2026 plan)

Learning objective /Core courses	MECU 3031	MECU 3032	SICI 3211	ADMI 3901	CONT 3105	CONT 3106	ADMI 4005	ESTA 3041	ESTA 3042	FINA 3107	FINA 3106	MERC 3115	COEM 3001	INCO 4010	REHU 4405/REHU 4408/ ADMI 4415	GEOG 4315	LEGA 4005	ADMI 4416	ADMI 4007
1.1 Identify strengths and weaknesses of business functional areas and opportunities and threats of the 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 opportunities aligned to changes taking place on the entrepreneurial ecosystem.				I/A	I/E		I					E/A							E
2.1 Analyze ethical or social responsibility issues with related theories, models, and approaches					I	I	I					I	I				E/A	E/A	
2.2 Display knowledge of diversity, equity, and inclusion (DEI) topics when solving business problems							I						I/A	E/A			E	E/A	
3.1 Demonstrate positive group behaviors and leadership in teamwork projects				I			I						E					E	E/A
4.1 Use appropriate strategies to communicate with different audiences				I	I	I	I						E/A	E/A				E	E
5.1 Select among relevant theories and models to support business decision making		I			I	E/A	I			E/A	E					E/A			E
5.2 Analyze business problems using quantitative or qualitative skills	I	I/A				E/A		E	E/A	E/A	E				E/A (qual)	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, in research for business problems solutions				I			I/A			E	E/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