

MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

Policy for Changing to Marketing Major:

A Slippery Rock University student wishing to change their major to Marketing MUST have a minimum overall GPA of 2.0.

Program Learning Outcomes

- **Critical Thinking and Problem Solving:** Students graduating with a degree in business administration will demonstrate effective critical thinking and problem-solving skills. Students will:
 - Apply critical thinking skills to analyze and interpret financial statements to judge business performance.
 - Apply critical thinking skills using quantitative techniques for problem solving and strategic decision making
- **Communication:** Students graduating with a degree in business administration will demonstrate competency in oral and written communication skills. Students will:
 - Prepare in proper format and style the following documents: business report (one to two pages), business memo, research report and presentation.
 - Deliver an effective oral presentation on a business and/or professional topic.
- **Information Technology:** Students will demonstrate proficiency in the use of computers and software to manage information with statistical analysis, spreadsheet, database, and other appropriate applications.
- **Ethics:** Students graduating with a degree in business administration will demonstrate an understanding of the legal environment and ethical standards of business and an awareness of the implications of their behavior and actions as a business professional. Students will apply an appropriate framework for examining ethical dilemmas and be able to (1) identify ethical issues and stakeholders, (2) evaluate alternative course(s) of action, and (3) formulate an appropriate action plan.
- **Professional Proficiency:** Students graduating with a degree in business administration will have acquired the necessary skills and knowledge to meet professional competencies as business professionals and global citizens. Students will:
 - Demonstrate an understanding of the history and vocabulary unique to business disciplines.
 - Demonstrate knowledge of procedures, concepts, and technical business skills through practical application (forecasting, budgeting, financial statement analyses, business plans, strategic planning).
 - Demonstrate the ability to read and interpret financial statements in the decision-making process.
 - Demonstrate effective teamwork and collaborative skills in a simulated business environment.
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Related Links

Marketing, BSBA Program Page (<https://www.sru.edu/academics/majors-and-minors/marketing/>)

Management and Marketing Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/school-of-business/management-and-marketing/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)