Each student graduating from the division will be able to:

1. Effectively communicate orally, in writing and interpersonally, including group interaction.
2. Identify international, global and local issues (including cultural and diversity) affecting the business environment.
3. Comprehend and appreciate appropriate legal, ethical, and Christian aspects of managing organizations and the responsibilities of individuals, organizations and society.
4. Critically evaluate, analyze and interpret information to solve problems (including use of quantitative and qualitative tools) and make business decisions.
5. Comprehend and be able to apply the core principles of accounting, economics, finance, management and marketing.
6. Exhibit entrepreneurial and information technology skills.

Program Outcomes for the Bachelor of Science degree in Business Administration:

1. Articulate and apply knowledge of generally accepted accounting principles (GAAP).
2. Perform cost-volume-profit analysis, and financial statement analysis.
3. Use foundational knowledge obtained in the program to succeed in the Louisiana CPA exam and/or gain acceptance into graduate school.
4. Articulate and apply knowledge of the tax laws.
5. Use auditing standards and procedures to verify financial statements.

Student Learning Outcomes for each area of specialization:

**Accounting**

1. Analyze the national economy, the business firm, and related economic problems.
2. Articulate the functions of the US banking system, monetary economics, and markets.
3. Do financial analysis of a business enterprise, perform the role of a financial manager, and do capital budgeting.
4. Articulate economic theories.
This is what we expect from YOU

Student Learning Outcomes for each area of specialization:

General Business

1. Comprehend and analyze financial statements.
2. Explain the functions of the US money and banking systems, and markets.
3. Make managerial and marketing decisions in a business setting.
4. Apply legal principles to business situations.
5. Successfully perform in varied business situations by utilizing the general business knowledge.

Management/Marketing

1. Use acquired knowledge to start a business.
2. Manage assets, organizations, and motivate people.
3. Work effectively in teams/groups.
4. Make prudent business decisions utilizing analytical, statistical, and other business tools.
5. Develop a marketing plan.
6. Make a convincing business argument orally and in writing.
7. Articulate the challenges and opportunities resulting from globalization.
8. Articulate the make-up and needs of consumers in the United States and internationally and sell to those consumers.