



ARKANSAS TECH
UNIVERSITY

Program Learning Outcomes

<i>College/School</i>	College of Business
<i>Department</i>	Business
<i>Program</i>	Management and Marketing (BSBA)
<i>Link to Program Home</i>	https://www.atu.edu/business/stulrn-mkt.php

Students who complete the program will demonstrate:

- Students use standard software to solve a business problem or support a business process
- Students present a professional oral presentation
- Students prepare professional written documents that are appropriate for the specific business discipline for which the documents were written
- Students exhibit basic principles of professional behavior.
- Students apply the steps in an ethical framework to issues presented in various business contexts to determine appropriate actions.
- Students apply general business principles to business issues.