Bachelor of Business Administration and Bachelor of Science in management

Program information

College	College of Business		
Department or school	Department of Management Programs		
Degree abbreviation	B.B.A., B.S.	**CIP code**	52.0201
Program website	business.fau.edu/undergraduate/majors/management-leadership-entrepreneurship		

Our commitment to you

This Academic Learning Compact describes the program's mission, what students who complete the program will know and be able to do and how faculty assess that learning. Florida Atlantic University publishes a compact for every degree program and standalone certificate so students, families, employers and the community can see what each program commits to providing its graduates.

Program mission

The Department of Management Programs develops future business leaders who are skilled in managing in a global business environment.

Florida Atlantic University's mission

Florida Atlantic University is recognized as an opportunity university and R1 research institution dedicated to transforming lives through education, discovery, and innovation. We empower students to achieve economic mobility, advance knowledge that creates meaningful impact, and forge partnerships that drive prosperity and connection in the communities we serve.

How the program supports the university mission

The major supports the university's mission by building career-ready leadership skills that open doors to opportunity. Case work on business strategy gives students practical decision-making experience.

About the program

Management majors complete the College of Business core plus courses in international business and strategic human resource management. Each student chooses a concentration in leadership and change management or in entrepreneurship and innovation. Each concentration has three core courses and six electives. The major is a great fit for students who want to lead people and organizations or start their own ventures.

Student learning outcomes

By graduation, students will be able to demonstrate outcomes in three core areas: content/discipline knowledge and skills (Outcome 1), communication skills (Outcome 2) and critical thinking skills (Outcome 3). Faculty assess all three core outcomes every year.

A. Content/Discipline Knowledge and Skills

What graduates will know and be able to do in their field

Areas this program addresses (check at least two)

- ☒ **Declarative knowledge:** key vocabulary, history, theories and concepts of the field
- ☐ **Research skills:** finding, gathering, analyzing and reporting information the way the field does
- ☐ **Technical skills:** hands-on tools and methods of the field, such as software, instruments, lesson plans or business reports

Graduates will be able to explain general strategic management concepts.

How students show it
exam the global policy and strategy course.

Where it is assessed
MAN 4720 Global Policy and Strategy

B. Communication Skills

How graduates will share ideas and work with others

Areas this program addresses (check at least two)

- ☒ **Written communication:** clear, well-organized writing suited to the audience and purpose
- ☒ **Oral communication:** well-organized presentations that connect with an audience
- ☐ **Other forms of communication:** visual, media, performance or exhibit work
- ☐ **Team/collaborative communication:** contributing to group projects and shared goals

Graduates will be able to write clear, well-organized business reports.
Graduates will be able to deliver effective, well-organized oral presentations.

How students show it
The final report and final presentation in the required business communication course.

Where it is assessed
GEB 3213 Business Communication: Critical Analysis and Application

C. Critical Thinking Skills

How graduates will analyze, create and solve problems

Areas this program addresses (check at least one)

- ☒ **Analytical skills:** weighing evidence, comparing ideas and judging arguments
- ☐ **Creative skills:** combining knowledge to create something new, such as a design, performance or proposal
- ☒ **Practical skills:** applying knowledge to real situations, such as a business proposal, lesson plan or grant

Graduates will be able to analyze business information to support strategic decisions.

How students show it
A case assignment in the global policy and strategy course.

Where it is assessed
MAN 4720 Global Policy and Strategy

Assessment approaches

Every year, faculty review samples of student work to see how well students are meeting all three outcomes, and they use what they learn to improve the program.

Faculty review quizzes, tests and case assignments in the global environment of business course. They also review the final report and presentation in the business communication course. Faculty use the results to improve courses in the major.

Assessment methods may change over time.