

BUSINESS ADMINISTRATION PROGRAM

Within the context of, and in addition to, the stipulated objectives of the University, the Business Administration program is meant to (1) prepare the student for a gainful and intellectually satisfying role in business through systematic exposure to specialized knowledge in the major functional areas of business consisting of production, finance, personnel, and marketing, (2) instill the supportive computational and communications skills, and (3) provide the familiarity of the framework of business, inclusive of the roles of government, and the importance of business ethics.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

Three to five years after completing the Bachelor of Science in Business Administration (BSBA) program, the graduates will:

1. Excel in their profession/career utilizing the knowledge acquired in the Business Administration program;
2. Become effective collaborators and innovators in business administration, applying professional/technical skills and competencies to make a positive impact on society; and
3. Be engaged in life-long learning and professional development through self-study, continuing education, or graduate and professional studies.

STUDENT OUTCOMES (SO)

After the completion of the program, the graduates of the BSBA shall be able to:

- a. exhibit specialized knowledge and skills in the application of accounting concepts and principles and reporting practice;
- b. select the proper decision-making tools to critically, analytically, and creatively solve accounting problems and drive results on specific environmental and global issues;
- c. express oneself clearly and effectively with stakeholders in oral or written form using information and communication technology (ICT) skills; and
- d. demonstrate social responsibility with high personal, moral, and ethical standards.