BSBA Vision
Graduates will be leaders who think critically, communicate effectively, and apply business concepts in a diverse global context.

Students will learn to:
Communicate Effectively
Written, spoken, interpersonal, and groups
Think Critically
DECIDE—define, establish, collect, identify, defend, evaluate
Utilize EDGE Perspective
Ethics, diversity, global, and environment
Apply Business Concepts
Core business, integration, and leadership impact
Critical Thinking
Steps to Decision Making = DECIDE

D - Define the problem/issue or opportunity.
E - Establish criteria for making the decision.
C - Collect and analyze relevant data.
I - Identify and evaluate possible solutions.
D - Defend and implement the chosen option.
E - Evaluate, review, and revise as needed.