

BACHELOR OF APPLIED ARTS AND SCIENCES IN PROFESSIONAL STUDIES

Web Site: <https://twu.edu/baas/baas-professional-studies/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/thecb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

1. Communicate effectively.
2. Collaborate with others to solve complex problems.
3. Use analytical reasoning to determine strategies for best practices.
4. Network within multiple industries for leadership and professional development.
5. Apply creative ideas to everyday situations.