BACHELOR OF BUSINESS ADMINISTRATION IN BUSINESS ADMINISTRATION

Web Site: https://twu.edu/business/undergraduate-programs-college-of-business/bba-in-business-administration/

Marketable Skills
Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (http://www.60x30tx.com/) 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.'

General Discipline-Based Skills
1. Strategic planning: B.A.A. General Business Specific Application- SWOT analysis; CPM; environmental scanning. General Employment Application- Ability to effectively analyze and evaluate the internal and external environment that the firm operates in.
2. Excel Skills: B.A.A. General Business Specific Application- Create and format data as tables and graphs; perform basic arithmetic functions. General Employment Application- Analyze organization and client data; prepare reports, charts, and other common business uses of Microsoft Excel.
4. Budget analysis: B.A.A. General Business Specific Application- Understanding financial data. General Employment Application- Ability to read financial statements, spreadsheets, tables, and other decision tools used in the workplace.
5. Business communication skills: B.A.A. General Business Specific Application- Effectively communicate through a variety of mediums and modes. General Employment Application- Effectively communicate information, both written and verbal, to reach the desired needs of the firm.