

# B.B.A. IN BUSINESS ADMINISTRATION (ENTREPRENEURSHIP)

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communicate information, both written and verbal, to reach the desired needs of the firm.

**Web Site:** <https://twu.edu/business/undergraduate-programs-college-of-business/bba-in-business-administration-with-entrepreneurship-emphasis/>

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theccb-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."

## Core Skills

- a. Analytical Competence: B.B.A. Entrepreneurship Specific Application- Think analytically; Use analytical tools to make decisions. General Employment Application- Effectiveness in problem-solving; Efficient use of common analytical tools for marketing analysis.
- b. Diversity: B.B.A. Entrepreneurship Specific Application- Work well within a diverse organization; Adapt strategies based on individual or group differences. General Employment Application- Working in diverse teams; Learning about diversity and differences and how that affects marketing strategy.
- c. Ethical Reasoning: B.B.A. Entrepreneurship Specific Application- Apply ethical reasoning; Sustainability impacts on people, planet, and profits. General Employment Application- Being able to make decisions that are ethical and socially responsible.
- d. Teamwork: B.B.A. Entrepreneurship Specific Application- Ability to be an effective worker in team situations. General Employment Application- Project management teams; Strategy development teams.

## Discipline-Based Skills

- a. Strategic planning: B.B.A. Entrepreneurship 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.
- b. Excel Skills: B.B.A. Entrepreneurship 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.
- c. Employee motivation: B.B.A. Entrepreneurship Specific Application- Excellent grasp of theories of motivation. General Employment Application- Influence other employees to perform well at work.
- d. Budget analysis: B.B.A. Entrepreneurship Specific Application- Understanding financial data. General Employment Application- Ability to read financial statements, spreadsheets, tables, and other decision tools used in the workplace.
- e. Business communication skills: B.B.A. Entrepreneurship Specific Application- Effectively communicate through a variety of mediums and modes. General Employment Application- Effectively