

# 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 (<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."

## Discipline-Based Skills

1. Strategic planning: B.B.A. Business Administration 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.B.A. Business Administration 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.
3. Employee motivation: B.B.A. Business Administration Specific Application- Excellent grasp of theories of motivation. General Employment Application- Influence other employees to perform well at work.
4. Budget analysis: B.B.A. Business Administration 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.B.A. Business Administration 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.