

BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT

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

Marketable Skills

Marketable skills prepare students for success in a variety of professional settings. Developed through academic coursework, co-curricular engagement, and extracurricular involvement, these skills include communication, critical thinking, teamwork, ethical reasoning, adaptability, and digital literacy. Whether directly related to a student's major or serving as complementary strengths, marketable skills enhance career readiness and reflect TWU's commitment to producing graduates who are prepared to thrive in today's dynamic workforce.

Core Skills

1. Analytical Competence: B.B.A. Management Specific Application- Ability to collect and analyze information, problem-solve, and make decisions. General Employment Application- Knowledge of using spreadsheets, tables, and decision tools to understand and evaluate data (i.e. financial, survey, secondary, observational).
2. Teamwork: B.B.A. Management Specific Application- Working well with teams to complete project work. General Employment Application- With the increased use of matrix organizational structures in today's workplace, efficient and effective teamwork is essential to career success. Vital components of successful teamwork include learning and applying methods for group creation, role formation, successful team communication, and the ability to produce results.
3. Ethical Reasoning: B.B.A. Management Specific Application- Ability to analyze and evaluate ethical situations in the workplace. General Employment Application- Ethical failures have hurt companies and destroyed millions of dollars in shareholder value. For this reason, firms seek individuals who understand and act in ethical ways.
4. Diversity: B.B.A. Management Specific Application- Understanding the importance and positive performance implications of a diverse workplace while understanding how to best manage in a diverse environment. General Employment Application- Today's workplace is growing more diverse and firms seek job candidates who can operate in this diverse environment.
4. Budget analysis: B.B.A. Management 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. Management 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.

Discipline-Based Skills

1. Strategic planning: B.B.A. Management 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. Data analysis and presentation: B.B.A. Management Specific Application- Create and format data as tables and graphs; perform basic arithmetic functions; understanding of Excel including pivot tables and analysis 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. Management Specific Application- Excellent grasp of theories of motivation. General Employment Application- Influence other employees to perform well at work.