

# BACHELOR OF APPLIED ARTS AND SCIENCES IN HEALTH SCIENCES (BUSINESS EMPHASIS)

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**Web Site:** <https://twu.edu/baas/baas-health-sciences/>

## Marketable Skills

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

- a. Effectively plan a health education/promotion program.
- b. Effectively evaluate a health education/promotion program.
- c. Effectively communicate with a range of audiences in a health education/promotion setting.
- d. Effectively demonstrate ethical and professional responsibilities in a health education/promotion setting.