

College of Business  
**Illinois State University**

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***B.S. Business Administration***

The baccalaureate program in Business Administration is an interdisciplinary major administered by the Department of Management and Quantitative Methods. The major provides a background in areas such as accounting, communication, finance, information systems, law, management and marketing. The program is a general business program that focuses on allowing graduates of the program to seek employment in a wide range of occupations.

Effort has been spent the last three years revising the “old” BUA program into a major with specific objectives and outcomes which can be assessed. (The former program included five courses from a possible twenty-two options, with no clear cut commonality.) The new BUA major was finally approved by UCC this past December, and it will be in the 2005-2006 catalog. This is a more highly structured sequence of courses which will provide a designated skill base for employers and for program assessment.

The general objective statement for the “new” program may be described as follows:

**Objective:**

The intent of the new General Business major is to ensure that students with a general business orientation receive sufficient depth in the development of both their *analytical skills* and their *behavioral skills* to achieve success in a wide range of business and not-for-profit organizations. Critical thinking and problem-solving skills used in decision making will be enhanced through the development of advanced analytical and behavioral courses beyond the COB core. The “general” in General Business refers to the generic skills applied across all organizations, including corporate, government and other not-for-profits.

The future assessment plan will include more specific goals consistent with the above paragraph.

Examples will include:

- We want graduates of the BUA program to have sufficient analytical skills to analyze business, organizational and financial problems,
  - We want graduates of the BUA program to have the behavioral skills necessary to work within and across groups.
  - We want graduates of the BUA program to have the problem solving skills to analyze business and organizational problems across functional lines.
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