

BBA in IS
Program Learning Goals and Objectives (Re-edited on Aug 18, 2008)

1. Goal: Graduates will be critical and creative thinkers who make effective decisions supported by analytical and quantitative techniques.

Objectives: Graduates will:

- Analyze the core issues and identify critical factors for business decision-making.
- Solve business problems using appropriate quantitative and analytical techniques.
- Approach business problems from alternative and innovative perspectives.
- Defend reasoned solutions to business problems.

Courses related to the learning goal:

Core Courses	Required Courses	Elective Courses*
ACCT 101 ECON110 FINA111 ISOM 111 ISOM 161 MARK 112 MGTO 121 MGTO 222 LABU 101 LANG 111 LANG201	ISOM 221 ISOM 223 ISOM 226	ISOM 231 ISOM 235 ISOM 341

2. Goal: Graduates will be effective communicators in oral and written English and Chinese for general business applications.

Objectives: Graduates will:

- Produce professional quality business documents in English.
- Deliver a professional quality presentation in English.
- Communicate ideas persuasively to inform and convince others.

Courses related to the learning goal:

Core Courses	Required Courses	Elective Courses*
ACCT 101 ECON 110 ISOM 101 MARK 112 MGTO 121 LABU 101 LANG 111 LANG 201		

3. Goal: Graduates will have broad understanding of the core business functions and integrate these functions to solve business problems.

Objectives: Graduates will:

- Articulate contributions made by functional areas to the overall well-being of an organization.
- Decide how one functional area impacts another.
- Identify the key functional areas that are involved in specific business problems and explain if and how they are interrelated.

* Only elective courses that more than 50 percent of the major have taken are listed.

- Understand how IS interacts with other business areas.
- Connect different functional areas to formulate integrated solutions by means of IS.

Courses related to the learning goal:

Core Courses	Required Courses	Elective Courses*
ACCT 101 FINA111 ISOM 101 ISOM 111 ISOM 161 MARK 112 MGTO 222	ISOM 221 ISOM 223 ISOM 226	ISOM 231 ISOM 235 ISOM 341

4. Goal: Graduates will have in-depth grasp of IS concentration or major.

Objectives: Graduates will:

- Demonstrate substantial knowledge and understanding of the latest development of IS-related technologies
- Understand key IS management issues and make sound IS decisions to solve business problems
- Be able to explore and understand economic, ethical, social, political, regulatory and legal issues related to IS
- Comply with information-related regulations and IT governance in business practice.
- Conduct or interpret business research in IS

Courses related to the learning goal:

Core Courses	Required Courses	Elective Courses*
ISOM 101	ISOM 223 ISOM 226 ISOM 221	ISOM 231 ISOM 235 ISOM 341

5. Goal: Graduates will be effective team members and leaders.

Objectives: Graduates will:

- Demonstrate an understanding of team dynamics and the various roles played within the team.
- Contribute to the successful and timely completion of a group project in line with their roles in teams.
- Collaborate positively by actively seeking and engaging in discussion of the views of others while showing sensitivity to opposing views.
- Demonstrate the ability to lead a team to success.

Courses related to the learning goal:

Core Courses	Required Courses	Elective Courses*
MARK 112 MGTO 121 LABU 101 LANG 201		

* Only elective courses that more than 50 percent of the major have taken are listed.

6. Goal: Graduates will be effective in multi-cultural and international settings.

Objectives: Graduates will be able to

- Demonstrate a global outlook and an understanding of cultural diversity, as evidenced by an understanding of globalization, the dimensions along which cultures vary and the implications of both for business
- Implement appropriate processes and behaviors for different cultural settings and audiences
- address IS-related business solutions from global and cultural perspective

Courses related to the learning goal:

Core Courses	Required Courses	Elective Courses*
ECON 110 ISOM 161 MARK 112 MGTO 121 LABU 101 LANG 201		

7. Goal: Graduates will be effective users of information technology in business applications.

Objectives: Graduates will:

- Efficiently and effectively use IT to manage business information.
- Solve business problems and facilitate business innovation by means of information system.

Courses related to the learning goal:

Core Courses	Required Courses	Elective Courses*
FINA111 ISOM 111 ISOM 101 ISOM 161 MARK 112 MGTO 222	ISOM 221 ISOM 223 ISOM 226	ISOM 231 ISOM 235 ISOM 341

8. Goal: Graduates will understand their professional and ethical responsibility.

Objectives: Graduates will:

- Explain the role played by IS managers in ensuring the integrity of the firm and maintaining appropriate levels of social responsibility.
- Identify the activities/issues in IS that may present ethical challenges, and will articulate the consequences associated with unethical behavior.

* Only elective courses that more than 50 percent of the major have taken are listed.

- Identify an ethical dilemma in a scenario case of business and management and apply an ethics model or framework to propose and defend a resolution.

Courses related to the learning goal:

Core Courses	Required Courses	Elective Courses*
ACCT 101 ECON 110 ISOM 101 ISOM 161 MARK 112 MGTO 222 LABU 101 LANG 201		

9. Goal: Graduates will be life-long learners who have an inquiring mind characterized by a love for learning, curiosity, a critical spirit and self-monitoring of their own learning.

Objectives: Graduates will:

- Articulate personal skills and abilities acknowledging personal strengths and weaknesses
- Set personal and professional goals, develop plans to achieve these, monitor their implementation and seek feedback from others in assessing achievement of these goals
- Identify areas of further learning to improve performance in achieving current tasks and future goals.

Courses related to the learning goal:

Core Courses	Required Courses	Elective Courses*
MARK 112		

* Only elective courses that more than 50 percent of the major have taken are listed.