

**BBA in IS**  
**Program Learning Goals and Objectives (Re-edited on Dec 19, 2013)**

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

**Objectives:** Graduates will:

- Think critically in making effective decisions
- Think creatively in making effective decisions
- Solve business problems using appropriate quantitative and analytical techniques
- Defend reasoned solutions to business problems

Courses related to the learning goal:

Core Courses	Required Courses	Elective Course*
ACCT 2010, ACCT 2200, ECON 2103/2113, ECON 2123/3123, FINA 2303, ISOM 2500, ISOM 2700, MARK 2120, MGMT 2110, MGMT 2130 LABU 2050/2051/2052, SBMT 2010, SBMT 2020	ISOM 3210, ISOM 3230, ISOM 3260, ISOM 3320 ISOM 3360	ISOM 1090, ISOM 1380, ISOM 2030, ISOM 2310, ISOM 3100, ISOM 3180, ISOM 3310, ISOM 3380, ISOM 4020, ISOM 4100

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

**Objectives:** Graduates will:

- Communicate effectively in oral and written 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 Course*
ECON 2123/3123, ISOM 2010, LABU 2050/2051/2052, MGMT 2110, SBMT 2020	ISOM 3210, ISOM 3360	

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

**Objectives:** Graduates will:

- Broad understanding of core functions of business
- Understanding of the integration of business functions to solve business problems
- Decide how one functional area impacts another.
- Understand how IS interact 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 Course*
ACCT 2010, ACCT 2200, FINA 2303, ISOM 2010, ISOM 2500, ISOM 2700, LABU 2050/2051/2052, MARK 2120, MGMT 2130, SBMT 2010, SBMT 2020	ISOM 3210, ISOM 3230, ISOM 3260, ISOM 3320 ISOM 3360	ISOM 1090, ISOM 1380, ISOM 2310, ISOM 3100, ISOM 3180, ISOM 3310, ISOM 3380, ISOM 4020, ISOM 4100

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 and interpret business research in IS

Courses related to the learning goal:

Core Courses	Required Courses	Elective Course*
ACCT 2010, ACCT 2200, ECON 2103/2113, ECON 2123/3123, FINA 2303, ISOM 2010, ISOM 2500, ISOM 2700, MARK 2120, MGMT 2110	ISOM 3230, ISOM 3260, ISOM 3320, ISOM 3360	ISOM 1090, ISOM 1380, ISOM 2030, ISOM 2310, ISOM 3180, ISOM 3310, ISOM 3380, ISOM 4020, ISOM 4100

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

**Objectives:** Graduates will:

- Develop effective team work and leadership skills
- 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.

Courses related to the learning goal:

Core Courses	Required Courses	Elective Course*
MGMT 2110, LABU 2050/2051/2052, SBMT 2020	ISOM 3320	ISOM 2030, ISOM 3100, ISOM 4100

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

**Objectives:** Graduates will be able to

- Work effectively in multi-cultural and international settings
- 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	Elective Course*
ECON 2103/2113, ECON 2123/3123, ISOM 2700, LABU 2050/2051/2052, MARK 2120, MGMT 2110, SBMT 2020	ISOM 1090, ISOM 1380, ISOM 2310, ISOM 3310

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

**Objectives:** Graduates will:

- Use information technology effectively
- Solve business problems and facilitate business innovation by means of information system

Courses related to the learning goal:

Core Courses	Required Courses	Elective Course*
ACCT 2200, FINA 2303, ISOM 2010, ISOM 2500, ISOM 2700, MGMT 2130, SBMT2010	ISOM 3210, ISOM 3230, ISOM 3260, ISOM 3320, ISOM 3360	ISOM 1380, ISOM 3100, ISOM 3180, ISOM 3380, ISOM 4100

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

**Objectives:** Graduates will:

- Understand professional and ethical responsibility
- Identify the activities/issues in IS that may present ethical challenges, and will articulate the consequences associated with unethical behavior.
- 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 Course*
ACCT 2010, ACCT 2200, ISOM 2010, ISOM 2700, MARK 2120, MGMT 2110, MGMT2130, LABU 2050/2051/2052, SBMT 2010, SBMT 2020	ISOM 3210	ISOM 4100