BAAS Mission Statement: *Knowledge in Action*

BAAS Program Learning Outcomes

1. Demonstrate effective communication skills and techniques within an organization
2. Demonstrate effective project management skills
3. Function effectively in a dynamic, data-driven environment
4. Recognize and discuss organizational management and leadership practices across different industry sectors
5. Engage in decision making processes governed by personal and organizational values and ethics

Courses

**BAAS 301 Principles of Applied Science**

The course is designed to provide students enhanced development opportunities for a broad array of principles, practices, and application skills common to contemporary business and industry. Emphasis on communication practices, techniques, and skills; career and educational building activities; and reading and writing activities related to the literature in the field of study. Students will be expected to participate in course activities, read related literature, conduct research on an assigned topic, and to prepare written documents for evaluation.

**Learning Outcomes**

- Demonstrate an understanding of developing a Plan of Study
- Identify realistic, well-defined long-term goals and specific short-term objectives for self-improvement
- Demonstrate the ability to clearly communicate a message to others using electronic mail
- Demonstrate an understanding of APA style formatting by completing a Book Summary and Research Paper
- Demonstrate effective communication skills
- Demonstrate effective research skills

**TMGT 303 Industrial Communications**

This course is a study and application of technical writing documents, letters, manuals and reports. Emphasis is also placed on presentations, team building, employee training, interviewing, business etiquette and professionalism. (Description is Pending)

**Learning Outcomes (Pending)**

- Demonstrate effective communication skills
- Identify and utilize appropriate communication techniques for a specific audience
- Prepare and persuasively defend an idea, plan, or proposal
- Discuss technique to manage and/or direct subordinates, colleagues and upper management

**BAAS 326 Technology Techniques and Solutions**

The purpose of this course is to prepare students to creatively use industry standard software. More than an introduction to these tools, this course will delve deeper into the more intermediate skills necessary for today’s managers. Students will not only focus on using the basics of the software, but will also develop products using the software.

**Learning Outcomes**

- Demonstrate the ability to use presentation software, as well as visualization techniques for presentations
- Demonstrate the advanced use of Microsoft Word
- Demonstrate intermediate skills of Microsoft Excel
- Demonstrate the ability to use technology tools to accurately analyze data

**BAAS 345 Leadership Techniques**

Provides a comprehensive and applied understanding of leadership and management functions to prepare individuals to effectively mentor and develop tomorrow’s leaders while leading and managing today’s organizations. Focuses on critical knowledge and skills necessary to carry out organizational goals and objectives.

**Learning Outcomes**

- Demonstrate the ability to identify and discuss prioritizing tasks
- Define the customer, both internal and external
- Discuss the differences between leadership and management
- Recognize mechanisms that enhance an ethical organizational culture
- Understand contingencies of leadership
- Discuss management practices for effective employee mentoring and development

**TMGT 350 Principles of Technology Management**

Study of leadership and management methodologies necessary to be successful and effective in contemporary technology intensive organizations. Course emphasis will be on contemporary organizational structure, societal impacts, decision making, innovation, management strategies and management of organizational knowledge. Students will be expected to conduct extensive readings, research and writings conducive with a junior level undergraduate course in technology management.

**Learning Outcomes**
• The learner will demonstrate through a written class assignment the ability to read course materials and textbook, analytically comprehend the content, organize and summarize the major points to others in an effective and concise manner consistent with a junior level university student.
• The learner will demonstrate through a written class assignment the ability to research course related literature, understand and compose comprehensive and concise definitions/descriptions of specific terminology, management principles, management theory and management practices directly related to the course of study.
• The learner will demonstrate the ability to conduct a comprehensive review of literature outside the course textbook and to develop written documents that effectively explain to others the key areas of understanding and practices that are required of contemporary managers of technology.
• The learner will demonstrate through class participation and required writings a working knowledge of and an advanced understanding of the discipline that constitutes technology management.
• The learner will demonstrate through discussion boards, written assignments, and classroom presentation the ability to effectively apply the principles and practices of technology management to a real-world environment/enterprise.

BAAS 351 Financial Tools for Managers

This course covers key components of financial leadership by exposing students to basic financial skills needed by managers in the workplace. Emphasis on production and capital budgeting, presentations, and financial decision making, as well as analysis and interpretation of fiscal data reported to, and expected from, management.

Learning Outcomes

• Develop and implement a project budget
• Analyze performance against projected budget
• Financial presentation skills
• Make decisions based on relevant data
• Make capital purchase decisions
• Analyze and interpret financial data
• Discuss stakeholder needs for fiscal data, including budgeting and reporting

BAAS 408 Advanced Problem Solving

This course will bring advanced skills to students through data analysis and provide deep understanding of the results of the analysis. Using industry standard software tools, case studies will be utilized that will focus on real world organizational problems. Students will focus on identifying the problem, using software to produce results and defending those results through analysis.

Learning Outcomes

• Demonstrate the ability to identify a problem and suggest solutions in a proactive manner
• Make a decision based upon relevant data
• Demonstrate the ability to analyze and interpret data
• Utilize industry standard software to manage and solve problems
• Demonstrate trouble-shooting skills

BAAS 443 Professional Standards

Survey of contemporary professional standards including discussions of technical cultures and norms, benchmarking, sustainability, ethical criteria and ideas for corporate citizenship. Focuses on elements of work ethics with an emphasis on techniques to foster lifelong learning and collaborative growth. Statistical aspects of quality control and assurance.

Learning Outcomes

• Given an example of a company culture, provide examples of appropriate business etiquette
• Discuss elements associate with a strong work ethic
• Recognize the need for life-long learning
• Describe the basic concepts and terminology of quality in the workplace

BAAS 445 Ethical Decision Making

The study of strategies and interpersonal communication systems that provide today's management with accurate and quality information on which to base decisions and to be effective in the day to day negotiations within the business environment.

Learning Outcomes

• Describe the many aspects of diversity in the workplace
• Describe the purpose of a mission & vision of an organization and how it impacts culture, values, and ethics
• Demonstrate critical thinking skills through an analysis process
• Understand the reasons for managing business ethics and the importance of being ethical.
• Students will be able to view themselves as engaged citizens within an interconnected and diverse world.

TMGT 458 Project Management

The course covers key components of project management including project integration, project scope management, project time and cost management, quality management, human resource considerations, communications, risk management, and procurement management.
Prerequisite: TMGT 350, Senior Standing.

Learning Outcomes

• Recognize issues in a realistic project scenario.
• Employ work breakdown structures (WBS) in a project application.
• Demonstrate the use of appropriate network scheduling techniques.
• Produce a project proposal.
• Discuss the implementation of a proposed plan.