

TED UNIVERSITY
DEPARTMENT of BUSINESS ADMINISTRATION

PROGRAM OBJECTIVES and OUTCOMES CONNECTIVITY MATRIX

	OB 1	OB 2	OB 3	OB 4	OB 5	OB 6
OUT 1	X		X			
OUT 2	X			X	X	
OUT 3		X				
OUT 4						X
OUT 5					X	X
OUT 6			X			
OUT 7				X		
OUT 8		X				
OUT 9			X			
OUT 10		X				
OUT 11			X			

PROGRAM OBJECTIVES

The objective of undergraduate education in the Department of Business Administration at TED University is to educate business professionals who are endowed with

1. a sound business education built on strong theoretical and applied foundations,
2. a strong economic, social, political, ethical and legal background and world view,
3. skills necessary to be aware of and respond to aspects of an increasingly changing global business climate,
4. analytical and critical thinking skills,
5. competency in the use of information technology,
6. effective communication skills in formulating thoughts and ideas and conveying them to target audiences.

PROGRAM OUTCOMES

Business Knowledge

1. Demonstrate comprehensive knowledge of fundamental concepts, theories and applications in the field of business administration. (B3)
2. Manage business decision-making process by using quantitative and qualitative tools and information technology. (B4)
3. Assess how economic, legal, political, social, technical and competitive forces (local, regional, global) impact business practice. (B5)

Communication Skills

4. Employ the English language proficiently in knowledge sharing and professional communication. (B3) (TEDU 3)
5. Enhance quality documents and make presentations that exhibit competence in content, organization and clarity. (B5) (TEDU 1)

Innovative Thinking

6. Articulate ways to turn situations and problems into business or personal opportunities. (B3)
7. Formulate solutions to complex problems individually and in interdisciplinary teams using creative thinking, team building and leadership skills. (B5) (TEDU 7)

Personal and Social Responsibility

8. Identify ethical issues in business administration and implement social, scientific and professional codes of ethical conduct. (B3) (TEDU 2)
9. Recognize and appreciate different cultures and respect individual and cultural differences. (A3) (TEDU 6)
10. Engage in lifelong learning and enrich personal, social, professional development by exploring interests in diverse disciplines (B3) (TEDU 5)
11. Practice effective working habits, time management skills, and self-discipline. (B3) (TEDU 4)