

Illinois Institute of Technology
Stuart School of Business
BSBA Program Outcomes
September 27, 2011

Prospective students and employers of graduates will view the program as producing graduates who creatively and entrepreneurially approach contemporary business and social issues.

A creative and entrepreneurial-minded graduate from Stuart will:

- 1) Use a “design perspective” to discover user needs and deliver innovative solutions in a global context.
- 2) Combine basic skills from core business and technical fields to manage priorities of the organization from an economic, ethical, and sustainability perspective.
- 3) Make informed decisions by combining business expertise with knowledge from a defined technical discipline in engineering, physical sciences, architecture, business analytics etc.
- 4) Apply leadership and “soft” skills and “hands on” project management best practices in group settings.
- 5) Have an understanding of how to act strategically and ethically in exchanges with employees/employers, competitors, business partners and consumers.

Program Overview

The BSBA will consist of 126 Credits as follows:

49 Credits General Education
45 Credits Business Core
8 Credits Business Projects (in addition to IPRO/EnPRO)
15 Credits Specialization
9 Credits Free Electives
126 Credits

Curriculum Structure

Business Core: 45 Credits proposed as follows (X Semester typically taken) (current BSBA credits in red)

- Revised course title (New courses in **Bold**); (X) = Semester typically taken

Accounting 6 Credits (9 Credits)

- BUS 211: Measuring and Assessing Entity Financial Performance (3)
- BUS 212: Managerial Decision-Making and Control (4)

Economics 6 Credits (6 Credits)

- ECON 151: Making Strategic Decisions in the Marketplace (1)
- ECON 152: Understanding and Competing in the Global Marketplace (2)

Entrepreneurship 3 Credits (3 Credits)

- BUS 361: Entrepreneurial Thinking and Practice in a Complex Organization (6)

Finance 3 Credits (3 Credits)

- BUS 351: Effective Financial Decision-Making (4)

Management/OB 3 Credits (4 credits)

- BUS 301: Designing and Structuring the Organization for Strategic Decision-Making (5)

Management 6 Credits (0 Credits)

- **BUS 466**: Managing the Emerging Entrepreneurial Enterprise and the Global Marketplace (7)
- **BUS 467**: Creating and Managing the Sustainable Entrepreneurial Enterprise (7)

Marketing 3 Credits (3 Credits)

- BUS 371: Strategies for Reaching New Markets (3)

Statistics 3 Credits (3 Credits)

- BUS 221: Analytics for Informed Decision-Making (2)

Business Law 3 Credits (3 Credits)

- BUS 341: Business Law for Entrepreneurs in the Modern Global Economy (4)

Management Science 3 Credits (3 Credits)

- BUS 321: Quantitative Models for Effective Decision-Making (6)

Operations Management 3 Credits (3 Credits)

- BUS 305: Contemporary Design of Business Processes and Business Models (5)

Business Strategy 3 Credits (3 Credits)

- BUS 480: Strategic Management and Design Thinking for the Next Economy (8)

General Education: 49 Credits

BUS 100: Introduction to Business (ITP) 3 Credits

IPro/EnPro 6 Credits

Math Calculus 5 Credits

Science 12 Credits

Humanities 9/12 Credits

Social Science 12/9 Credits

Computer Science 2 Credits

Business Projects: 8 Credits* (All New Courses)

- **BUS 103:** Ideation: What Are My Interests 1 Credit (1)
- **BUS 104:** Needs Analysis and Opportunity Analysis Aligned with My Interests 1 Credit (2)
- **BUS 203:** Identification and Evaluation of Prospective Consumers 1 Credit (3)
- **BUS 204:** Identification and Evaluation of Competitive Advantage 1 Credit (4)
- **BUS 303:** Financial Analysis: Pro-Forma Financial Statements 1 Credit (5)
- **BUS 304:** Financial Valuation: How Much is it Worth? 1 Credit (6)
- **BUS 403:** Developing a Strategically Competitive Business Plan 1 Credits (7)
- **BUS 404:** Selling Your Business Plan 1 Credit (8)

*Students transferring in after one year might do projects 1, 3, 5, 6, 7 and 8; students transferring in after 2 years might do projects 1, 3, 5 and 7. The selection of courses would depend upon the individual student's prior background.

Specialization: 15 Credits

The Specialization is a package of 15 credits that coalesce around a common theme and can come from any of the University's Schools and Colleges with Undergraduate majors. As such, a student in the BSBA could have a specialization in Engineering or Architecture, Psychology or Science, etc., including Business. Specializations would be subject to approval of the SSB BSBA Program Director and satisfying prerequisites for all courses in the Specialization. Business Specializations would initially be available only in Finance and Marketing with additional Business Specializations developing as the BSBA enrollments grow and faculty resources permit.

Free Electives: 9 Credits

Free Electives can be taking in any area the student wishes and can be used to further diversify the student's education or further concentrate the student's specialization.