

Texas A&M University

Marketable Skills

Program:	Business Honors (BHNR)
Degree:	BBA
Department:	Business Undergraduate Special Programs (BUSP)
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Outcome	Master the depth of knowledge required for a degree
Marketable Skills	<ul style="list-style-type: none"> • Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources. • Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data. • Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Outcome	Demonstrate critical thinking
Marketable Skills	<ul style="list-style-type: none"> • Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. • Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions. • The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Outcome	Communicate effectively
Marketable Skills	<ul style="list-style-type: none"> • Talking to others to convey information effectively. • Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Outcome	Practice personal and social responsibility
Marketable Skills	<ul style="list-style-type: none"> • Managing one's own time and the time of others. • Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Outcome	Demonstrate social, cultural, and global competencies
Marketable Skills	<ul style="list-style-type: none"> • Understanding the implications of new information for both current and future problem-solving and decision-making. • Being aware of others' reactions and understanding why they react as they do. •

Outcome	Prepare to engage in life-long learning
Marketable Skills	<ul style="list-style-type: none"> • The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

	<ul style="list-style-type: none"> • Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
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Outcome	Work collaboratively
Marketable Skills	<ul style="list-style-type: none"> • Actively looking for ways to help people. • Motivating, developing, and directing people as they work, identifying the best people for the job. • Adjusting actions in relation to others' actions.

Notes:

- All marketable skills listed for this example program were drawn from the Knowledge, Skills, and Abilities identified by the US Department of Labor and Statistics for “Management Analysts” and “Administrative Services Managers” as published on O*Net Online (onetonline.org)
- Alternate sources for degree-specific marketable skills include:
 - learning outcomes and associated metrics used for programmatic assessment
 - learning outcomes or skills required for programmatic accreditation