

Program:	Management Information Systems (MISY)
Degree:	BBA
Department:	Information & Operations Management (INFO)
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<b>Outcome</b>	<b>Master the depth of knowledge required for a degree</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.</li> <li>• Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.</li> </ul>

<b>Outcome</b>	<b>Demonstrate critical thinking</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.</li> <li>• Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.</li> <li>• Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.</li> <li>• Considering the relative costs and benefits of potential actions to choose the most appropriate one.</li> <li>• Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.</li> <li>• The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.</li> <li>• The ability to apply general rules to specific problems to produce answers that make sense.</li> <li>• The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).</li> <li>• The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).</li> <li>• The ability to generate or use different sets of rules for combining or grouping things in different ways.</li> <li>• 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.</li> <li>• The ability to identify or detect a known pattern (a figure, object, word, or sound) that is hidden in other distracting material.</li> </ul>

<b>Outcome</b>	<b>Communicate effectively</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.</li> <li>• Talking to others to convey information effectively.</li> <li>• 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.</li> <li>• Communicating effectively in writing as appropriate for the needs of the audience.</li> </ul>

<b>Outcome</b>	<b>Practice personal and social responsibility</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Managing one's own time and the time of others.</li> <li>• The ability to concentrate on a task over a period of time without being distracted.</li> </ul>

<b>Outcome</b>	<b>Demonstrate social, cultural, and global competencies</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Being aware of others' reactions and understanding why they react as they do.</li> <li>• Actively looking for ways to help people.</li> </ul>

<b>Outcome</b>	<b>Prepare to engage in life-long learning</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Understanding the implications of new information for both current and future problem-solving and decision-making.</li> </ul>

<b>Outcome</b>	<b>Work collaboratively</b>
Marketable Skills	<ul style="list-style-type: none"> <li>• Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.</li> <li>• Bringing others together and trying to reconcile differences.</li> </ul>

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 “\_\_\_\_\_ 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