



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

INTEGRATED SCIENCE AND BUSINESS (BBA)

MISSION STATEMENT

The Integrated Science and Business program, as a member of the College of Letters & Sciences and College of Business & Economics, strives to:

- Create an environment that supports learning and research.
- Improve students' ability to analyze problems and develop appropriate solutions.
- Create a community of scholars and students who aspire to high standards of achievement.
- Encourage our students to develop a sense of civic responsibility and engagement, as well as personal and professional integrity.

As an Integrated Science and Business program, we regard our mission to include:

- Teaching students a knowledge base in at least one area of science and one area of business beyond the business core requirements.
- Fostering students' critical thinking skills, inferring relationships, and solving problems related to integrating scientific and business information.

As an Integrated Science and Business program we are committed to providing:

- A rigorous and effective curriculum for integrated science and business majors, with depth of study for those students who desire to pursue a career related to science and business.
- Effective and engaging courses for students who choose to take integrated science and business courses whose majors or career goals require them.
- Real world experiences integrating science and business within the curriculum.
- Quality academic advising through one on one personal advising.

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Students who graduate from UW-Whitewater with a degree in Integrated Science and Business (BBA) will meet the following student learning outcomes:

Knowledge of Human Cultures and the Physical and Natural World:

- Students will demonstrate a knowledge base in at least one area of science and one area of business beyond the business core requirements that is appropriate for a student's career goals.

Intellectual and Practical Skills:

- Students will be able to present effective oral and written persuasive arguments from a business and science perspective.
- Students will be able to apply quantitative approaches to relevant business and science problems.

Personal and Social Responsibility:

- Students will be able to apply science and business knowledge/skills for growth in their careers throughout their lifetime.

Integrative and Applied Learning:

- Students will be able to integrate scientific and business information for effective analysis of problems and how to solve them.
- Students will gain real world experience integrating science and business.