



LAKE AREA
TECHNICAL COLLEGE

Business Associate STUDENT LEARNING OUTCOMES

The graduate of this program will be able to:

1. Apply knowledge about trade of goods, services and consumers; core components of business through a variation of projects, written and oral examination and day-to-day activities.
2. Demonstrate social responsibility, values and impact of, both social and ethical, decisions and actions of an individual and/or organization.
3. Apply classic and modern marketing fundamentals and strategies.
4. Compare and contrast different businesses and industrial environments in correlation to student's own aptitudes and focus.
5. Apply and evaluate the effectiveness of different social media marketing strategies and techniques.
6. Integrate technological skills, abilities and concepts appropriate to specific fields and variations of business.
7. Create and develop a business plan, implementing knowledge and understanding of business concepts, laws and strategies appropriate for intended industry.
8. Employ communication skills necessary and relevant to the ever-changing business environment.
9. Develop and demonstrate an understanding for the intricacies of business through formal and informal education.