

Educational Objectives and Goals

Program Educational Objective: With a student-centered approach, our aim is to educate professional personnel who can meet the qualified human resource needs of businesses and public institutions of various scales. These individuals should prioritize quality, be aware of competitive advantages, have a culture of R&D and project management, and promote societal benefit. They should also effectively engage in entrepreneurship and adopt a participatory management approach.

Program Educational Goals: The educational goals identified by the Business Administration program, in line with its mission, vision, and objectives, are as follows:

1. Understand basic concepts of management, management functions, and management approaches.
2. Acquire knowledge of entrepreneurship, apply fundamental principles of business processes and project management techniques.
3. Understand and apply the functions of businesses (management, marketing, production, human resources, finance, accounting, public relations, R&D) with a holistic perspective.
4. Understand and apply basic concepts of marketing, strategic marketing planning, and marketing mix (product, price, promotion, distribution).
5. Be able to maintain accounting records related to basic financial events in businesses, prepare and interpret basic financial statements.
6. Grasp and implement policies and practices related to human resources management in an organization.
7. Recognize basic concepts in economics and understand the importance of economic developments from a business management perspective.
8. Acquire the ability to use computer software and hardware at a basic level required by the field.
9. Understand business processes such as communication, leadership, motivation, conflict management, and teamwork.
10. Possess awareness of quality, business ethics, occupational health and safety, environmental protection, and social responsibility in business processes.