

UNIVERSITY OF ALASKA FAIRBANKS
DRAFT Communications Plan
 School of Management
 Bachelor of Business Administration (BBA)
 Business Administration (BA)

I. Assessment

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
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COMMUNICATION

After successfully completing the BA degree students should be able to

1a. Written: using cogent arguments or opinions on topics pertaining to the field of study.

1b. prepare one or more of the following: marketing plans, business plans, hiring plans, business continuity plans, innovation plans, feasibility studies.

1c. synthesize information for executive summaries

1d. write a professional e-mail

1e. develop a professional resume

2a. Oral: deliver a professional presentation and field questions related to presentation with confidence and poise.

2b. present using various modes of technology, such as PowerPoint, websites, social media, videos, blogs, etc.

2c. present in a professional manner assessed through preparedness and dress

2d. develop professional interviewing skills

2e. successfully network with peers

2f. develop professional engagement

2g. professionally critique ideas









