

Reflection Paper

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This reflection on my experience within the Bachelor of Business Administration (BBA) degree program will help provide an accurate level of achievement through critical assessment. The BBA degree will allow me to gain experience in my current career, and it will open doors in the future that could have never been sought after previously. Throughout the reflection paper, I will be discussing my knowledge in business decision tools, principles of accounting, marketing, finance, humane resource, and marketing, professional standards, principles of ethical, legal, and cultural dimensions, and lastly, global business environments. With examples to help understand the proficiency of my education, I believe I have excelled in the overall requirements of the learning outcomes.

Business Decision Tools

One of the most beneficial business decision tools to inform business decision-making was reflected during the final semester with the Business Capstone course with the feasibility presentation. “This is among the tools that should be used at the very beginning of launching a new product or service” (Moses, 2017). This course put business making decision skills to the ultimate test by forcing students to create their own business. From start to finish, it was the students responsibility to research, compile, organize, and present the information in a way that would interest others. The feasibility allowed creativity, uniqueness, and reality at the finger tips of the students. For myself, it taught me residence and patience. I researched the business of owning a wedding venue. Although, I picked this at first because this would be a dream business for me to own one day my priorities shifted as the semester continued. I learned the difficulties and challenges that the wedding industry truly faces. It helped me face the reality of owning my own venue one day, and it prepared me for the real world of creating a feasibility presentation at some point throughout my career.

Principles of Accounting, Marketing, Finance, Human Resources and Management

Throughout the education opportunity I have been given by Davenport University and the professors I have gained more knowledge in understanding the fundamentals and principles of accounting, marketing, finance, human resources, and management. The thing I know now that I did not know then was how many similarities these principles carry throughout the business world. All five of these principles work closely together to ensure that the business is running effectively and efficiently. During my courses in accounting, marketing, human resources and management, I have encompassed the knowledge it will take to help me grow throughout my career. Any management position will require a high level of experience within these principles, but I have taken the small step towards a very big future. I learned that people, operations, accounting, strategy, finance, and marketing identify the success of a business. By adapting to the core concepts of each of these aspects individually, this will allow me to become the most successful version of myself. I noticed that I benefited most from the strategic principles that intertwine with each of these aspects. “The ability to take a high-level, strategic view of a business is necessary to identify opportunities and to stay ahead of external forces such as new competition and changing consumer demand” (McPherson, 2017). Once I find myself facing each of these principles after graduation, I believe I will be a much stronger candidate for a business administration position of my choice.

Professional Standards

My professional standards have grown immensely, especially during my internship process. I was fortunate enough to continue my every day career as my internship. However, this did not mean that I had the easy way out. My manager challenged me in new ways, and she allowed me to obtain more responsibility than ever before. One thing she encouraged our team to

encounter was our professional standards. Similar to a recent resource, my manager made it a priority to focus on the workplace code of conduct, interpersonal communication, administrative behavior, and revising the rules (Bianca, 2017). By making these a main focus in the workplace, it allowed our team to grow in new ways that we never imagined. In addition, my courses in Human Resource Management (HRMG 213) and Organizational Behavior (MGMT 357) helped my understanding grow from Spring of 2018 until now. I force these being standards that I will carry with me throughout any career.

Business Decision-Making

There is going to be business decision making in any position within a business. The biggest factor that will set someone apart from other employees may include the decisions they choose when considering the principles of ethical, legal, and cultural dimensions throughout the business.

Principles of Ethical, Legal, and Cultural Dimensions

The principles of ethical, legal, and cultural dimensions were a newer concept to me. I approached the course with a fresh mind that was willing to learn about these principles from start to finish. As mentioned in a recent article, “Ethical thinking involves the intricate process used to consider the impact of our actions on the individuals or institution we serve” (Chmielewski, 2004). During the Professional Ethics (BUSN 210) course, these principles were first addressed. Little did I know that these principles would then carry over into the remaining of my courses. Although, these principles were reviewed in slightly different ways, the overall goal was the same to promote an ethically, legally, and culturally mindful workplace.

Global Business Environment

Being involved in the Bachelors of Business Administration degree helped me realize the potential that most businesses have when considering the global business environment. During the International Business course, we had the opportunity to learn about different businesses and their platforms for international outcomes. It was an extremely eye opening experience.

Learning Outcomes

The concept behind learning outcomes is for the students to strive to educate themselves and exceed the requirement. The learning outcomes for the course were listed as the following:

1. Develop a comprehensive and cohesive business plan that includes potential for expansion internationally.
2. Justify strategy selection, goals, forecasts and tactics using research and financial information
3. Evaluate the feasibility of a business opportunity
4. Analyze the external and internal environment of an organization using strategic analysis tools to identify entrepreneurial opportunities and opportunities for international expansion

With these learning outcomes considered, we are going to take a closer look into how these learning outcomes effected my education throughout the course.

In which of these learning outcomes do you judge yourself to have achieved significant proficiency?

I believe I have achieved significant proficiency in providing and developing a comprehensive and cohesive business plan that includes potential for expansion internationally. These assignment opened opportunity for uniqueness and creativity. I felt as if my skills were utilized fully and I enjoyed the experience throughout the assignment.

With regards to the five BBA degree outcomes, where do you judge yourself to have achieved less proficiency?

When considering where I may require the most room for improvement, I would suggest the justification of strategy selection, goals, forecasts and tactics using research and financial information. I previously would have predicted these being one of my strengths throughout the course. However, I have noticed a weakness in this outcome.

Where or in what courses or experiences within the course of the BBA Degree program did these challenges manifest the most?

Previous to my education with Davenport University, I had never participated in any courses involving accounting. Once arriving at Davenport University, I realized that this was simply unavoidable to obtain my Bachelors of Business Administration, but I was at terms with this. I knew it would challenge me, but I was hoping I would come out stronger because of the experiences that I put myself through. Ultimately, I educated myself in this topic more than I anticipated. However, I did find the most difficulty within Accounting Foundation 1 (ACCT 201) and 2 (ACCT 202). These courses will allow my skills in strategy selection, goals, forecasts and tactics using research and financial information to continue to grow, even far after my educational experiences with Davenport are surpassed. I believe that knowing your weakness gives you an advantage in the workplace. There are a wide variety of people that are either not aware of their weakness or they are not willing to admit them. If we are learning about ourselves, this will give us the ability to grow. According to a recent article, "Knowing your weaknesses gives you a clearer understanding of things that may be holding you back, and you can then work around finding ways to not let your weaknesses pull you behind" (Pillay, 2018).

Reflecting on your BBA degree experience, what would you have done differently to overcome the challenges reflected in the learning outcomes in which you judge yourself to have less proficiency?

When I allow myself to reflect on my BBA degree experiences, there is not a lot I would have done differently other than dedicate more time and effort than already was put fourth. I was disciplined immensely over the last few years with Davenport University, but we are all human. I believe there is always going to be room for growth and improvement. If I had the chance to go back, I would have focused most of my energy on the learning outcome of analyzing the external and internal environment of an organization using strategic analysis tools to identify entrepreneurial opportunities and opportunities for international expansion. I believe this is an outcome that I could seriously benefit from in my career that I am currently in.

Overall, my experiences I have gained throughout earning my BBA have been life changing. There have been learning outcomes, personal goals, and future endeavors that will be much more successful due to my effective and efficient education that I have obtained throughout the Davenport University BBA degree program.

References

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