

Outcome	DB_BSBA_PO_05: Newswriting/gathering	Develop effective news and information gathering skills using interviews, print documents and Internet materials.
Outcome	DB_BSBA_PO_06: Speaking skills	Develop effective speaking skills appropriate for both small group communication and large audience presentations.
Outcome	DB_BSBA_PO_07: Teamwork Communication Skills	Develop teamwork communication skills appropriate to group projects.
Outcome	DB_BSBA_PO_08 Writing for specific/general audiences and genres	Develop professional writing skills, expressed in a variety of genres, directed at general and specific audiences.
Outcome	DB_BSC_PO_02: Digital delivery and visual design skills	Develop digital skills for delivery of visual designs as well as Internet presentations.
Outcome	DB_BSC_PO_03: Mass Media theory	Understand the development, principles and goals of mass communication media, with emphasis on twenty first century media.
Outcome	DB_BSC_PO_04: Media law/ethics	Understand specific legal and ethical environments unique to mass media communication.