

BACHELOR OF APPLIED ARTS AND SCIENCES IN PROFESSIONAL STUDIES

Web Site: <https://twu.edu/baas/baas-professional-studies/>

Marketable Skills

Marketable skills prepare students for success in a variety of professional settings. Developed through academic coursework, co-curricular engagement, and extracurricular involvement, these skills include communication, critical thinking, teamwork, ethical reasoning, adaptability, and digital literacy. Whether directly related to a student's major or serving as complementary strengths, marketable skills enhance career readiness and reflect TWU's commitment to producing graduates who are prepared to thrive in today's dynamic workforce.

1. Communicate effectively.
2. Collaborate with others to solve complex problems.
3. Use analytical reasoning to determine strategies for best practices.
4. Network within multiple industries for leadership and professional development.
5. Apply creative ideas to everyday situations.