

No.	Course Title	SLO #	Course Student Learning Outcomes	Dept. Student Learning Objectives					Reason for Mapping
				1. define, explain, and evaluate basic business concepts; identify essential elements of successful business operations and apply those concepts to real world business contexts.	2. identify the framework that constitutes our national and the international economic systems and the roles played by businesses, consumers, technology, and/or governments.	3. critically discuss and apply business ethics in a variety of business settings, as well as recognize and challenge ethical misconduct; evaluate ethical standards and employ these standards in decision-making	4. demonstrate basic and appropriate computer literacy and skills	5. use critical thinking in interpreting and applying business concepts to actual business situations; demonstrate competence in basic research.	
<b>1 Bus 111 Course</b>									
		1	Understand the global business environment	x	x	x		x	Course SLO 1 maps to Dept SLO's in all categories 1,2,3,5. Global bus. Objectives are stressed
		2	Create a business plan and learn how to start and grow a business.	x		x	x	x	Emphasis on the Business plan stresses standard operating procedures of the firm, reaching goals, providing cash flow statements and marketing research to create the plan. Students type out the entire plan in MS Word.
		3	To learn Management techniques to empower employees, set and communicate and achieve business objectives	x	x	x		x	Management by Objectives are taught to help with the understanding of management techniques needed today to succeed at managing the business from top most management level down to the lower management level.
		4	Learn the Principles of Marketing Management including information gathering using various Market Research techniques, and strategize Marketing Initiatives via strategic Promotions, Product, Pricing and Place planning	x	x	x		x	Student learn all Marketing strategies that form the marketing mix. Market research techniques are taught ranging from basic research techniques to more sophisticated modes of research using surveys, questionnaires, etc. Qualitative and quantitative data retrieval and analysis are also studied.
		5	Understand basic Account and Financial principles including the managing of financial resources	x	x	x		x	Basic accounting principles stressed included the 4 major financial statements are studied helping students understand how accounts are represented internally as well as externally to the business. Financial management is also stressed as well as the money supply and debt/equity financing to help a companies operational cash flow position.
<b>2 BUS 141 Course</b>									
		1	Apply arithmetic and algebra operations in solving problems with whole numbers, fractions, decimals, equations and formulas.	x			x	x	Define basic algebraic operations used in business problems. Lab work included.
		2	Perform percentage calculations with discount, markup, depreciation, and taxes	x			x	x	Have students relate business problems with everyday business situations relating to accounting, taxes, marketing and finance. Lab work included.
		3	Apply the rules of exponents to business problems.	x			x	x	Apply basic math calculations relating to exponential laws. Lab work included.

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		4	Apply simple and compound interest to installment sales and annuities	x			x	x	Apply introductory TVM techniques applicable investment logic/theory. TVM table factors are shown to simplify calculations. Lab work included.
		5	Calculate payroll earnings and insurance	x			x	x	Payroll problems are included paychecks calculating gross to net. Payroll taxes are calculated. Tax tables are used to calculate FIT tax. Lab work included.
		6	Understand the relationship of mathematics to financial statements	x			x	x	Apply introductory TVM techniques applicable investment logic/theory. TVM table factors are shown to simplify calculations. Lab work included.
		7	Apply basic concepts of statistics to business	x			x	x	Basic stats are shown to evaluate student knowledge into the realms of understanding mean, median and mode.
		8	Use calculators and spreadsheets to solve business problems	x			x	x	
3 BUS 181 Course									
		1	Explain accounting concepts and generally accepted accounting principles (G.A.A.P.).	x			x	x	Students need to attain a basic understanding of accounting terms and G.A.A.P. in order to later grasp the purpose, necessity and rules for the preparation of accounting records and financial statements for businesses. Class discussions and homework problems assigned from myaccountinglab.com are assigned to evaluate students' ability to apply their
		2	Prepare accounting records and financial statements for the corporate form of business (for service and merchandising companies).	x	x	x	x	x	This SLO is aligned with all the departmental SLO's. Students demonstrate their knowledge of basic business and accounting terms/rules to prepare accounting documents using technology tools such as MyAccountinglab.com and spreadsheet programs. In order to help students gain a global perspective of accounting, the differences between International Financial reporting and U.S reporting standards are evaluated.
		3	Demonstrate critical thinking in applying accounting principles and procedures in business decision making.	x	x	x	x	x	Working individually, students must complete a practical accounting problem individually at the end of each chapter. Working collaboratively, students are given opportunities during computer lab time to evaluate complex comprehensive accounting problems designed to build critical thinking, project and time managements skill. Last, students need to understand the
		4	Analyze and interpret quantitative and qualitative information in financial statements	x		x	x	x	Students need to understand that accounting provides more than quantitative information, it tells a story about management, the operations, customers and the business environment. Students are asked to interpret financial statements from a quantitative and qualitative perspective.
		5	Explain ethical standards in accounting and the ability to apply these standards in decision making.	x	x	x		x	Using learning tools such as videos and case studies, students evaluate notorious ethical lapses in decision making by corporations. Students are assigned a writing assignment in which they must interpret qualitative information and discuss the ethical dilemma being posed in the case study.
4 BUS 182 Course									

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		1	Identify the principles and practical applications of modern cost accounting procedures	X	X	X		X	Students compare and contrast managerial accounting versus financial accounting. In this exercise, they define, explain, and evaluate the essential elements of each branch of accounting. Students identify the framework of the economic systems by describing who the stakeholders are for managerial accounting information.
		2	List managerial accounting terminology	X		X			After students review the IMA Statement of Ethical Professional Practice regarding Competence, Confidentiality, Integrity, and Credibility, they are able to critically discuss and apply business ethics in a variety of business settings. Students are able to identify
		3	Describe the functions of managerial accounting forms, reports, and charts	X	X			X	Using the Internet, students research the reports and charts that may be used by firms. This project allows students to demonstrate their competence in basic research. Students are able to assess immediately the importance of technology in the business environment. The reports and charts that the students identify provide further connection
		4	Judge the advantages and effectiveness of a sound cost accounting system	X	X		X	X	Utilizing flexible budgets and variance analyses, students are able to explain and evaluate basic concepts. They can explain the elements of successful business operations. Since spreadsheets are used in the analyses, students can demonstrate basic computer literacy and skills.
		5	Use computer software to record and analyze accounting information, prepare budgets, and perform capital investment analysis	X	X		X	X	By creating an operating budget and a financial budget (via spreadsheets), students demonstrate their critical thinking in interpreting and applying business concepts to actual business situations. They also are able to analyze the results and evaluate the success of the business operations.
		6	Analyze and interpret quantitative and qualitative cost information in financial statements	X	X	X	X	X	Students construct and critically discuss a report (The Performance Evaluation of Cost, Profit, and Investment Centers) that demonstrate their ability to apply business concepts to the real world. Students also critically discuss ethical implications that can arise from such report.
		7	Use critical thinking in applying managerial accounting principles and procedures in business decision-making	X	X	X	X	X	Students must construct a Capital Investment Analysis report (using the time value of money concept) to demonstrate their decision-making abilities. This report requires the students to explain and evaluate certain success factors. Students may also identify certain ethical issues in using the results of this report. The students will demonstrate their spreadsheet skills as well.
5	BUS 204 Course								
			Demonstrate the breath of accounting operations that can be performed in an efficient and timely fashion using computer software	X	X	X	X	X	
6	BUS 205 Course								
		1	Describe accounting standards and accounting concepts.	X	X	X		X	
		2	Explain financial accounting terminology.	X	X	X		X	

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3	Assemble the following financial statements: a. Income Statement b. Statement of Changes in Owners' Equity c. Statement of Cash Flows d. Balance Sheet	X	X	X	X	X	
4	Assess accounting theory and applications for the following Balance Sheet accounts: a. Cash b. Accounts and Notes Receivable c. Inventories d. Property, Plant, and Equipment e. Intangible Assets	X	X	X	X	X	
5	Demonstrate critical thinking in applying accounting principles and procedures in business decision-making.	X	X	X	X	X	
6	Identify ethical standards in accounting and how to apply these standards in decision-making.	X	X	X		X	
<b>7 BUS 206 Course</b>							
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<b>8 BUS 211 Course</b>							
1	Review basic principles and concepts of commercial law	X		X			The course is designed to teach students basic legal principles, how they apply to business situations and the ethics of those situations.
2	Recall of legal terminology	X					

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3	Recognize legal aspects of business transactions	X		X		X
4	Apply business law concepts to solve legal problems in the business fields of accounting, marketing, finance, and management	X	X	X		X
5	Use critical thinking in applying the principals and rules of law to factual problem type situations	X		X		X
6	Recognize legal pitfalls and ramifications of both business and personal transactions	X	X	X		X
7	Identify the ethical standards of the legal profession	X		X		X
<b>9 BUS 212 Course</b>						
1	Review basic principles and concepts of Commercial Law.	X				
2	Recall of legal terminology.	X	X			
3	Recognize the legal aspects of business transactions.	X		X		X
4	Apply the principles of contract law to specific statutory subject area such as sales and commercial paper under the Uniform Commercial Code.	X	X			X
5	Apply Business Law concepts to solve legal problems in the business fields of Accounting, Marketing, Finance, and Management.	X	X			X
6	Use critical thinking in applying the principles and rules of law to factual problem-type situations.	X		X		X

Reason for Mapping

The course is designed to teach students basic legal principles, how they apply to business situations and the ethics of those situations.

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Uniform Commercial Code sections to be identified

Review of legal terms using UCC definitions

Contract and Tort Law; Remedies for breach; damages for torts

use of case law to cover contractual agreements and breach of agreements

Learn litigation and arbitration for protection of parties rights

use case law to demonstrate holdings in lawsuits involving breach of contract, tort injuries

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		7	Recognize the legal pitfalls and ramifications of both business and personal transactions.	X		X		X	Comparison of liabilities, risks and remedies per business entities; protections of assets
		8	Identify of the ethical standards of the legal profession.			X		X	Cover latest ethical rules in practice of law
10	BUS 214 Course								
		1	Knowledge of the judicial process, the mechanics of a lawsuit and how the judicial process is structured	X					course designed to define and identify basic legal concepts
		2	Knowledge of legal terminology	X					course designed to define and identify basic legal concepts
		3	Areas of business most strongly affected by existing laws and influence of State and Federal Government on advertising, pollution, consumer rights, sales of securities and the tax effect of business decisions	X	X	X		X	course designed to show the relationship between the law and business
		4	knowledge of the myriad of regulations that modern business has to contend with	X	X	X		X	course designed to show the relationship between the law and business
		5	Interrelate the fields of political and social science to the formation of law	X	X	X		X	course designed to show the relationship between the law and business
		6	Critical reading ability and comprehension in the area of law	X		X		X	students need to be able to read and understand areas of law as it applies to various aspects of business
		7	Ability to use critical thinking in applying the principles and rules of law to factual problem type situations	X		X		X	It is important that students be able to evaluate various business situations to determine how best to handle said situations.
		8	Understanding how legal rights and responsibilities apply to different business organization types	X		X		X	

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		9	Understanding the difference between Contract law and Tort Law	X		X		X	It is important that students understand the difference between all the various areas of law.
11 Course 231									
		1	To understand that it is the customer and customer satisfaction, not the technology, that determine the winner in market competition.	X		X		X	Throughout the course the major motivation of marketing focuses on satisfying the customer within the financial boundaries of the firm. Ethical and social responsibility and the charitability of corporations to act as responsible citizens are discussed as well.
		2	To be able to identify key deficiencies in an existing marketing system that may allow Internet - based solutions to make improvement.	X	X	X		X	Online surveys and questionnaires are discussed as a research tool to help gauge company direction. Also discussed are SEO (search engine optimization) to help bolster lackluster business
		3	To be able to articulate how your Internet - based solution is going to improve your customer's life, which also makes business sense to your company.	X	X	X	X	X	Emphasis is on web presence and eCommerce techniques to help sell, publicize product or service. Also stressed are model companys such as Ebay/Amazon and how they focus on B2,B2C,C2C and C2B.
		4	To be able to develop your own business model and implement it by constructing and putting into service your complete customer interface.	X	X	X	X	X	Students createc complete Market plan analyzing a company's product/service, including a SWOT analysis.
		5	To be able to assess customer interface effectiveness with appropriate objective measures.	X				X	Learn ROI, KPI's to help measure the success of the firm. Also stress how sustainability is reached by targeting the right markets, tracking market share and including key pricing objectives and product differentiation to help the firm beat or sstay on top of competition.
12 BUS 236 Course									

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1	Apply concepts and principles of advertising. Students will appreciate and understand the function of advertising and advertising strategy within the marketing system of the business firm. The students will gain a broad understanding of the purpose and function of advertising in the U.S. economic and social system in order to better understand its role in the marketing mix and its impact on society. It is designed to aid the student in becoming increasingly aware of the fact that effective advertising is based on substantial research, planning, and analytical and creative thinking.	x	x	x	x	x

<u>Reason for Mapping</u>
This course introduces the basic principles of advertising, including study of basic functions, principles, and techniques of advertising, as well as the role of advertising in the marketing system.



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Engage students in a presentation designed to relate the text materials to real advertising business practices and situations. Students will learn how to analyze the advertising environment: consumer behavior, market segmentation, positioning, and the value proposition. By the end of this course students will demonstrate competency in the creativity of effective persuasion by applying advertising principles to an actual student-generated advertising campaign.	x	x	x		x

<u>Reason for Mapping</u>
This course examines the major components of modern advertising, emphasizing the use of Integrated Marketing Communications (IMC) and brand promotion. Key areas explored include the social, legal & ethical aspects of advertising, marketing research & planning, development of advertisements (ads) and the evaluation of the different advertising vehicles available: print, television, radio, the Internet, sales promotions, direct mail and publicity.

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3	Expand knowledge and awareness of various advertising strategies and techniques. This course provides students an opportunity to gain an understanding of advertising and other mass communications marketing and advertising practices: common business activities and terminology, perspectives applied when taking the optimal approach to strategic advertising decisions, plus descriptions and rationale of common practices. The class itself places emphasis on developing students' abilities to express their analysis and recommendations in class discussion, essay exams and written assignments. Students will understand the process of evaluating different advertising	x	x	x	x	x
4	Create an advertising campaign around a product of their choice and learn how to implement a successful advertising strategy. The students will learn the methods and procedures used in the development of objectives, strategies and tactics of an advertising campaign in order to improve their ability to evaluate advertising more objectively and more insightfully.	x		x	x	x

Reason for Mapping

Develop knowledge and understanding of various advertising strategies and successful advertising techniques. Students will understand the process of evaluating different advertising messages and media, including the pros and cons of each media channel. One of the class projects will be the development of a product advertising campaign for a real business organization. Specific information for the project will be covered by the instructor in class.

Share an outline of a strategic advertising campaign. Discuss the important elements of a successful advertising campaign. Students are encouraged to ask questions and to participate in class discussions in the spirit of sharing and gaining knowledge. Thorough and well-organized class notes will prove extremely helpful in preparing for exams and completing the final campaign project.

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		5	Assess ethical standards in advertising. Use critical thinking in interpreting and applying advertising and marketing concepts to actual business situations. Gain an appreciation for the importance of advertising in business and society, socially, ethically, and in compliance with regulatory constraints.	x	x	x	x	x	Share best practices in deployment and implementation of various advertising strategies. Raise awareness of ethical standards and corporate social responsibility in advertising and market development.
13 BUS 237 Course									
		1	Apply concepts and principles of selling.	x	x	x	x	x	This course introduces the basic principles of selling. Students will appreciate and understand the function of sales and sales strategy within the marketing and business development system of the business firm. One of the class projects will be the development of a sales plan for a real business organization. Specific information for the project will be covered by the instructor in class.  Develop knowledge and understanding of various sales strategies and successful sales techniques. Analyze and evaluate sales management decision making criteria and processes. Engage students in a presentation designed to relate the text materials to business situations.
		2	Assess the position and responsibility of the sales field in American society. Analyze and evaluate sales management decision making criteria and processes. Engage students in a presentation designed to relate the text materials to real sales business practices and situations.	x	x	x		x	
		3	Expand knowledge and awareness of various sales strategies and successful sales techniques. Evaluate various sales strategies and techniques. This course will take the students through the fundamentals of selling with structures theories and practical learning experiences. Some elements of "Personal Selling" are also incorporated for a better overall understanding.	x	x	x	x	x	

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4	Create a sales plan and learn how to implement a successful sales strategy.	x		x	x	x
5	Assess ethical standards in selling. Use critical thinking in interpreting and applying sales concepts to actual business situations.	x	x	x	x	x
14 BUS 241 Course						
1	Identify basic concepts and principles of finance	x	x		x	x
2	List financial terminology	x	x			x
3	Recognize the various sources of both short term funds and long term funds and the implication their usage has for the firm	x				x
4	Discuss the multiple factors in the creation, accumulation, transference and investment of wealth	x	x	x	x	x
5	Examine the various types of depository institutions and the policy and regulatory function of the Federal Reserve	x	x	x		x
6	Debate the causes and consequences of changes in the money supply, as well as the interventions attempted by government in an effort to manage the money supply	x	x	x		x
7	Use critical thinking in applying financial principles to actual business situations	x	x	x	x	x
8	Examine the ethical standards in finance and the ability to apply these standards in decision making	x		x		x

Reason for Mapping

Share a strategic outline of a sales plan.
Share best practices in deployment and implementation of various sales strategies. Raise awareness of ethical standards and corporate social responsibility in sales and market development.
All basic financial principles covered including financial strategies for the ST as well as the LT
Analysis of basic financial statements emphasizing the parts of the cash flow statement
Interest, inflation and TVM concepts covered
Banking methods discussed including Central Banks, financial institutions and the IMF, money growth, monetary policies and the strength and weaknesses of the dollar and currency exchange rates
Covers interest rates set by the feds, the fed committee, and what constitutes M1,M2
Sarbox covered, also Financial meltdown of '08 discussed. Students watch important videos and discuss the economic implications and ramifications due to deliquifying assets and virtual asset decaying

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15 BUS 269 Course									
		1	Understand the four functions of management	X		X	X	X	students learn the basic functions of management from planning to controlling and present both orally and written a group project covering the functions
		2	Employ management terminology	X		X	X	X	students demonstrate an understanding of management terms and how the industry functions through various class discussions and verbal project presentations
		3	Demonstrate critical thinking applying rational decision making to real and perceived problems	X		X		X	Students present 3 business, personal or societal problems and apply critical thinking analysis to provide possible solutions
		4	compare types of teams and how they are used in the organizations	X		X	X	X	Students take an active role as a team w/ an exercise structuring an imaginary corporations whereby they personally experience the stages of forming, storming, norming, performing and adjourning
		5	illustrate the importance of ethics and social responsibility of corporations and individuals	X		X		X	Class project requires students to establish ethical policy development in areas of equal employment, affirmative action, code of ethics, sexual harassment, hostile work environments and disciplinary procedures.
16 BUS 271 Course									
		1	Class lecture and discussions expose the student to the following: 1)Principles of HR Mgt. 2) EEOC laws 3) Job Analysis 4) Personnel Planning & Recruitment 5) Employee Testing & Selection 5) Interviewing 6) Training & Development 8) Employee Appraisal Techniques 9) Talent Management 10) Strategic Compensation Plan 11) Employee Benefits and Services 12) Ethical Behavior	X		X		X	Weekly lectures and active peer discussions will expose students to a wide range of HR topics. Class is facilitated with the outcome of a wide range of participant input and of a wide range of participant input and opinions. Upon completion of the course, students will have an awareness of the strategic role of HR and its impact on Contemporary Management.