

Business Administration		Course to Program Map					
Program Outcomes: Upon completion of the program, graduates will be able to...	Institutional Skills	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Courses							
ACCT 102 Accounting I	3			I	I	IA	IA
ACCT 103 Accounting II	23	IA	I	RMA		RMA	RA
ACCT 202 Managerial Accounting	1345		IA	IRMA	IA	IA	
BSAD 101 Introduction to Business	125	I	I	IR	IR	IRA	IR
BSAD 102 Business Communications	12	IRMA		IRMA			I
BSAD 104 Business Law I	135	I	R		IRMA	RMA	IRMA
BSAD 105 Business Law II	135	RMA	I		I	IRMA	I
BSAD 120 Advertising	1245	R	R	R	R	R	RMA
BSAD 122 Management	12345	I	IRMA	R	IR	RMA	RMA
BSAD 123 Marketing	12345	RMA	R	I	R	IRMA	RMA
BSAD 124 Salesmanship	1235	RMA	IRMA	RMA	R	R	RMA
BSAD 126 Business Internship	123	RMA	R		RMA	R	R
BSAD 128 Entrepreneurship	1235	RMA	RMA	RMA	RMA	R	RMA
BSAD 130 Personal Finance	1345	IA		I	I	I	I
BSAD 135 eCommerce	1235	RMA	RMA	RMA	RMA	R	R
BSAD 140 International Business	2345	R	RMA	R	R	RMA	R
BSAD 220 Business Ethics	35	RMA		RMA	RMA	IRMA	RMA
BSAD 221 Human Resource Management	13	R	IRMA	I	RMA	RMA	IRMA
CSCI 101 Introduction to Management Information Systems	13	IRMA	IR	IRMA	IA	I	RMA
CSCI 110 Introduction to Computer Concepts & Applications	2	IA		IRMA	I	I	
ECON 111 Macroeconomics	1345	RMA	IR	I	IRMA	I	R
ECON 112 Microeconomics	1345	RMA	IRA	I	IRMA	IRA	
ECON 1101 Topics in Economics	3	R					R

Mapping	
I	Introduced
R	Reinforced
M	Mastered
A	Assessed/Artifact

Essential Skills	
1	written communication
2	oral communication
3	critical thinking
4	cultural diversity
5	social responsibility

Employability Skills	
C	communication
P	problem solving
W	work ethic

ACCT 102 Accounting I	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
Demonstrate the effects of transactions and economic events on the financial statements in corporations and other business entities.			I	I		I
Prepare the fundamental financial statements per US GAAP.			I		IA	
Describe the importance of accounting systems and internal controls.					IA	IA

ACCT 103 Accounting II	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
<b>Course SLO: Students will be able to</b>						
Analyze and interpret the information presented in the financial statements.			RMA			
measure the value of assets and liabilities.						RA
Evaluate the quality of business decisions in an ethical and conceptual context.	IA	I			RMA	

ACCT 202 Managerial Accounting	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
explain the difference between managerial and financial accounting.			I			
evaluate the ethical dimensions of managerial accounting.					IA	
apply management accounting techniques to planning and control of operations including master budget and capital budget; variance analysis; cost volume profit analysis; and cost allocations.						IRMA
interpret cost behaviors for decision making.		IA				
communicate managerial accounting information in an appropriate format.			IRMA			
track the flow of costs through the manufacturing process.				IA		

BSAD 101 Introduction to Business	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
identify and define accounting and finance from academic and professional perspectives.	I		I	I	I	I
identify and define marketing from academic and professional perspectives.	I		I	I	I	I
identify and define management and leadership from academic and professional perspectives.	I	I	I	I	I	I
identify and define information systems from academic and professional perspectives.	I		I	I	I	I
identify and define entrepreneurship from academic and professional perspectives.	I		R	R	R	IR
identify and define economics from academic and professional perspectives.	I		I	I	I	I
identify and define international business from academic and professional perspectives.	I		I	I	R	IR
identify and define supply chain/operations management from academic and professional perspectives.	I		I	I	I	I
identify the role of ethics and social responsibility in business.	I	I	I	I	RA	R

BSAD 102 Business Communications	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
<b>Course SLO: Students will be able to</b>						
Analyze the audience to create messages to meet business communication and information needs in a variety of	irma					
Demonstrate care, courtesy, and convention in professional messages.	irma					
Clearly organize information to allow an audience to quickly process the message.	irma		irma			i
Construct concise and comprehensive messages.	irma		irma			
Locate, interpret, and present credible and relevant evidence from reliable sources.	irma		irma			

BSAD 104 Business Law I	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
describe American Law sources, the American court system and processes, and methods of alternative dispute resolution	I					
recognize the relevance of ethical and legal considerations when making strategic business decisions.				I	RMA	
differentiate between negligence, intentional torts, and strict liability within tort law.	I			I		I
identify contract elements and important characteristics of performance and breach.	I			I		RMA
define and differentiate the fundamental principles of personal property, real property, and intellectual property	I			RMA	RMA	I
describe the nature and function of agency and employment law.		R				I
define and differentiate the duties and potential liability of various business entities.				RMA	RMA	I

BSAD 105 Business Law II	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
<b>Course SLO: Students will be able to</b>						
identify the principles of the laws of property, bailments, estates and trusts, and insurance.	RMA			I	RMA	
apply the laws of secured transactions and bankruptcy.		I			I	
identify legal principles related to negotiable instruments.	RMA			I	I	I
contrast the different forms of business organizations including sole proprietorships, partnerships, limited partnerships, limited liability companies, limited liability limited partnerships and corporations.		I		I	I	I
explain the principles of corporate law, including structure, management, shareholders' rights and liabilities, and the responsibilities of related professionals.					I	
identify business regulations in the areas of administrative law, consumer protection laws, employment law and environmental law.					I	



BSAD 120 Advertising	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
understand what advertising is and its role in advertising and brand promotion and the economic effects of advertising.	R		R	R	R	R
understand the structure of the advertising industry.	R		R	R		R
identify, analyze, and understand the advertising environment.	R	R	R	R		RMA
prepare the advertising message and fully integrate the creative process.	R	R	R	R		RMA
understand the importance of placing the message in conventional and "new" media.	R	R	R	R		R
identify, understand, and apply integrated brand promotion.	R		R	R		RMA

BSAD 122 Management	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
identify the historical perspectives of management theories and their application to contemporary management practices		I				
apply business ethics and social responsibility concepts and their importance in managerial decision making		I	R	I	RMA	R
describe skills and competencies of effective managers.	I	RMA				
evaluate the major functions of management.	I	RMA		R		RMA
analyze the internal and external factors that influence an organization.		I		I		
describe the influence of globalization on organizations.		RMA	R			

BSAD 123 Marketing	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
recognize the scope and role of marketing in enhancing the welfare of consumers, organizations, and society.		R				R
identify key elements of consumer and organizational buying behavior and the marketing research process.				R		R
examine ways to segment markets, choose targeting strategies, and position products.			I	R		R
identify and describe elements of the marketing mix, including product, price, place (distribution), and promotion.			I		I	RMA
recognize the influence of the external environment on marketing, including global influences.			I			R
identify legal, regulatory, and ethical issues impacting marketing activities.					RMA	R
show an understanding of the strategic marketing planning process.	RMA			R		RMA

BSAD 124 Salesmanship	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
<b>Course SLO: Students will be able to</b>						
examine the career opportunities available in selling and related fields.		R		R		R
understand the importance of building partnering relationships with potential customers.		RMA				R
examine the ethical and legal issues in selling.			R	R	R	R
apply the basic theories of human motivation and how they relate to buying behavior.		IR		R		R
identify specific techniques involved in selling, i.e. prospecting, planning and making a sales presentation, negotiating buyer resistance, closing a sale, organizing a territory, and managing time.	RMA	R	RMA	R		RMA
analyze the various technologies that facilitate and support salespeople and the sales functions within an organization.	R		RMA	R		R
apply the importance of customer service activities to various scenarios.	R		R	R		R

BSAD 126 Business Internship	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able						
students will be able to display appropriate business etiquette.					R	R
students will be able to demonstrate and utilize various business concepts.						R
student will be able to communicate appropriately (verbal, written, oral).	RMA					
student will be able to use critical thinking skills, such as problem solving, situational analysis, creativity				RMA		
students will use teamwork skills when appropriate.		R				R

BSAD 128 Entrepreneurship	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
<b>Course SLO: Students will be able to</b>						
understand concepts and processes associated with successful entrepreneurial performance.		R	R			R
understand the personal traits/behaviors associated with successful entrepreneurial performance.		R	R			R
understand fundamental business concepts that affect business decision making.					R	R
understand concepts, strategies, and systems needed to interact effectively with others.	RMA	RMA	RMA			R
understand concepts and procedures needed for basic computer operations.			RMA			R
understand the economic principles and concepts fundamental to entrepreneurship/ small-business ownership.						R
understand personal money-management concepts, procedures, and strategies.			R			R
understand concepts and strategies needed for career exploration, development, and growth.	R		R			R
understand the financial concepts and tools used in making business decisions.	RMA	RMA	R			RMA
understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff.	RMA	RMA	R	RMA		R
understand the concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making	RMA		R	RMA	R	RMA

understand the concepts, processes, and systems needed to determine and satisfy customer needs/wants/ expectations, meet business goals/objectives, and create new product/service ideas	RMA	R	R	RMA		R
understand the processes and systems implemented to facilitate daily business operations.			R	RMA		R
understand the concepts, strategies, and systems that businesses implement and enforce to minimize loss.	R		R			R
understand the processes, strategies, and systems needed to guide the overall business organization.	RMA		R			RMA

BSAD 130 Personal Finance	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
explain personal financial planning, financial statements, time value of money, and budgets.	IA					
explain the benefits and potential costs of consumer credit.						
evaluate housing needs, large purchases, and financing alternatives.	IA					
identify fundamental tax strategies.						
identify how insurance is used to manage risk.	IA					
compare Investment and retirement planning alternatives and strategies.	IA					
explain the estate planning process.						



BSAD 135 eCommerce	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
describe E-Commerce.						I
create a web presence.	RMA		RMA	RMA	R	R
build a prototype of an online store.	RMA		RMA	RMA		R
describe electronic commerce security issues.					R	R
describe electronic payment systems.			RMA		R	R
describe international, legal, and ethical concerns facing E-Commerce.				RMA	R	R
create a web page.	RMA		RMA	RMA		R
describe marketing functions for an online business.		RMA				R

BSAD 140 International Business	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
possess a broad understanding of the international trade environment.			R			R
understand the global economy.		R			R	R
possess understanding and sensitivity in regard to other cultures.		RMA		R	RMA	R
develop a global approach in identifying, analyzing and solving problems.	R	RMA		R	R	R
evaluate the prospects for profitable investments in countries around the globe.	R		R	R	R	R

BSAD 220 Business Ethics	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
<b>Course SLO: Students will be able to</b>						
recognize the significance of moral philosophy in a broader context.					I	
show familiarity with the philosophical development of various normative ethical theories.					I	
recognize key characteristics of philosophical inquiry such as its emphasis on careful reasoning and analysis and how it differs from other kinds of inquiry.					I	
apply ethical theories to moral problems.	R			RMA	RMA	RMA
identify and explain basic ethical theories, terminology and concepts.					I	
demonstrate an understanding of major normative ethical theories, schools of thought, or problems within ethics.				RMA	RMA	RMA
explain key ethical terms as understood within ethical theories or as applied to moral problems such as the permissibility of abortion, capital punishment, our duties to animals, etc.					I	
identify and develop, in writing, philosophical analyses and arguments based on philosophical reasoning and provide cogent reasons in support of competing philosophical claims.	RMA		RMA		RMA	RMA

evaluate, in writing, philosophical arguments and texts focusing on moral theories and problems and state alternative points of view by providing their own positions supported by cogent arguments.	RMA				RMA	RMA
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BSAD 221 Human Resource Management	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
understand the process and develop a plan for hiring personnel.	R	RMA		RMA	R	RMA
understand the process and develop a plan for training personnel.	R	I	I		R	R
identify ways to orient personnel to organizational goals, policies, rules, and procedures.	R	R		R		RMA
identify ways to supervise employees.		I	I			I
identify ways to facilitate cooperation.		R				R
identify and develop a plan for incentives to encourage improved employee performance.	R	RMA		RMA	RMA	RMA
establish a model for evaluating employees.	R	RMA		RMA	RMA	RMA
describe ways to reward/discipline employees.		I				I
identify ways to maintain employee morale.		I				I
identify and develop outplacement services.		I				I

CSCI 101 Introduction to Management Information Systems	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
describe the major components of an information system.			IA			RMA
describe how information systems and technologies are used.			RMA			
describe the components of a computer system.			IA			
describe the process of writing a computer program.	RMA	IR	IA			
describe how data is stored.			IRA			
describe networks and how the Internet works.			IA	IA	I	
describe how to secure a computer from malware.			IA			
discuss ethical dilemmas that arise in modern computing.	I		IA		I	

CSCI 110 Introduction to Computer Concepts & Applications	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
identify the specifications and configurations of computer hardware, operating system			IA			
use the Internet to communicate, find information, and determine its credibility.			I	I	I	
use word processing software to create, edit, and produce professional documents.	I		IRA			
create spreadsheets and charts for problem-solving.			IA	I		
utilize a database.			IA	I		
use presentation software to create, edit, and produce professional presentations.			IRMA			
identify the ethical and social standards of conduct regarding the use of information and technology.	IA		I		I	
identify security threats and solutions.			I			

ECON 111 Macroeconomics	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
demonstrate the economic way of thinking including scarcity, opportunity cost, production possibility, and marginal analysis	RMA	I		IRA	I	R
utilize the supply and demand model to analyze market outcomes.	RMA	I		IRA	I	R
apply the key macroeconomics indicators to interpret the performance of the aggregate economy including output, price level, and employment.	RMA		I	IA	I	
utilize economic models to explain changes in short-run fluctuations and long-term growth.	RMA	IR	I	IA	I	
evaluate the impacts of fiscal policy on the macroeconomy.	RMA	IR	I	RMA		
define money and banking, then evaluate the impacts on the monetary policy on the macroeconomy.	RMA	IR	I	RMA	IR	R



ECON 112 Microeconomics	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
Course SLO: Students will be able to						
demonstrate the economic way of thinking including scarcity, opportunity cost, production possibility, and marginal analysis	RMA	I		IRA	I	R
utilize the supply and demand model, including elasticity, to analyze market outcomes.	RMA	I		IRA	I	R
determine the functional relationships between production and costs.	RMA	IRA	I	RMA		R
compare and contrast the operation of different market structures.	RMA	IRA		IR	IR	R
identify causes and explain effects of market failures.	RMA			IR	IRA	R

ECON 1101 Topics in Economics	Curriculum Map					
Program Outcomes	apply effective written and oral communications in business.	manage people, processes, and resources within a culturally diverse organization.	utilize technology to present, understand, and enhance business activities.	use critical thinking skills in business situations.	apply ethics and social responsibility to business activities.	apply knowledge of the functional areas (Accounting, Finance, Marketing, Management, Information Systems, and Entrepreneurship) to business practices.
<b>Course SLO: Students will be able to</b>						
utilize basic economic principles as they apply to understand current economic events.						R
analyze current economic events and understand how they may and may not be affected.	R					R
create an interest in economics.						