

Associate of Applied Science (AAS) in Business	Skills or Content						SPECIFIC PROF-TECH SKILLS DEVELOPED
College-level Outcomes/Core Competencies	Think Critically.	Reason Quantitatively.	Communicate Effectively.	Develop Community and Social Responsibility.	Develop Globalism Perspectives.	Develop Information and Visual Literacy.	Business Acumen, Skills & Competency.
Program-level Outcomes	Use an understanding of basic business principles and organizational priorities to make decisions about work being performed.	Apply sound financial principles for bookkeeping, budgeting, financial reporting and planning	Interpret and use oral instructions to complete assigned tasks; speak clearly and produce written documents for a diverse group of customers, coworkers and managers utilizing current business terminology.	Use supervisory skills and interact on an interpersonal level with diverse groups.	Explain the difference between domestic and international business activities and how they impact international trade policies and treaties, financial markets, and business expansions into new markets.	Utilize current industry technology in business applications to efficiently and effectively create actionable information.	Employ workforce readiness skills, including problem solving, organizational planning and time management
Course Learning Outcomes							
BUSN 101: Introduction to Business							
Successfully present a formulated business plan, using correct associated terminology.		X	X				X
Explain changes in business roles, interactions and competitive environments created by the impact of the internet and e-commerce on business and industry.			X			X	X
Critique real and hypothetical business strategies in interdisciplinary groups, drawing upon correct business analysis interpretation.	X	X				X	X
Analyze the differences between local, national & international markets.	X			X	X		
Apply effective communication strategies when dealing with diverse business associates/colleagues			X	X			X
BUSN 102: Entrepreneurial Thinking							
Evaluate opportunities, manage risks and learn from the results by using entrepreneurial critical thinking skills	X	X					X
Explain the process that enables entrepreneurs with limited resources to transform a simple idea into a sustainable success.			X	X		X	
Apply entrepreneurial fundamentals to a business action plan.							X
Formulate strategies to achieve entrepreneurial goals by identifying resources and determine the steps required.	X	X				X	X
Effectively report the results of an entrepreneur interview, including talking points and insights gained.			X	X			
BUSN 133: Basic Money Management							
Create a budget that accurately represents spending and cash flow.		X	X			X	X
Discuss the impact of one's credit score on personal financial health.		X					
Assess insurance plans for various life stages.						X	
Evaluate the impact of various investment strategies for personal financial wealth, retirement preparation, and estate planning.	X	X					X
BUSN 135: Business Mathematics							
Analyze business problems and make conclusions based on the calculations performed. Explain conclusions in words	X	X	X				X
Perform arithmetic with the math operations: add, subtract, multiply, divide, exponents, parenthesis and the order of operations.		X					
Use Excel to perform business math calculations with an emphasis on data type, Number Formatting and formulas.		X				X	

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Course Learning Outcomes							
Develop abilities to use fractions, decimals, and percentages to help make business decisions by hand on paper and by using the spreadsheet program Excel.	X	X				X	
Calculate various types of Cash Discounts and Trade Discounts by hand on paper and by using the spreadsheet program Excel.		X				X	X
Calculate various types of Depreciation by hand on paper and by using the spreadsheet program Excel.		X					X
Make simple interest, compound interest, futures value and present value calculations by hand on paper and by using the spreadsheet program Excel.		X				X	
Use calculations and concepts to make business and personal decisions		X					X
BUSN 210: Statistical Analysis							
Create descriptive tabular and visual reports that use raw data for business decision-making.			X				X
Calculate and apply probability rules for business decision-making.		X					
Use samples and sampling distributions for business decision-making.	X	X		X			X
Make inferences based on sample data using methods such as interval estimation and hypothesis testing.	X	X	X				
Perform regression analysis on x and y data sets for business decision-making.		X					X
Perform analysis of large data sets using Microsoft Excel for business decision-making.	X	X				X	X
BUSN 138: Principles of Marketing							
Articulate the essential role of marketing activities for a firm.			X				X
Apply the concept of the marketing mix: Product, pricing, promotions, and distribution of a basic marketing plan.		X	X	X			X
Construct a situational analysis (SWOT analysis) for the firm.	X				X	X	
Create a marketing plan	X		X	X			X
BUSN 204: Introduction to HR Mgmt							
Describe the HRM program			X				X
Identify the different HRM specialties and career paths and the job market for HRM professionals							X
Describe the HRM functional areas			X	X			X
BUSN 139: Pre-Internship							
Successfully network to locate an internship in chosen career path.			X				X
Construct a professional and effective resume specific to one's career plans.			X			X	X

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Course Learning Outcomes							
Practice appropriate interview techniques in preparation for real-life applications.			X	X		X	X
Prepare professional portfolio that incorporates the value using internship for professional growth.			X			X	X
BUSN 140: Coop Ed/Internship							
Create a learning plan in collaboration with employer and advisor which details skills that will be learned in the workplace.	X		X			X	
Perform assigned duties in a friendly and courteous manner and accept feedback.			X				
Communicate effectively with individuals and in a team environment.			X				X
Demonstrate successful work habits and attitudes reflecting best practices in the workplace.				X			X
Analyze problems and choose appropriate solutions, seeking clarification when necessary.	X						X
BUSN 299: Business Capstone							
Effectively compile and present a comprehensive portfolio of work completed to a panel of instructors and professionals.			X				
Deliver a detailed report and analysis on job shadow experience with a local professional to business department faculty.	X		X	X		X	X
Communicate verbally and in writing the most recent industry and employment trends related to degree.			X			X	X
BUSN 165 - Managing Customer Serv.							
Describe how an understanding of how customer service helps companies succeed			X				X
Demonstrate the concepts of effective customer service management			X	X			X
Develop awareness of how employee empowerment contributes to customer relations skills				X			X
Demonstrate the ability to evaluate and improve existing customer service delivery systems	X		X				X
BUSN 190: Bus. Ethics & Sustainability							
Describe specific ethical and sustainability issues in the modern world.			X	X	X		X
Summarize the strengths and weaknesses of ethical decision-making techniques in the context of cultural, demographic, religious and political differences.			X	X	X	X	
Formulate effective decisions based on hypothetical business situations/current events that encompass ethical and sustainable leadership principles.	X						X

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Course Learning Outcomes							
Strategize necessary modifications, innovative tools and processes, to transition business/government into more sustainable and ethically responsible practices.	X			X		X	X
BUSN 205: International Business							
Explain why companies engage in international business.			X	X	X		
Explain how geography, culture, technology, political and legal systems impact international business.				X	X		X
Explain the difference between domestic and international business activities and how they impact international trade policies and treaties, financial markets, and business expansions into new markets.		X	X	X	X		
Analyze the major policy issues, both social and cultural, and economic opportunities and challenges confronting managers in international business.	X			X	X	X	X
Describe how corporate leadership can contribute to developing sustainable practices in our global economy.			X	X	X		X
Evaluate the ethical impact of Corporate Social responsibility and on global issues.				X	X	X	
BUSN 216: Business Computer App.							
Efficiently and effectively manage files using Windows Explorer.	X					X	X
Create effective business-related documents in Microsoft Word.						X	
Effectively articulate a presentation message via PowerPoint.	X		X			X	
Use Excel to effectively and efficiently make business related calculations and complete data analysis		X				X	X
Use Access to create relational databases with tables, forms, queries and reports	X		X			X	X
BUSN 270: Principles of Mgmt & Supv.							
Identify preferred management styles and apply this knowledge to developing situational management skills.			X	X			
Practice effective management skills via hypothetical business situations.	X		X	X			X
Create discussion questions based on current events in business management.			X				X
Facilitate managerial decision making by employing Vroom's participative decision-making model.			X	X		X	
BUSN 268: Leadership							
Describe the skills and abilities needed for creating and managing organizational change.			X				X
Describe the ways a leader can motivate employees or others in an organization.			X	X			

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Assess and analyze personal leadership strengths and weaknesses.	X			X			
Demonstrate problem-solving and decision-making skills in simulated situations.				X			X
BUSN 218: Spreadsheet Const.							
Explain and use the different types of data in Excel including distinguishing between raw data and information.		X	X			X	X
Import, clean and transform data.		X					
Perform data analysis, creating useful information in the form of reports, visualizations and dashboards to facilitate business decisions.	X	X	X				X
Create intermediate to advanced formulas & functions for business calculations & data analysis	X					X	
Build efficient spreadsheets models for calculations and data analysis.		X				X	
ECON& 201: Microeconomics							
Each student will demonstrate the ability to recall and apply definitions and terminology.				X	X		X
Each student will be able to interpret material from economics texts and classroom presentations to solve microeconomic problems.	X	X					
Each student will be able to use the tools of economic analysis to discover the implications of decisions.	X	X			X	X	
Each student will be able to apply skills gained in the microeconomics class to the analysis and evaluation of current events.	X			X	X	X	X
Each number of the class will be able to identify microeconomic issues, look at evidence, evaluate it, and draw meaningful conclusions.	X		X				
BUSN 160: Human/Labor Relations							
Accurately interpret human relations concepts based on real-world business scenarios.	X		X	X			X
Formulate strategies to strengthen human relations skills based on a series of ongoing self-assessments.						X	
Develop an equity lens to respond to diversity awareness and tolerance.			X	X	X		
Use intercultural competence to practice professional interactions for a diverse environment.				X	X		X
CMST& 101: Intorduction to Comm.							
Students will articulate how the communication process applies in diverse human communication contexts.			X	X	X		

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Students will accurately apply basic communication concepts to real-world and hypothetical personal, academic, and professional situations.			X	X		X	
Students will demonstrate effective strategies in small group/dyadic interactions.	X		X	X			
Students will demonstrate emerging presentation skills by constructing and delivering a research-based informative speech.			X			X	
ENGL& 101: English Composition I							
Write texts that demonstrate awareness of audience, purpose, and genre across multiple communities and contexts.			X	X	X		
Argue a position that includes a claim, position, or response and engages at some point with a textual, visual, or audio source.	X		X			X	
Read, summarize, quote, paraphrase, analyze and document a variety of complex written and visual texts.	X		X				
Develop flexible writing strategies that include respectful collaborating, planning, drafting, and editing.			X	X			
Apply situation-appropriate conventions at the sentence level, including syntax, grammar, punctuation, and spelling.			X			X	
Reflect on, assess, and articulate writing choices.	X		X			X	
ACCTG 121: Practical Accounting							
Analyzing business transactions, recognizing when the transaction should be recorded, classifying the transaction, measuring the dollar amount, recording the transaction in the electronic or manual accounting system using journal entries or accounts, and understanding the impact on the accounting equation after the transaction has been recorded.	X	X				X	X
Summarizing accounting data to general ledgers (or accounts), trial balances and work sheets, financial statements, annual reports, regulatory agency reports, or management reports.	X	X					
Communicating through written or oral reports, statements, images, data, and other forms of accounting information to those who have an interest (stakeholders) in the economic entity.		X	X				
Analyzing and interpreting business transactions, financial data, and notes to make decisions about the allocation of resources and to assess the implications and consequences of conclusions.	X	X					X
Using accounting information and other information to make decisions (for example, short term budget and long range business plan or financial analysis) about future operations.	X	X				X	X

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Using accounting information as feedback to assess prior decisions by comparing those decisions to actual results and determining the impact of differences.	X	X	X			X	X
Performing duties individually or in teams in accordance with accepted accounting rules and regulations, laws, and ethical standards.	X		X	X	X		X