### Undergraduate Degree Program

**Management - BBA**

#### Curriculum Map For The Academic Learning Compact

#### Degree Program

<table>
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<th>Student Learning Outcomes</th>
<th>Pre-Core(*) &amp; Core Courses</th>
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<td>Content/Discipline Knowledge</td>
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Students will demonstrate understanding of how to carry out the planning function of management.

Students will demonstrate understanding of how to carry out the organizing function of management.

Students will formulate ways to carry out the controlling function in organizations.

Students will identify ways to fulfill the leadership function of management.

Students will explain how linking the organizational social practices to the community is ultimately advantageous in regard to:
- maintaining ethical standards;
- developing sustainable influence on the business environment;
- Establishing a strong reputation through community engagement.

Quantitative Analytical Thinking:

Students will be able to:

a.) Identify and demonstrate basic statistical principles and techniques;

b.) Identify how results can affect business decisions;

c.) Employ appropriate problem-solving techniques to business problems

Global Knowledge:

Students will be able to:

a.) Apply knowledge of cultural country differences;

b.) Analyze political differences;

c.) Evaluate competitive global strategies

Ethics and Law:

Students will be able to:

a.) Identify the legal constraints and the options available to the business manager in responding to and resolving legal issues;

b.) Recognize the laws and governmental regulations that affect contemporary businesses;

c.) Evaluate ethical problems that are integrally connected to legal issues;

d.) Identify the concepts of ethics and the law with financial reality in implementing business decisions

Finance Management:

Students will be able to:

a.) Identify financial concepts and terminology

b.) Identify the goals of financial planning and the tools available to forecast an organization's finance requirements

c.) Evaluate the concept of shareholder wealth maximization and how it relates to the organization's management and structure

d.) Demonstrate various measures of project profitability using traditional capital budgeting techniques

### Direct Measures

| Students will demonstrate understanding of how to carry out the planning function of management. Assessed | X | X |
| Students will demonstrate understanding of how to carry out the organizing function of management. | Assessed | X | X | X |
| Students will formulate ways to carry out the controlling function in organizations. Assessed | X | X | X |
| Students will explain how linking the organizational social practices to the community is ultimately advantageous in regard to: Assessed | X | X | X | X |
| Quantitative Analytical Thinking: X Assessed | |
| Global Knowledge: Assessed Reinforced | |
| Ethics and Law: Assessed Reinforced Reinforced | |
| Finance Management: Assessed | |
## Content/Discipline Knowledge

### Marketing Management:
- a.) Recognize the importance of marketing within an organization and its role in society
- b.) Identify target market segments for a selected product or service
- c.) Analyze a company's marketing strategy and recognize appropriate and inappropriate marketing alternatives
- d.) Define and appropriately use marketing terminology and concepts

### Organizational Management:
- a.) Define the management functions and business processes that create value for an organization
- b.) Formulate a set of management policies, practices, and procedures that influence group and individual dynamics in organizations
- c.) Describe situations where management decision-making should incorporate ethical reasoning, multiculturalism, and internal inter-group behavior

### Operations Management:
- a.) Understand the operations / production function and how it relates to an organization
- b.) Identify decision-making tools and techniques of operations management

### Accounting:
- a.) Analyze accounting information as promulgated by US GAAP
- b.) Calculate basic accounting information useful to decision makers
- c.) Calculate common ratios using accounting information
- d.) Assess broad links of fraudulent activity

### Information Technology:
- a.) Recognize concepts and terminology related to hardware, software, and networks
- b.) Demonstrate an understanding of the role of information systems in organizations
- c.) Identify the appropriate and effective uses of information technology

### Critical Thinking:
- a.) Identify complex business problems
- b.) Generate possible solutions to the problems
- c.) Recommend solutions based on a well-reasoned rationale

### Communication
### Undergraduate Degree Program

#### Management - BBA

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<td>Assessed</td>
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Students will be able to:
- a.) Capture listener's attention;
- b.) Identify topic and main points;
- c.) Connect topic with needs and interests of audience;
- d.) Substantiate main points with relevant evidence;
- e.) Ideas and transitions are clearly organized

Students will be able to:
- a.) Support thesis or claims with appropriate reasons, examples, and evidence;
- b.) Organize ideas in a formal coherent manner;
- c.) Write clearly, utilize appropriate word choices, and structure sentences correctly;
- d.) Effectively employs utilizes grammar conventions including punctuations and spelling

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X=courses where outcomes are assessed/taught.