### Content/Discipline Knowledge

<table>
<thead>
<tr>
<th>Degree Program</th>
<th>Student Learning Outcomes</th>
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<tbody>
<tr>
<td></td>
<td>Pre-Core(*) &amp; Core Courses</td>
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<td>ACG 2021</td>
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#### Identify the core factors that need to be examined for understanding consumer behavior.
- Assessed
- X

#### Calculate retail pricing on both cost and profit-based approaches.
- Assessed
- X

#### Interpret the language of marketing research.
- Assessed
- X

#### Analyze a company’s marketing strategy and recognize appropriate and inappropriate marketing alternatives.
- Assessed
- Reinforced

#### Quantitative Analytical Skills
- Students will be able to:
  - X
  - Assessed
  - Reinforced
  - Reinforced

#### Global Knowledge
- Students will be able to:
  - a.) Apply knowledge of cultural country differences;
  - b.) Analyse 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.

#### Financial 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

#### Marketing Management
- Students will be able to:
  - 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
- Students will be able to:
  - 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

- Assessed
- Reinforced

- Assessed
- Reinforced

- Assessed
- Reinforced

- Assessed
- Reinforced

- Assessed
- Reinforced

- Assessed
### Marketing - BBA

#### Curriculum Map for the Academic Learning Compact

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<th>Degree Program</th>
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<th>Direct Measures</th>
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<th>MAN</th>
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<th>3025</th>
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**Operations Management**

Students will be able to:

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

Students will be able to:

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

**Technology**

Information Technology

Students will be able to:

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**

Students will be able to:

a. Identify complex business problems;
b. Generate possible solutions to the problems;
c. Recom mend solutions based on a well-reasoned rationale

**Communication**

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 employ the use of grammar conventions including punctuation and spelling

- **ACG**
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- **MKT**
- **MIS**
- **MKT**
- **FIN**
- **MAN**
- **MKT**
- **MIS**

X: courses where outcomes are assessed/taught.