

Course Outcomes Matrix

Course Title: Financial Accounting

Prefix: ACCT

Course Number: 2113

Course Description (from the catalog): An introduction to the communication of relevant financial information to investors, creditors, and analysts with an emphasis on the accounting information cycle and the preparation of the three major financial statements: the balance sheet, the statement of income and retained earnings, and the statement of cash flows.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Know and understand the contents of Financial Statements;	T		
Be able to record and post journal entries;	T		
Be able to record and post adjusting and closing journal entries;	T		
Be able to prepare a bank reconciliation;	T		
Be able to account for accounts receivable and uncollectible accounts;	T		
Understand inventory methods;	T		
Be able to record asset acquisitions, disposals, and depreciation;	T		
Be able to record and report liabilities;	T		
Be able to record stockholders' equity transactions;	T		
Be able to prepare financial statements.		R	I

Course Outcomes Matrix

Course Title: Managerial Accounting

Prefix: ACCT

Course Number: 2123

Course Description (from the catalog): Instruction in the managerial decision-making functions using accounting information. Review of internal accounting information systems for planning, monitoring, and decision making with an emphasis on manufacturing cost, budgeting, product pricing, and CVP relationships.
Prerequisites: ACCT 2113.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand the concepts used in the business environment of today;	T		
Know cost related terms and concepts;	T		
Be able to use job order costing;	T		
Be able to use process costing;	T		
Understand cost behavior;	T		
Understand cost-volume-profit relationships and how to use these in breakeven analysis;	T		
Know how to use variable costing;	T		
Be able to prepare a master budget;	T		
Be able to use standard costs as a performance measurement;	T		
Be able to prepare a flexible budget and perform overhead analysis;	T		
Understand segmental reporting and the effects of decentralization on performance measurements;		R	I
Be able to determine and use relevant costs in decision making;		R	I

Course Outcomes Matrix

Course Title: Intermediate Accounting I

Prefix: ACCT

Course Number: 3213

Course Description (from the catalog): Analysis of special problems and theories of current assets and corporation accounting: capital stocks, surplus and dividends, treasury stocks, cash, receivables, inventories, net income concepts, and corrections of prior years' earnings. **Prerequisite(s):** ACCT 2123, and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Have a general understanding of financial accounting standards		T	
Understand the implications of the conceptual framework	T		
Assess the time value of money	T		
Evaluate cash and receivables		T	
Perform valuation of inventories		T	
Process the acquisition and disposition of fixed assets and their maintenance afterwards		T	
Account for intangible assets		T	
Produce the income statement in conformity with GAAP		T	T
Produce the balance sheet in conformity with GAAP		T	T
Produce the statement of cash flows in conformity with GAAP		T	T

Course Outcomes Matrix

Course Title: **INTERMEDIATE ACCOUNTING II**

Prefix: ACCT

Course Number: 3223

Course Description (from the catalog): Continuation of ACCT 3213 with emphasis on accounting principles and financial statement preparation in the areas: investments, current and long-term liabilities, stockholders' equity, income taxes, leases, accounting changes, pensions, cash flow statements, earnings per share, and financial statement analysis.
Prerequisite(s): ACCT 3213, and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Classify and account for investments	T		
Recognize and record current liabilities and know how they are present in financial statements	T	R	
Recognize and record long-term liabilities and know how they are presented in financial statements	T	R	
Recognize and record stockholder equity transactions and know how they are presented in financial statements	T	R	
Know how to compute and report earnings per share	T		
Understand and account for inter-period tax allocation	T		
Calculate and report components of pension plans	T		
Recognize and account for different types of leases	T		
Identify, record, and report different types of accounting changes	T		
Prepare a cash flow statement	T	R	
Know requirements for interim reporting and segment reporting	T		
Calculate financial ratios and analyze financial statements	T	R	I

Course Outcomes Matrix

Course Title: Cost Accounting

Prefix: ACCT

Course Number: 3313

Course Description (from the catalog): The fundamental costs of a manufacturing concern such as raw materials, labor costs, and overhead and the preparation of internal reports for managerial decisions in areas: planning, control and budgets.
Prerequisite(s): ACCT 2123, and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Have a general understanding of problems and applications of determining the actual cost of a product or service		R	
Demonstrate knowledge of cost terms and purposes and the accountant's role in the organization		R	
Prepare a flexible budget and perform overhead analysis		R	I
Prepare master budget, and overhead cost variances		R	I
Use standard costs as a performance measure		R	I
Understand cost-volume-profit relationships and how to use them in breakeven analysis		R	I
Be familiar with job order costing		R	
Be familiar with process costing		R	
Develop knowledge of activity based costing	T		
Understand inventory costing and capacity analysis	T		
Understand absorption and variable costing	T		

Course Outcomes Matrix

Course Title: **FEDERAL INCOME TAXATION I**

Prefix: ACCT

Course Number: 3333

Course Description: Provisions of the Federal Income Tax Code as they apply to individuals, with an introduction to taxation of partnership and corporate forms of business. *Prerequisites* ACCT 2123 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Identify the major types of taxes and their major characteristics.	T		
Define “tax” and determine whether any particular payment to a government is or is not a tax		R	
Identify a majority of the fourteen “income tax concepts” that influence the federal income tax and discuss how they affect various portions of the tax law.		R	
Identify the two major assumptions on which the drafting of federal income tax provisions are based and describe how those assumptions influence the interpretation of specific provisions.		R	
Identify which income tax concepts support, or are advanced by, particular provisions of the federal income tax code		R	
Define what is “income” for purposes of the federal income tax code and discuss how that is similar to, and/or different from “income” for financial accounting purposes and general public opinion.		R	
Understand the concepts that underlie the deduction of business expenses for federal income tax purposes and determine if any particular expenditure is deductible.			I
Describe the general steps in calculating individual income taxes and the place in that calculation of, among other things, “dependent,” “adjusted gross income,” “personal exemption,” “tax credits,” and “itemized deductions.”			I
Understand the distinction between “ordinary income” and “capital gain” for federal income tax purposes, determine the type of income produced by particular transactions, and discuss how that distinction might influence individual economic behavior.			I
Examine various fact situations, determine which tax rule(s) should be applied and calculate the effect on the involved party’s federal income tax. Utilization of some tax preparation software will reinforce the learning an understanding of the tax forms and compliance standards as set forth by the IRS.			I

Course Outcomes Matrix

Course Title: Federal Taxation II

Prefix: ACCT

Course Number: 3343

Course Description (from the catalog): Covers federal income tax codes as they apply to proprietorships, partnerships and corporations. Also includes tax research.
Prerequisite: ACCT 3333 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Properly determine initial basis of long-term assets, regardless of means of acquisition	T	R	I
Properly determine adjusted basis of long-term assets during taxpayer's holding period and the various items that affect adjusted basis	T	R	I
Properly determine gain/loss on disposition of long-term assets held for business, investment or personal use		R	I
Properly determine tax character of income/loss from disposition of long-term assets	T	R	I
Properly determine taxpayer's basis in investment in corporations and pass-through entities from the time of the initial investment through its disposition	T	R	I
Understand the legal and taxation characteristics of various modes of conducting business operations		R	I

Course Outcomes Matrix

Course Title: **ADVANCED ACCOUNTING**

Prefix: ACCT

Course Number: 4213

Course Description (from the catalog): Analysis of special problems and theories relative to business combinations, preparation of consolidated financial statements, partnership operations, foreign currency transactions and segment reports. **Prerequisite(s):** ACCT 3223, and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Account for the formation, operation, changes in membership, and liquidation of a partnership	T		
Understand and account for the different types of business combinations	T		
Account for the cost and equity methods	T	R	
Prepare consolidated financial statements	T	R	
Understand SEC reporting requirements	T		
Understand and record foreign currency transactions	T		
Translate foreign entity statements	T		
Understand interim reporting requirements and segment reporting requirements	T	R	

Course Outcomes Matrix

Course Title: Accounting Information Systems

Prefix: ACCT

Course Number: 4313

Course Description (from the catalog): Study of overall data flow systems emphasizing financial data and computerized systems of accounting. Covers flow and logic concepts, and development of meaningful control concepts and data reporting techniques. ***Prerequisite(s):*** ACCT 2123, and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Acquire tools for managing accounting information system development	T		
Evaluate accounting software packages			I
Identify the operations that accounting information systems use when processing files	T		
Understand database management systems	T		
Understand how economic events are recorded as accounting transactions	T		
Understand and apply the principles of transaction cycles		R	I

Course Outcomes Matrix

Course Title: Accounting Theory

Prefix: ACCT

Course Number: 4383

Course Description: An examination of the historical development and basis of accounting theory through the study of the concepts, principles, and postulates. **Prerequisite(s):** ACCT 3223, and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Evaluate existing and emerging accounting theory as it relates to financial reporting.	T		
Critically examine and critique the FASB's Conceptual Framework		R	
Be knowledgeable of the concepts, postulates, and principles that have been adopted by standard setting bodies	T		
Comprehend the standard setting process in the United States	T		
Understand accounting theories and concepts that underpin income tax accounting		R	
Understand accounting theories and concepts that underpin pensions and postretirement benefits accounting.		R	
Understand accounting theories and concepts that underpin leases accounting		R	
Be knowledgeable of issues in international accounting	T		

Degree Program Outcomes Matrix

(a) Program Title : Bachelor of Business Administration in Accounting

(b)	(c)	(d) Program Learning Outcomes			
		I. Each student shall be able to integrate knowledge and skills in different areas of accounting such as financial accounting, cost and management accounting, taxation, auditing, information systems, and accounting for the not-for-profit sector in order to solve business problems with accounting expertise.	II. Each student must understand how ethical, social, technological, and global issues affect business and accounting decisions.	III. Each student shall be adept at quantitative analysis, computer usage, and oral and written communication skills.	IV. Each student shall be prepared for employment in the public or private sector, as well as for graduate or professional education.
		(f)			
Course Prefix, Number	Course Title				
Acct 2113	Financial Accounting	T	T	R	T
Acct 2123	Managerial Accounting	T	T	R	T
Acct 3213	Intermediate Accounting I	R	R	R	R
Acct 3223	Intermediate Accounting II	T	R	R	R
Acct 3313	Cost Accounting	R	R	R	R
Acct 3333	Federal Income Tax I	T	R	R	R
Acct 3343	Federal Income Tax II	I	R	R	I
Acct 4213	Advanced Accounting	T	R	R	I
Acct 4223	Auditing	I	I	R	I
Acct 4313	Accounting Information Systems	T	T	T	I
Acct 4323	Fund Accounting	T	R	R	R
Acct 4383	Accounting Theory	R	R	R	R

T – competency is taught R – Competency is reinforced

I – Competency is utilized/integrated

Course/Program Learning Outcomes Alignment and Review

Degree Program Outcomes Matrix

(a) Program Title ECONOMICS

(b)	(c)	(d) Program Learning Outcomes							
		Each student shall be able to integrate knowledge from various business disciplines to solve business problems.	Each student shall participate in team activities and demonstrate flexibility when working with others.	Each student must understand how ethical, social, technological, environmental, and global issues affect management decisions.	Each student shall be adept at quantitative analysis, computer usage, and oral and written communication, including graphic presentations.	Each student shall be prepared to transfer from college to entry-level positions in the private, public, or non-profit sector.			
Course Prefix, Number	Course Title	(f)							
ECON 2003	Fundamentals of Econ.	R	T	R	T	I			
ECON 2113	Principles of Micro.	R	T	R	T	I			
ECON 2123	Principles of Macro.	R	T	R	T	I			
ECON 3313	Economic Development	I	R	I	T	I			
ECON 3323	Public Finance	I	R	I	T	I			
ECON 3343	Economic and Human Resources	I	R	I	T	I			
ECON 4213	Intern. Micro. Analysis	I	R	I	T	I			
ECON 4223	Intern. Macro. Analysis	I	R	I	T	I			

T – competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course/Program Learning Outcomes Alignment and Review

Degree Program Outcomes Matrix

(b) Program Title _____ **ECONOMICS (con't)** _____

		(d) Program Learning Outcomes								
(b)	(c)	(e)	Each student shall be able to integrate knowledge from various business disciplines to solve business problems.	Each student shall participate in team activities and demonstrate flexibility when working with others.	Each student must understand how ethical, social, technological, environmental, and global issues affect management decisions.	Each student shall be adept at quantitative analysis, computer usage, and oral and written communication, including graphic presentations.	Each student shall be prepared to transfer from college to entry-level positions in the private, public, or non-profit sector.			
		(f)								
Course Prefix, Number	Course Title									
ECON 4303	Money and Banking	R	T	R	T	I				
ECON 4343	International Trade	R	T	R	T	I				
ECON 4353	Urban Economics	R	T	R	T	I				
ECON 4373	Economic Research	I	R	I	T	I				

– competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Outcomes Matrix

Course Title: **Fundamentals of Economics**

Prefix: **ECON**

Course Number: **2003**

Course Description (From the Catalog): Designed for non-business majors, this course will survey fundamental principles of micro and macroeconomics. More specifically, it will survey basic economic terminology, rudimentary economic models, the concepts of supply and demand, consumer theory, the theory of the firm, market structures and performance, income inequality and environmental degradation, measures of macroeconomic performance, business cycles, monetary and fiscal policy, banking and international trade, and long-term economic growth. ***Prerequisite(s): None.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Identify, define and understand decision-making by consumers and producers.	T		
Identify, define and understand the nature and functions of markets	T		
Identify, define and understand the demand and supply market model.	T		
Identify, define and understand economic principles regarding income inequality and other social issues	T		
Identify, define and understand concepts such as national income, unemployment, inflation, business cycle and growth.	T		
Identify, define and understand monetary and fiscal policies.	T		
Identify, define and understand a rudimentary aggregate demand and aggregate supply model.	T		
Identify, define and understand foreign exchange rates and the benefits and costs of international trade.	T		

Course Outcomes Matrix

Course Title: Principles of Microeconomics

Prefix: ECON_____

Course Number: 2113_____

Course Description(From the Catalog): Analysis of the principles and problems of production and distribution, market structure, business enterprise, and comparative economic systems. ***Pre-requisites: Pass all sections of THEA.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Recognize the scope and nature of the economics discipline and understand the difference between micro and macroeconomics together with key concepts (e.g. scarcity, opportunity costs, market place, etc.).	T		
Understand the law of supply and demand.	T		
Understand the concept of market equilibrium and its dynamics	T		
Comfortably apply simple mathematical, graphical, and marginal analyses in a real life context	T		
Compute various economic measures (e.g. price elasticity, its relationship to demand and to total revenues, etc.)	T		
Distinguish between accounting and economic profits, between the short run and long run concepts, and various cost concepts.	T		
Understand the concept of perfect competition and behavior of firms in its context	T		
Understand deviations from perfect competition that occur in other types of markets (e.g. monopolistic competition, oligopoly, and monopoly)	T		
Understand the profit maximization condition in short and long run contexts.	T		
Understand basic issues surrounding government regulation, market failures, public goods and externalities	T		

Course Outcomes Matrix

Course Title: Principles of Macroeconomics

Prefix: ECON_____

Course Number: 2123_____

Course Description : Analysis of the principles and problems of money and banking, national income, public finance, international trade, and economic growth.

Pre-Requisite: None

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand the scope and nature of economics, and other key issues, such as the difference between micro and macroeconomics, significance of globalization, etc.	T		
Understand and be able to apply the fundamentals of demand and supply and the dynamics of market equilibrium	T		
Understand alternative measures of national income and their differences and limitations	T		
Understand the measurements and applications of cost of living indices.	T		
Understand the factors that contribute to production and economic growth.	T		
Understand the basic issues about savings and investment and their significance to the national economy.	T		
Understand the different types of unemployment and their underlying factors.	T		
Understand the basics of the monetary system and problems and issues associated with inflation.	T		
Understand business cycles, aggregate demand and supply, and how they determine national output.	T		
Understand how public policies affect national output through aggregate demand and supply.	T		

Course Outcomes Matrix

Course Title: **Economic Development**

Prefix: ECON_____

Course Number: 3313_____

Course Description (from the catalog): A study of the economic factors affecting economic growth and development. Emphasis is on experience of third world countries.
Prerequisite(s): ECON 2113 and ECON 2123.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Examine the incidence, causes, and consequences of poverty worldwide.	T		
Examine alternative economic, demographic and sociological measures of poverty, enabling inter-country comparisons	T		
Understanding current and past economic development theories.	T		
Use economic models and tools to analyze economic development issues.	T		
Assess alternative growth strategies and policy proposals designed to alleviate poverty.	T		
Use a rational reasoning approach to analyze economic development issues.	T		

Course Outcomes Matrix

Course Title: Public Finance

Prefix: ECON_____

Course Number: 3323_____

Course Description (from the catalog): A study of the economic factors affecting economic growth and development. Emphasis is on experience of third world countries.
Prerequisite(s): *ECON 2113 and ECON 2123.*

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand the effects of different types of market failure, such as public goods and externalities, on the efficiency of market-determined outcomes	T		
Examine the potential for government intervention to correct market failures	T		
Develop an understanding of the role of government in our economy	T		
Analyze current government spending and taxation policies and their effects on efficiency, distribution of income and economic outcomes.	T		
Examine how various responsibilities are allocated among different levels of government and how these activities are financed.	T		

Course Outcomes Matrix

Course Title: Intermediate Microeconomic Analysis

Prefix: ECON_____

Course Number: 4213_____

Course Description (from the catalog): Analysis of the principles governing price and output decisions of business firms and the allocation of resources under various market structures. ***Prerequisite(s): ECON 2113.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Apply the theory of supply, demand, market equilibrium and the concept of elasticity to current economic issues	T		
Demonstrate the ability to apply the theory of consumer preferences and the concept of utility to current economic issues	T		
Understand the purpose and nature of production functions	T		
Distinguish among the profit-maximizing output choice of a price-taking firm vs. price-searching firms	T		
Distinguish between tariffs and quotas and demonstrate the ability to calculate the effects of each	T		

Course Outcomes Matrix

Course Title: Intermediate Macroeconomic Analysis

Prefix: ECON_____

Course Number: 4223_____

Course Outcomes Matrix

Course Title: Money and Banking

Prefix: ECON

Course Number: 4303

Course Description (from the catalog): Money, credit and central banking, financial intermediaries, treasury operations, monetary theory and policy, and foreign exchange.

Prerequisite(s): *ECON 2113 and ECON 2123 and Junior/Senior classification. Cross-listed as FINA 4303.*

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand the financial system in a modern economy, including types and structures of financial markets.	T		
Understand the structure and management of banking institutions.	T		
Understand the structure, competition, and regulation of the banking industry.	T		
Understand the structure, purposes, and functions of the Federal Reserve System.	T		
Understand the tools, goals, effectiveness and tradeoffs related to monetary policy.	T		
Apply appropriate monetary policy to obtain desired policy objectives.	T		
Understand the structure of foreign exchange markets and determinants of exchange rates.	T		

Course Outcomes Matrix

Course Title: International Trade

Prefix: ECON

Course Number: 4343

Course Description (from the catalog): Principles and practices of foreign trade with special emphasis on international economic relations. Analysis of foreign exchange, balance of payments, foreign investment, tariff history and policy, and currency problems. **Prerequisite(s):** *ECON 2113 and ECON 2123.*

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand the current trends in economic integration across the globe.	T		
Appreciate the significance of international trade to the U.S. economy.	T		
Know the functions of major trade institutions.	T		
Understand the basic theoretical trade models.	T		
Analyze the welfare effects of trade.	T		
Understand the instruments of trade protectionism.	T		
Analyze the politics of trade protectionism.	T		
Analyze the arguments for and against trade restrictions.	T		
Analyze the recent controversies (such as sweatshops, etc.) surrounding trade.	T		
Analyze the impact of free trade agreements (such as NAFTA, etc.) on regional economies.	T		

Course Outcomes Matrix

Course Title: Urban Economics

Prefix: ECON_____

Course Number: 4353_____

Course Description (from the catalog): Economic analysis of the major problems facing urban areas. Study of the theory of urban industrial and residential locations, including patterns of urban growth and development. ***Prerequisite(s): ECON 2113 and ECON 2123.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand the importance of market forces in development of cities, including why and where urban areas develop, and how local government can encourage economic development of cities.	T		
Understand land rent and land use within cities, including how the price of land is determined; public policy and land use; zoning; Henry George and land taxation.	T		
Understand spatial aspects of poverty with discussion of why poverty is more pervasive in urban areas.	T		
Understand spatial aspects of housing, why housing is different from other goods, and analyze government housing assistance to the poor.	T		
Understand principles of local public finance related to: the appropriate level of government to provide desired levels of public services; the economics of public education; government's role in regulation of urban environmental quality.	T		
Understand economic principles related to land use patterns and transportation congestion.	T		
Understand why crime tends to be more pervasive in urban areas and how various methods of punishment may serve as deterrents.	T		

Course Outcomes Matrix

Course Title: **Economic Research**

Prefix: ECON

Course Number: 4373

Course Description (from the catalog): Introduces the fundamentals of systematic social science research methods commonly used in economics and business disciplines. Includes problems of measurement, study design, sampling, reliability, validity, and ethical considerations. ***Prerequisite(s): ECON 2113 and ECON 2123.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand major current research topics in economics	T		
Develop analytical tools required to explore research topics in economics	T		
Understand the steps involved in conducting economic research	T		
Be able to select a research question, formulate a hypothesis, and apply an economic model	T		
Be able to collect and analyze economic data.	T		

Course Title: Personal Financial Management and Planning

Prefix: FINA

Course Number: 2103

Course Description: Covers the basics of personal money management and financial planning. The areas covered include personal investments in stocks and bonds, auto and home financing, insurance needs, retirement and estate planning

Course Learning Outcomes	Competencies (T, R, I)		
	T Competency is taught	R Competency is reinforced	I Competency is utilized /integrated
Learn the concept of Time Value of Money and its application	T	R	I
Effective means and modality of saving	T	R	I
Financial planning and budgeting	T	R	I
Basics of federal taxation and return preparation	T		I
The basics of Credit, familiarity with available credit tools and credit management.	T		I
The basics of home and auto financing and tools to evaluate financing alternatives.	T		I
The fundamentals of Investment tools, planning and management	T		I
Basics of insurance, evaluations of insurance needs and available tools.	T		I
Basics of retirement and estate planning	T		I

Course Title: Principles of Finance

Prefix: FINA

Course Number: 3103

Course Description: FINA 3103. Principles of Finance. (3-0) Credit 3 semester hours. Fundamental tools and techniques applicable to financial planning of businesses. Covers valuation of securities, risk-return relationship, capital budgeting, management of current assets and liabilities with extension to international areas. **Prerequisites.** ACCT 2123 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T Competency is taught	R Competency is reinforced	I Competency is utilized /integrated
Understand the role and objectives of financial management	T	R	I
Understand financial statement analysis of a corporation	T	R	I
Understand financial institutions, securities and markets	T	R	I
Understand the time value of money	T	R	I
Compute the value of bonds and stocks	T		I
Understand the risk and return relationship of securities	T	R	I
Understand capital budgeting techniques and their application	T		I
Learn the sources of short-term financing available to a corporation	T		
Understand the sources of long-term financing available to a corporation	T		
Learn foreign exchange rates and their determination in the market	T	R	

Course Outcomes Matrix

Course Title: Investment Analysis

Prefix: FINA

Course Number: 3333

Course Description: FINA 3333. Investment Analysis (3-0) Credit 3 semester hours. Survey of the risks and returns of investment in relationship to the investment objectives of individual and industrial investors. Includes an examination of the capital markets, information flows, and analytical techniques in terms of their impact upon the valuation process.
Prerequisite(s): FINA 3103 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Learn alternative investment opportunities and their characteristics	T	R	
Learn the risk – return characteristics of investment alternatives and their relationship	T	R	
Understand the concept and process of valuation of investment alternatives	T	R	I
Understand the characteristics of markets in which financial securities are traded	T	R	
Understand the global aspect of financial markets and the opportunities and risks involved in international investments	T	R	I
Learn ethics in investment and consequences of violations of ethical lapse	T		

Course Outcomes Matrix

Course Title: Financial Markets & Institutions

Prefix: FINA

Course Number: 3383

Course Description: FINA 3383. Financial Markets and Institutions. (3-0)
Credit 3 semester hours. Analysis of the major financial markets and their interrelationship through interest rates and prices, as well as flow of funds and price behavior of the market as a whole. Also, the role of financial institutions in the flow of funds and their regulation.
Prerequisite(s): ECON 2123, FINA 3103 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Learn the role and importance of financial markets (stock, bond, foreign exchange, options, futures, and swap) in the economy	T	R	
Learn the role and importance of the financial institutions (commercial banks, credit unions, investment banks, mutual funds, the Federal Reserve)	T	R	
Understand the concept of market efficiency and its implications for financial markets	T	R	I
Understand how interest rates in the economy are determined and the factors that influence the rates	T	R	I
Learn the role and importance of the Federal Reserve System in its attempt to keep interest rates, exchange rates, inflation rate, unemployment rate at desired level.	T	R	
Learn operation of the mortgage market and recycling of mortgage funds through mortgage backed securities	T	R	I
Learn the role and importance of global financial market	T	R	

Course Title: Managerial Finance

Prefix: FINA

Course Number: 4213

Course Description: FINA 4213. Managerial Finance. (3-0) Credit 3 semester hours. Issues and problems faced by financial managers with emphasis on financial analysis, capital budgeting, capital structure, dividend policy and corporate restructuring. **Prerequisites:** FINA 3103 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Interpret and analyze financial statements of a public company	T	R	
Understand the relationship between risk and return in the context of portfolio diversification	T	R	
Understand valuation of securities, notably, stocks and bonds	T	R	I
Analyze capital structure of a public company and identify factors affecting the weighted average cost of capital	T	R	I
Analyze dividend policy of a public company and identify target dividend policy	T	R	I
Learn cash flow estimation for new projects under consideration and understand cost-benefit analysis leading to project choice	T	R	I
Understand the advantages and disadvantages of debt vs. equity financing	T	R	
Understand issues in multinational financial management	T	R	

Course Title: Money and Banking

Prefix: FINA

Course Number: 4303

Course Description: FINA 4303. Money and Banking. (3-0) Credit 3 semester hours. Money, credit, commercial and central banking, financial intermediaries, treasury operations, monetary theory and policy, and foreign exchange. ***Prerequisite(s):*** ECON 2123, and junior/senior classification. Cross-listed as ECON 4303.

Course Learning Outcomes	Competencies (T, R, I)		
	T Competency is taught	R Competency is reinforced	I Competency is utilized /integrated
The utility value of money in the context of the modern economy	T	R	I
The workings of monetary system, corresponding infrastructure, and impact of their regulations	T		I
The risk structure of interest rate	T	R	
The impacts and implications of technology on the banking system	T		
Foreign exchange rates and their role in the world economy	T	R	
Various financial instruments i.e., derivatives, contracts, etc. as tools to manage risk	T		

Course/Program Learning Outcomes Alignment and Review

Degree Program Outcomes Matrix

(a) Program Title: *Bachelor of Business Administration (BBA) in Finance*

(b)	(c)	(d) Program Learning Outcomes							
		Understanding of basic financial issues involved in financial markets and institutions, investment analysis and corporate financial management	Understanding and integration of financial concepts, issues and tools to address financial problems and issues encountered in personal and professional life	Understanding and analysis of the operation of global financial markets and its interaction with the domestic market	Understanding and awareness of the importance of ethical conduct in professional and personal life	Demonstration of effective communication skills (verbal and written) in individual and group setting			
Course Prefix, Number	Course Title	(f)							
FINA 2103	Personal Financial Planning	T	R	T	R				
FINA 3103	Principles of Finance	T	T	T		R			
FINA 3113	Real Estate Principles	R	I		R	R			
FINA 3333	Investment Analysis	T	I	R	R	R			
FINA 3383	Financial Markets & Inst.	R	I	T	R	R			
FINA 3393	Finance Internship I	R	I	R	I	I			
FINA 4213	Managerial Finance	R	I	T	R	R			
FINA 4303	Money & Banking	R	R	I	R	R			
FINA 4313	Investment Management	I	I	R	R	R			
FINA 4353	International Finance	T	R	I	R	R			
FINA 4383	Seminar in Finance	R	I	R	R	R			
FINA 4393	Finance Internship II	R	I	R	I	I			
MISY 3303	Business Communication					T,R,I			

T – competency is taught

R – Competency is reinforced

I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Introduction to Business

Prefix: MGMT

Course Number: 1013

Course Description (from the catalog): *Credit 3 semester hours.* This class provides an overview of business operations and the role of business in modern society. Topics of current interest to the business community will be introduced. ***Prerequisite: None***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Demonstrates knowledge of what constitutes a business.	T	R	I
Applies what has been learned about the different forms of business ownership	T	R	I
Demonstrates understanding of the differences between small business, entrepreneurship and franchises	T	R	I
Demonstrates an understanding of the economic issues affecting business	T	R	
Displays an understanding of the international business climate	T	R	
Applies what has been researched and introduced in their class project about the government and its relation to business	T	R	I
Demonstrates acquisition of management processes by developing a “working” plan of duties and responsibilities of individuals in the group project	T	R	I
Illustrates the comprehension of Human Resource Management by developing job descriptions, salaries and organizational functions for group project	T	R	I
Demonstrates production and operation functions by creating scheduling, assigning personnel to tasks and projecting time tables	T	R	I
Required to produce one-, three- and five-year projections for their group project; figure out how to fund their company and develop exit strategies should something go wrong	T	R	I

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: **Fundamentals of Entrepreneurship**

Prefix: MGMT

Course Number: 2013

Course Description (from the catalog): (3-0) Credit 3 semester hours. This course is designed for non-business majors It provides students with fundamental knowledge and skills in business that are require for a broad understanding of the field of entrepreneurship. Topics include identifying and managing critical resources, understanding accounting and financial issues, marketing and sales; and, the legal environment of business. ***Prerequisite: MGMT 1013.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Demonstrates knowledge of what constitutes a business.	T	R	
Demonstrates knowledge about the different forms of business ownership and the legal processes required to create a business	T	R	
Demonstrates understanding of the differences between small business, entrepreneurship, corporations and franchises	T	R	
Demonstrates an understanding of the economic issues affecting business	T	R	
Displays an understanding of the international business climate	T	R	
Demonstrates understanding of government and its relation to business	T	R	
Demonstrates acquisition of management processes by developing a “working” plan of duties and responsibilities of individuals within an organization	T	R	
Illustrates the comprehension of Human Resource Management by developing job descriptions, salaries and organizational functions	T	R	
Demonstrates production and operation functions by creating scheduling, assigning personnel to tasks and projecting time tables	T	R	
Required to produce one-, three- and five-year projections for their group project; figure out how to fund their company and develop exit strategies should something go wrong	T	R	

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Leadership and Ethics

Prefix: MGMT_____

Course Number: 2203_____

Course Description (from the catalog): (3-0) Credit 3 semester hours. _Explores the major elements and the basic frameworks of leadership and ethics with emphasis on the linkages between the two. Considers several cases when leaders faced significant ethical challenges, Students expected to write and discuss thoughtful analysis of course frameworks discussed in class. ***Prerequisite: MGMT 3103.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Recognize and clearly state ethical issues.	T	R	I
Understand why a strong ethical foundation is essential to leadership.	T	R	
Be able to develop alternative approaches to ethical decision making.	T	R	
Understand a reason for published code of ethics in professions such as accounting.	T	R	
Distinguish between leadership and management	T	R	
Demonstrate use of team work to change organizations.	T	R	I
Understand how to redirect organization toward excellence.	T		
Distinguish between directive and solution styles of leadership.	T	R	

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Business Statistics

Prefix: MGMT

Course Number: 3013

Course Description (from the catalog): (3-0) Credit 3 semester hours, Statistical concepts, collection and presentation of data, measures of central tendency and dispersion, index numbers, probability concepts, probability distributions, sampling, and linear regression. ***Prerequisite: MATH 1153 or equivalent.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Construct and interpret tabular and graphical descriptive statistics.	T		
Calculate and interpret numerical descriptive statistics	T		
Understand the basic concepts of probability	T		
Understand the basic concepts of statistical inference	T		
Calculate and interpret probability values for a general discrete distribution, uniform distribution, and normal distribution	T		
Construct and interpret an interval estimate of a population mean	T		
Construct and interpret an interval estimate of a population proportion	T		
Construct null and alternative hypotheses for one-tailed and two-tailed hypothesis tests	T		
Calculate test statistic and formulate conclusion for hypothesis tests about a population mean	T		
Calculate test statistic and formulate conclusion for hypothesis tests about a population proportion	T		
Find the estimated regression model using the least-squares method	T		

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Quantitative Methods

Prefix: MGMT

Course Number: 3023

Course Description (from the catalog): (3-0) Credit 3 semester hours Linear regression, comparisons of means, comparisons of proportions, tests of independence, formulation of linear programs, decision theory. Use of MS-Excel for these topics. ***Prerequisite: MGMT 3013 or equivalent***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand the basic assumptions and properties of linear programming problems	T		
Construct linear programming models for production, marketing, labor scheduling, and transportation	T		
Solve linear programming problems using Excel-Solver	T		
Use statistical inference methods to detect a difference between two population means	T		
Use statistical inference methods to detect a difference between two population proportions	T		
Use statistical inference methods to detect differences among several population means	T		
Use statistical inference methods to detect an association between two categorical variables	T		
Use linear-regression model for analyzing the relationships between a response variable and a predictor variable	T		
Use multiple-regression model for analyzing relationships between a response variable and several predictor variables	T		
Use MINITAB to perform statistical analysis on a realistic data set	T		
Use the basic decision theory to formulate decisions under uncertainty and under risk	T		

T – Competency is taught

R – Competency is reinforced

I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Principles of Management
 Prefix: MGMT
 Course Number: 3103

Course Description (from the catalog): (3-0) Credit 3 semester hours. Fundamentals of organization and administration. Planning, organizing, directing, coordinating, and controlling business activities. Goal setting; models for thinking about organizations; organizational design; information systems; models for understanding individual behavior; job performance and job satisfaction; motivation and leadership; behavior in work groups and careers in business. ***Prerequisite: MGMT 1013, ENGL 1133.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Distinguish between the functions, roles and skills performed by or required of managers at various organizational levels	T		
Understand and recognize the various management perspectives and theories that have evolved through history	T		
Understand and recognize components of the general, task, and internal environments of organizations	T		
Describe and recognize effective plans, goals and objectives		R	
Understand the fundamental principles/features or organizing and the reasons for the various organizational structures	T		
Explain the various traditional and modern leadership approaches	T		
Recognize the source of power in organizations.	T		
Distinguish among content, process and reinforcement theories of motivation.	T		
Identify characteristics of feed forward, concurrent and feedback control.	T		
Understand the basic elements of control and how they relate to one another	T		
Understand the organizational impact of today's global business environment			I
Understand the role of ethics and social responsibility in business			I
Distinguish the various levels of strategy and understand strategy formulation and implementation		R	
Understand approaches to decision-making and methods of use			R
Recognize the value and dimensions of diversity in the workplace.		R	

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Introduction to Organization Behavior

Prefix: MGMT

Course Number: 3113

Course Description (from the catalog): (3-0) Credit 3 semester hours. Considers elements of several management theories and the implications of individual and group behavior for organizational effectiveness. Topics include perception; learning; personality; group dynamics; norms; inter-group relations; motivation; conflict and change. ***Prerequisite: MGMT 3013.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand the contribution of various management and social science concepts in the development of organizational behavior field relevant to interpreting human behavior in work place.	T		
Understand the role of perception and attributions in organizations.			I
Develop an understanding of various need-based motivational theories and how they can be used to motivate employees.			I
Develop an understanding of various process-based motivational theories and how they can be used to motivate employees.	T		
Describe how learning models (e.g., reinforcement theories) can be used in enhancing functional behavior of employees.	T		
Identify approaches to job design and their role in employee motivation.		R	
Have an understanding of organizational communication and how to improve it.	T		
Develop insights regarding group dynamics and how they influence group performance in organizations.			I
Recognize the difference between behavioral and situational approaches to leadership as a framework to influence subordinate behavior.	T		
Identify and understand various sources/bases of leader power.	T		

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Entrepreneurship and Small Business Mgmt

Prefix: MGMT

Course Number: 3333

Course Description (from the catalog): (3-0) Credit 3 semester hours. Introduces undergraduate students to the entrepreneurial process through team and individual experiential learning. Topics include critical factors for starting a business, writing and presenting a business plan, marketing plan, forms of financing, financial statements, and external resources. Legal and tax issues and systems support is also covered.

Prerequisite: MGMT 2013 for Non-Business Major ; MGMT 3013, MRKT 3013, FINA 3013 for Business Majors.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Explain the American free-enterprise system	T	R	I
Describe the American economic system and describe how entrepreneurs operate in the modern political, social, and economic environment	T		
Identify the elements and characteristics of entrepreneurship	T		I
Define the functional roles of entrepreneurial managers' use of management systems, organizational resources, human relations, marketing, finance, information systems, counseling and ethics	T	R	I
Demonstrate the ability to use methods and procedures of entrepreneurial managers to arrive at effective decisions using existing resources of a firm	T	R	I
Explain the role of entrepreneurs in our economic system as related to governmental opportunities and financing	T	R	
Demonstrate knowledge of venture creation by writing a business plan	T	R	I

T – Competency is taught

R – Competency is reinforced

I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Management Systems

Prefix: MGMT

Course Number: 3343

Course Description (from the catalog): (3-0) Credit 3 semester hours. Application of management processes to complex interdisciplinary organizational environments through the study of program and project management. Uses typical project management microcomputer software for project planning, resource allocation, project budgeting, and control of project cost, schedule, and performance. ***Prerequisite: MGMT 3013, MGMT 3103.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
1. Understands role of project management and project managers in business and non-business situations	T		I
2. Develops skills to of creating work breakdown structures and networks for projects	T		
3. Is able to do basic network analysis	T		
4. Understand role of resources in projects and how to deal with managing a project under limited resources	T		
5. To provide a framework for complete computer-based information system for managing projects.	T		
6. Develops an awareness of potential conflicts and problems that can occur in managing projects.	T		I
7. Integrates the process of linking other wings of organization with project management		R	I
8. Develops an appreciation of managing project teams and role of leadership		R	I
9. Recognizes differences in similarities between a project at home and international projects	T		
10. Understands inter-organizational dynamics of project management	T		I

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: **Human Resources Management**

Prefix: MGMT

Course Number: 3353

Course Description (from the catalog): *Credit 3 semester hours.* Systematic approach to human resource utilization. Topics include selection, training, promotion, compensation, labor relations, workplace dysfunctions, management of change and human resource accounting. ***Prerequisite: MGMT 3103.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Demonstrates knowledge of strategic human resources management in the areas of planning, recruitment, selection, training and development, performance appraisal, compensation, benefits, and career development	T		
Demonstrates the use of problem solving, decision making, analytical reasoning and critical thinking skills to address employment related issues: EEO and the legal environment of HRM and labor relations			I
Understand the profession of HRM from the perspective of practicing professionals		R	
Understand the role of ethics and social responsibility in strategic human resource management	T		I

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Industrial Relations

Prefix: MGMT

Course Number: 3363

Course Description (from the catalog): Credit 3 semester hours. _A study of the labor management relations as it relates to organizing, union con negotiation and administration with the private and public sectors. ***Prerequisite: MGMT 3103.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Distinguish between the rights and responsibilities of both management and unions		R	
Demonstrate knowledge of the historical development of labor management relationships within the United States.	T	R	
Understand the background and principles of United States Labor Laws	T		
Demonstrate knowledge of what causes labor unions to arise and how they are organized.		R	I
Demonstrate knowledge of the various aspects of the negotiation process.		R	
Demonstrate knowledge of the three major aspects of the labor agreement: contract administration, arbitration, and employee discipline.	T		
Able to apply the labor relations process to the public sector and to international business.	T		

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: **Business and Society**

Prefix: MGMT 4313

Course Number: 4313

Course Description (from the catalog): Credit 3 semester hours. A survey of current issues in business and their relationship to government and the larger society. Ethical issues are also examined, and the traditional and contemporary views of the business community are surveyed. ***Prerequisite: MGMT 3103.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ Integrated
Identify the elements of society and government and how they impact business.	T	R	I
Understand the various models of the business/government/society association.	T	R	I
Trace the historical development of the business/government/society association through religion and political change.	T	R	I
Describe the meaning of issues management and its life cycle.	T	R	I
Understand government's role in relation to business in terms of legal control.	T	R	
Describe approaches to anti-trust policy by government.	T		
Describe how laws are made and how business can influence the process.	T	R	I
Define a multinational and understand how its objectives differ from a firm located in a specific nation.	T		
Understand bribery and how laws and business practices conflict in regard to it.	T	R	I
Trace the development of product law over the past 20 years.	T	R	I

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Strategic Management & Business Policy

Prefix: MGMT

Course Number: 4303

Course Description (from the catalog): (3-0) Credit 3 semester hours. A capstone course to acquaint the students with strategic management and business policy. Focuses on management of the entire business. Uses the concepts, skills, and tools of the entire business curriculum to develop indepth situational appraisals and specific recommendations regarding strategies, their implementation and control. ***Prerequisite: MGMT 3013, MRKT 3013, FINA 3013, and senior classification.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand the basic model of strategic management		R	
Describe the responsibilities of the board of directors in corporate governance.	T		
Develop an understanding of corporate ethics and social responsibility.		R	
Identify the societal and task environmental forces that are strategically important		R	
Acquire knowledge regarding internal scanning of a company.		R	
Identify various corporate, business, and functional strategies.		R	
Understand portfolio analysis concept.	T		
Organize environmental and organizational information in the form of SWOT analysis.		R	
Analyze a case to identify central issues and problems, suggest strategic solutions, and recommend implementation.			I
Communicate the strategic analysis of a corporation to an audience.		R	

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Production and Operations Management

Prefix: MGMT

Course Number: 4333

Course Description (from the catalog): (3-0) Credit 3 semester hours. Major functions, departmental activities, and policies for manufacturing firms and service organizations. Organization for production and analysis of production methods. ***Prerequisite: MGMT 3013, MGMT 3103.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Define operations management (OM) and production	T		
Measure productivity and explain what it is	T		
Explain the concepts of business and operations strategy	T		
Apply the use of network diagrams and the critical path method in project management	T		
Use basic forecasting techniques and measure forecasting accuracy	T		
Explain how products and services are designed	T		
Define quality and apply total quality management (TQM) and statistical quality control tools	T		
Identify four process strategies, when each is appropriate, and technologies that support them	T		
Explain the factors involved in location decisions and apply tools for location decisions	T		
Explain various types of layout and design good layouts	T		
Explain supply-chain management, supply-chain strategies, and the role of e-commerce	T		
Explain the functions of inventory and use basic inventory models	T		
Explain aggregate planning and methods for aggregate planning	T		
Use material requirements planning (MRP)	T		
Explain the just-in-time (JIT) philosophy and the differences between push and pull systems	T		

T – Competency is taught

R – Competency is reinforced

I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: Management Seminar

Prefix: MGMT

Course Number: 4383

Course Description (from the catalog): (3-0) Credit 3 semester hours. Directed study of selected problems in the area of management which requires a multi-disciplinary approach and analysis. ***Prerequisite: MGMT 3013, MGMT 3103.***

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Demonstrates knowledge of principles of supply chain management	T		
Recognizes need for information, inventory, and warehouse management for the effective functioning of the supply chains	T		
Develops knowledge of Inventory management, forecasting, and quality control		R	
Applies knowledge of supply chain dynamics in designing robust supply chains	T		I
Understands the right supply chain for a given business strategy	T		I
Understands the need for coordination and cooperation among supply chain partners	T		
Demonstrates the latest trends in production, globalization, and outsourcing	T		

T – Competency is taught

R – Competency is reinforced

I – Competency is utilized/integrated

Course Learning Outcomes Matrix

Course Title: **International Environment of Business**
 Prefix: MGMT
 Course Number: 4413

Course Description (from the catalog): Credit 3 semester hours. Analyzes the cultural, political, legal, and geographical environments in which international businesses operate as well as various managerial activities appropriate for an international organization. Topics include multinational enterprises, global competition, managing political risks and negotiations, international laws, U.S. trade policies, strategies for U.S. firms, expatriation and repatriation and challenges for U.S. firms, etc. ***Prerequisite: MKTG 3103; MGMT 3103; ECON 2113 and ECON 2123.***

Course Learning Outcomes	Competencies		
	T	R	I
1. Understand the significance of globalization to the U.S. economy.		R	
2. Understand the significance of cultural issues to international business.	T	R	
3. Analyze the fundamental trade issues.	T		
4. Analyze the effects of exchange rate on international business.	T		
5. Analyze the recent labor and environmental controversies surrounding globalization.	T		
6. Understand the current trends in economic integration across the globe.	T		
7. Analyze the current business environment in Europe.	T		
8. Analyze the current business environment in China.	T		
9. Analyze the current business environment in Mexico.	T		
10. Prepare a term paper applying the key concepts of international business.			I

T – Competency is taught R – Competency is reinforced I – Competency is utilized/integrated

Degree Program Outcomes Matrix

(a) Program Title Management

(b)	I	(c)						
		Be able to secure entry level management position, gain entry to graduate education, or pursue entrepreneurial activities.	Demonstrate proficiency in quantitative analysis, computer usage, production processes, and oral and written communication.	Demonstrate awareness of ethics, social responsibility, technology, diversity, and global issues as these impact	Understand the evolution of management thought as it influences critical thinking, decision-making, problem solving and leadership	Engage in team activities and develop interpersonal skills		
Course Prefix, Number	Course Title							
MGMT1013	Intro to Business	T	T	T	T	T,R		
MGMT 2013	Fund. Of Entrepren.	T	T	T	T,R	R		
MGMT 2203	Leadership/Ethics	I	R	I	I	I		
MGMT 3013	Business. Stats.	R	R	R	R	T		
MGMT 3023	Quanti. Methods	R	R	R	R	T		
MGMT 3103	Prin. Of Management		I*	T	T	R		
MGMT 3113	Intro. to Org. Behav.	T	T	R				
MGMT 3333	Entrepreneurship 2	T	T	T,R	T,R,I	I		
MGMT 3343	Management Systms	R	R	I	R	T		
MGMT 3353	Human Resou mgmtt		I*	R	I	R		
MGMT 3363	Industrial Relations	I	R	R	I	I		
MGMT4303	Strategic Mgmt	T		I	T			
MGMT 4313	Business & Society	R	R	T,R	T,R	T,R		
MGMT 4333	Prod. Mgmt.	R	R	I	R	T		
MGMT 4383	Mgmt Seminar	I	T	R	I	I		
MGMT 4413	Intl. Environment of Busi	R	T	T	R	I		

T – competency is taught utilized/integrated

R – Competency is reinforced

I – Competency is

Course Outcomes Matrix

Course Title: Introduction to Computer Information Systems

Prefix: MISY

Number: 1013

Description (from the catalog): An introduction to the role, concepts, and terminology of microcomputers. Experience using current word processing, spreadsheet, and database management software packages under Windows environment. Use of Internet tools to search and access information related to business applications.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/integ rated
Have a strong and broad knowledge in information systems.	T		
Be able to publish documents and reports professionally using Microsoft Word.		R	I
Be able to perform calculations and to create business graphs using Microsoft Excel.		R	I
Be able to produce and design business presentations using Microsoft PowerPoint.		R	I
Develop their proficiency in Microsoft Office applications.	T	R	I
Be able to create databases using Microsoft Access.		R	I

Course Outcomes Matrix

Course Title: Fundamentals of Management Information Systems

Prefix: MISY

Number: 2013

Description (from the catalog): The course provides a solid foundation in MIS concepts and theory and gives exposure to current technologies being used in business today. The emphasis is on understanding how information systems are used by managers and professionals to improve organizational performance, teamwork, and productivity. Topics covered include telecommunications, networking, enterprise systems, IT security, and emerging technologies.
Prerequisites: MISY 1013 or equivalent.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/integ rated
Establish fundamental understanding of IS functions such as software and hardware issues.			I
Articulate major concepts of IT knowledge such as database management and data communications and networking.		R	
Develop basic technical skills of IT operations such as systems analysis and design.	T		
Prepare foundational managerial and organizational knowledge of IT.	T		

Course Outcomes Matrix

Course Title: Computer Information Systems Applications

Prefix: MISY

Course Number: 2123

Description (from the catalog): An extension of MISY 1013. Includes case-based problems and management decision making drills with alternative computer-based solution structures. Extensive applications of contemporary microcomputer software packages to solve problems in functional areas of business. Recommended as an elective course non-MISY majors. **Prerequisites:** MISY 1013 or equivalent.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/integ rated
Extend basic knowledge of Microsoft Office 2003 Advanced Concepts and Techniques of Words, Excel, Access and PowerPoint.	T	R	
demonstrate proficiency in the Microsoft Office applications and pass the Core-Level Microsoft Office User Specialist Exam [MOUS].	T	R	
Create more advanced documents, workbooks, databases and presentations suitable for course work, professional purposes and personal use.	T		I
Use word processing technology to efficiently produce written material.	T	R	
Understand how to create, sort and query worksheet database.	T		
Understand creative templates while working with multiple worksheets and workbooks.	T		I
Understand to create reports, forms and combo boxes.	T	R	
Enhanced forms with OLE fields, hyperlinks and subforms.	T		
Link excel worksheet to word documents and web discussions.	T		
Master switchboard, pivot tables and pivot charts.	T		

Course Outcomes Matrix

Course Title: VB .NET in Business

Prefix: MISY

Number: 2153

Description (from the catalog): Covers the fundamental concepts of programming using Visual Basic (VB) language as they apply to real world business problems. Exposes students to the VB.Net programming environment and emphasizes hands-on practice. **Prerequisite:** MISY 2013

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/integ rated
Understand the importance of programming to the development of information systems.	T	R	
Develop the logical steps to solve a business problem.	T	R	I
Establish a firm foundation of structured programming and VB concepts such as VB .Net applications and programming.	I	R	
Use controls, events, procedures, input/output, operators, blocks, loops, arrays, classes/objects, etc.	T	R	I
Be able to write simple VB .Net applications.	T	R	I
Develop sufficient programming logics that could enable future learning of other programming languages.	T	R	I

Course Outcomes Matrix

Course Title: Data Communications and Networking

Prefix: MISY

Course Number: 3323

Description (from the catalog): Covers topics and issues including data communication, transmission facilities and devices, encoding and processing, transmission errors, multiplexing, and line control procedures, communication circuits, network architecture and design, and communication protocols.
Prerequisites: MISY 2013 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Be familiar with core network concepts.	T	R	I
Articulate various network standards and physical network layers.	T	R	I
Understand the applications of LAN and WAN technologies in organization.	T	R	I
Obtain managerial perspectives of networking security.	T		
Develop sufficient knowledge of emerging networking issues.	T		

Course Outcomes Matrix

Course Title: Business Database Applications

Prefix: MISY

Number: 3413

Description (from the catalog): The course provides a solid foundation in database concepts and design as they apply in business. It covers principles of conceptual as well as relational designs and includes translation of business requirements into entity relationship diagrams, normalization of tables and advanced SQL to address specific business problems. **Prerequisites:** MISY 2013 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/integ rated
Understand the basic concepts of relational databases and the role of database development within the systems development life cycle.	T	R	
Be able to represent real-world business requirements using Entity Relationship Diagrams (ERDs) and convert ERD into database structure.	T	R	I
Be able to normalize database tables in the database design process.	I	R	I
Be able to query and modify data using Structured Query Language (SQL).	T	R	I
Become a knowledgeable and skilled user of relational database systems such as MS SQL Server.	T	R	I

Course Outcomes Matrix

Course Title: Information Systems Analysis and Design

Prefix: MISY

Number: 3423

Description (from the catalog): Focuses on project management methods, project scheduling and control techniques, formal presentations and group dynamics. Emphasizes the development of a computer application through the life cycle methodology. **Prerequisites:** MISY 2013 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/integ rated
Be able to demonstrate knowledge of the importance and scope of the analysis and design of business information systems.			I
Be able to outline the processes and techniques involved in the sequenced approach to conducting a system project.			I
Be able to identify the various types and scopes of information systems and propose how those systems can be used.	T		
Be able to apply the principles of analysis to initiate the design of an information system to solve a specific sample of a problem that might arise in business.			I

Course Outcomes Matrix

Course Title: Java Applications in Business

Prefix: MISY

Number: 3433

Description (from the catalog): This course covers the fundamental concepts of object-oriented (OO) programming using the Java language and emphasizes basic programming skills using hands-on practices. Intensive exploration of Java programming environment ***Prerequisites:*** MISY 2153 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/integ rated
Identify and use fundamental data types in programs.	T	R	I
Illustrate the concepts of classes and objects and their representation.	T	R	
Create an algorithmic solution to simple problems and be able to represent it with appropriate program and data objects.	I	R	
Illustrate and use object implementation concepts such as instance fields, constructors, parameters, and methods.	T	R	I
Discuss modular design, cohesion, and coupling concepts of design of classes.	T	R	
Describe and use fundamental structures that are building blocks for the development of programs and IS applications such as sequence, decisions and iterations.	T	R	I
Explain and use arrays and array lists in classes.	T		I
Design, test, and debug some IS related programs of some complexity.	T	R	I

Course Outcomes Matrix

Course Title: Electronic-Commerce Technology

Prefix: MISY

Course Number: MISY4413

Description (from the catalog): This course provides technological as well as strategic and managerial aspects of electronic commerce systems. Topics covered include the use of hardware, software, architecture, payment mechanism, data security and client and server side scripting in electronic commerce systems. ***Prerequisites:*** MISY 3323, 3413, and 3423 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Understand electronic payment system.	T	R	I
Understand the concept “Your check is in the e-mail”	T	R	I
Understand using e-mail as a marketing tool and handling money on-line.	T	R	I
Understand the encryption and decrypting messages.	T		
Understand the secrets behind symmetric secret key.	T		
Understand the public key cryptography.	T		
Understand authentication with a public-key algorithm.	T	R	I
Understand Web design strategies, hosting and publishing of sites.	T	R	I
Understand the digital envelop concept.	T		

Course Outcomes Matrix

Course Title: Special Topic in MIS: Mobile Commerce

Prefix: MISY

Course Number: 4453

Description (from the catalog): The course is designed to provide in-depth understanding of technological and business aspects of mobile commerce. Particular emphasis will be placed upon wireless communication—technological issues—and strategic perspective of mobile commerce. **Prerequisites:** MISY 3323, 3413, and 3423 and junior/senior classification.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Differentiate wireless WWW from traditional Internet model.	T	R	I
Identify technological and business aspects of M-Commerce strategy.	T		
Understand the role that M-Commerce plays in the global economy.	T	R	I
Design basic managerial plans for mobile location services.	T		I
Analyze future development of M-Commerce and wireless communication.	T	R	I
Appreciate various emerging mobile technologies that enable M-Commerce.		R	

Course Outcomes Matrix

Course Title: Strategic IT Management

Prefix: MISY

Course Number: 4523

Description (from the catalog): The course provides strategic management concepts underlying the implementation of information technology (IT) in business. It covers pertinent IT issues such as the analysis of the strategic impact of IT, management of IT security and outsourcing, and development of connectivity infrastructure in the networked organization. The course integrates important issues covered in other MIS courses.
Prerequisites: MISY 3323, 3413, and 3423.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Establish a clear understanding of challenges faced by organizations in a network economy.	T	R	I
Understand various business models and IT strategies in the contemporary economy.	T	R	I
Be able to analyze the strategic impact of information technology in organizations.	T	R	I
Comprehend technical aspects of IT infrastructures & operations, and ultimately.		R	I
Develop managerial skills to lead an IT organization in the near future.		R	I

Degree Program Outcomes Matrix

(a) Program Title Management Information Systems

(b)	(c)	(d) Program Learning Outcomes						
		1. Understand information systems fundamentals including a broad introduction to the field of Information Systems and Information Technology	2. Improve personal productivity in an organization through effective and efficient use of information technology	3. Develop breadth and depth in understanding the technical aspects of the discipline such as programming logics and applications, computing system architectures and infrastructure, and interconnection of information resources through networking	4. Gain adequate knowledge of logical designs to implement information systems in both database management systems and emerging networking environments	5. Apply a variety of system development approaches to analyze problems of business processes and in turn design and implement information systems accordingly	6. Identify strategic purposes of IS in organizational functions, systems integration, and project management	7. Integrate technical and implementation aspects of IS knowledge into strategic management of emerging business and IT environments
Course Prefix, Number	Course Title	(f)						
MISY 1013	Introduction to CIS	T	I					
MISY 2013	Fundamentals of MIS	I	I	R	R	T	T	T
MISY 2123	IS Applications	T	T, R	T, R	T, I	I	T, R, I	I
MISY 2153	VB.NET Applications in Business	I	R	T		R		
MISY 3323	Data Communications and Networking	R	R	T	T			I
MISY 3413	Business Database Applications	R	R	I	T	R		
MISY 3423	Systems Analysis and Design	T	T	T	I	I	I	T
MISY 3433	Java Applications in Business			T		R		
MISY 4413	Electronic Commerce Technology	T, R, I	R	T,	I	I	T, R, I	T, I
MISY 4453	Special Topic in MIS	I	R	R	I	I	T	T
MISY 4523	Strategic IT Management	I	I	I	R	R	T	T
MISY 5513	Management Information Systems	I	I	T	R	T	T	I

T – Competency is taught

R – Competency is reinforced

I – Competency is utilized/integrated

Course/Program Learning Outcomes Alignment and Review

Course Outcomes Matrix

Course Title: PRINCIPLES OF MARKETING
 Prefix: MRKT
 Course Number: 3103

Course Description (from the catalog): (3.0) **Credit: 3 SCH.** A study of the importance of marketing in the American economy. An intensive examination of basic marketing variables (product, place, promotion, and price) from the viewpoint of management.
Prerequisite(s): **MGMT 1013 Introduction to Business.**

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
1. To recognize the scope and role of marketing in today's economy.	T		
2. To identify the impact on marketing of various environmental forces, namely social, political, cultural diversity, environmental, technological, legal and global.	T		
3. To understand buyer behavior and target market selection.	T		
4. To demonstrate an understanding of the process of decision-making pertaining to the marketing of products and services.	T		
5. To demonstrate an understanding of the process of decision-making pertaining to distribution.	T		
6. To demonstrate an understanding of the process of decision-making pertaining to promotion	T		
7. To demonstrate an understanding of the process of decision-making pertaining to pricing	T		
8. To explain the concept of marketing implementation and control.	T	R	
9. To demonstrate an ability to integrate and communicate the above mentioned concepts through quantitative analysis, written assignments, oral presentations, and case studies.		R	I

Course Outcomes Matrix

Course Title: Retail Management

Prefix: MRKT

Course Number: 3313

Course Description (from the catalog): An overview of the retailing industry, and the nature and functions of retail organizations. Special emphasis is placed on the managerial aspects of retailing including product and site selection, store operations, and the development of the store image. An analysis of the processes underlying the purchasing behavior of consumers is included.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Develop knowledge of the concepts and issues related to developing a retailing strategy	T		
Develop knowledge of the elements of the retailing concept			R
Develop an understanding of the financial ratios needed to evaluate the health and success of a retailer	T		
Expand the consumer decision process as it applies to retailing		R	I
Reinforce good verbal and written communications skills		R	I

Course/Program Learning Outcomes Alignment and Review

Course Outcomes Matrix

Course Title: **Salesmanship**

Prefix: **MRKT**

Course Number: **3323**

Course Description (from the catalog): Concepts of effective selling, including selection of the salesmen and their training, management, and evaluation are studied

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Familiarize students with the basic roles of the sale people	T		
Teach the basic methods to develop sales presentations	T		
Emphasize the various ways to communicate		R	I
Develop stronger verbal and written communication skills		R	I

Course Outcomes Matrix

Course Title: Consumer Behavior
 Prefix: MRKT
 Course Number: 3333

Course Description (from the catalog): (3.0) **Credit: 3 SCH**, To provide students with a thorough understanding of the concepts and processes used by marketing managers to investigate and understand markets and to provide students with practical tools that can be easily adapted to studying any market in any industry. **Prerequisite: MRKT 3103 Principles of Marketing**

Course Learning Outcomes	Competencies (T, R, I)		
	T Competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
To understand the elements of culture	T		
To understand how culture affects behavior	T		I
To understand the stages in the consumer decision process	T		
To know what determines post-purchase satisfaction and/or dissatisfaction	T		
To know the elements of an attitude	T		
To understand “self-concept”	T		
To understand the usefulness of VALS lifestyle analysis	T	R	

Course/Program Learning Outcomes Alignment and Review

Course Outcomes Matrix

Course Title: INTERNATIONAL MARKETING
 Prefix: MRKT
 Course Number: 4353

Course Description (from the catalog): (3-0) Credit 3 semester hours. International marketing opportunities and principles. Marketing tools as a means of adapting the individual domestic business line and its marketing methods to the international environment. *Prerequisite:* MRKT 3103.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
1. Recognizes the impact on international marketing, of various environmental forces, namely social, ethical, political, cultural diversity, environmental, technological, legal and globalization.	T		
2. Understands approaching global markets, in terms of information systems, market research, segmentation, targeting and positioning.	T		
3. Understands the various global market entry strategies.	T		
4. Understands product and brand decisions in global marketing.	T		
5. Understands pricing decisions in global marketing.	T		
6. Understands global marketing channels physical distribution decisions.	T		
7. Understands global marketing communications decisions.	T		
8. Understands global strategy and leadership in the twenty-first century.	T		
9. Demonstrates an ability to integrate and communicate the above mentioned concepts through quantitative analysis, written assignments, oral presentations, case studies and projects.		R	I

Course/Program Learning Outcomes Alignment and Review

Course Outcomes Matrix

Course Title: Sales Management

Prefix: MRKT

Course Number: 4373

Course Description (from the catalog): Credit 3 Semester Hours. A study of sales management through the use of analytical and problem solving skills. Managerial responsibilities such as sales force production, training of sales staff, sales compensation, establishing territories and controls are covered. Prerequisites: MRKT 3103.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Strategic Planning	T	R	
Forecasting	T		
Budgeting	T		
Territory Design	T		
Sales Objectives	T	R	
Recruiting	T		
Selection	T		
Placement	T		
Sales Training	T	R	
Development	T		
Motivation	T		
Analysis	T		
Performance Evaluation	T		

Course/Program Learning Outcomes Alignment and Review

Course Outcomes Matrix

Course Title: MARKETING COMMUNICATIONS

Prefix: MRKT

Course Number: 4393

Course Description (from the catalog): (3-0) Credit 3 semester hours. An examination of the major elements of promotion including advertising, personal selling, publicity, sales promotion, and the development of an integrated marketing communications plan. Prerequisite: MRKT 3103 and MRKT 3333.

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
1. Recognizes the impact on marketing communications, of various environmental forces, namely social, ethical, political, cultural diversity, environmental, technological, legal and global.	T		
2. Demonstrates an ability to understand the concept of integrated marketing communications and its foundations, namely corporate image, brand management, consumer behavior, and promotions opportunity analysis.	T		
3. Demonstrates an ability to understand the concept of advertising management.	T		
4. Demonstrates an ability to understand advertising design, including theoretical frameworks, types of appeals, message strategies and executional frameworks.	T		
5. Demonstrates an ability to understand promotional tools, including trade and consumer promotions, personal selling, database marketing, customer relations management, public relations, and sponsorships.	T		
6. Demonstrates an ability to understand integration tools, such as internet marketing, IMC for small and entrepreneurial ventures, and evaluating the integrating marketing program.		R	I

**Course/Program Learning Outcomes Alignment and Review
Course Outcomes Matrix**

Course Title: Distribution Management

Prefix: MRKT

Course Number: 4413

Course Description (from the catalog): *Credit:* 3 semester hours. An analysis of the policies, decisions and planning related to the distribution of goods and services for consumer and industrial sectors. Covers concepts related to physical distribution and marketing channels. *Prerequisite: MRKT3103 and senior classification.*

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
1. Understands the strategic role channels of Distribution play in the customer wants and demand satisfaction process.	T		
2. Is familiar with the structure and membership of distribution channels	T		
3. Understands the specific roles each channel member performs to deliver customer satisfaction.	T	R	
4. Learns the criteria used for segmenting markets for channel design.	T	R	
5. Is familiar with the analytical framework for designing channels.	T	R	
6. Understands the concepts of Vertical integration and strategic channel alliances.	T	R	
7. Is familiar with the concept of Channel power to manage channel conflicts	T	R	
8. .			
9.			

Course Outcomes Matrix

Course Title: Marketing Strategy and Analysis

Prefix: MRKT

Course Number: 4493

Course Description (from the catalog): (3-0) Credit 3 semester hours. Capstone course for marketing majors that should be taken in the last semester. Highly applications oriented. The course utilizes projects and problems designed to develop marketing strategies. Emphasizes the dynamics of three major foci: customer, competition, and capabilities of the organization. *Prerequisite: MRKT 3103, MRKT 3333, six additional hours in Marketing, and senior classification.*

Course Learning Outcomes	Competencies (T, R, I)		
	T competency is taught	R Competency is reinforced	I Competency is utilized/ integrated
Develop skills in analyzing alternative marketing strategies	T	R	I
Develop a marketing plan in a competitive environment	T	R	I
Practice using the 4 P's marketing strategy planning framework		R	I
Recognize the integrative nature of strategy elements	T	R	I
Recognize the relationship between marketing decisions and budget constraints	T	R	I

Degree Program Outcomes Matrix

(a) Program Title: Marketing

(b)	(c)	(d) Program Learning Outcomes								
		(e)								
Course	Course Title									
		1. To determine the scope of marketing within the dynamic business environment, defined by social, political, economic, cultural diversity, natural environment, technological, legal and global forces.								
		2. To understand buyer behavior and target market								
		3. To understand the process of decision-making pertaining to the creation of products and services								
		4. To understand the process of decision-making pertaining to distribution								
		5. To understand the process of decision-making pertaining to promotion								
		6. To understand the process of decision-making pertaining to pricing								
		7. To understand the concepts of marketing implementation and control								
		8. To demonstrate an understanding of the above outcomes through quantitative analysis, written assignments, oral presentations, and case studies.								
		(f)								
MRKT 3103	Principles of Marketing	T	T	T	T	T	T	T	T	I
MRKT 3313	Retail Mgmt.	R	R/I	I	T/I	I	I	T/I	T/I	T/I
MRKT 3323	Salesmanship	R	I	R	R	R/I	R	R	R	I
MRKT 3333	Consumer Behavior	T	T	R	R	R	R	T	T	T
MRKT 4343	Marketing Research	R	R	R	R	R	R	R	R	R
MRKT 4353	International Marketing	T	T	T	T	T	T	I	I	I
MRKT 4373	Sales Management		R	R	I	I	I	R	R	R
MRKT 4413	Distribution Mgmt	R	T		T	R	R	T	R	R
MRKT 4423	E-Marketing	R	R	R	T	T	R	I	I	I
MRKT 4393	Mrkt. Communications	T	T	T	T	T	T	I	I	I
MPKT 4493	Marketing Strategy	R	I	T	I	I	R	T	R	R

T – competency is taught

R – Competency is reinforced

I – Competency is utilized/integrated

