

Course to Program Mapping Template

Program name Business Management Division Business Date January 21, 2014
 Catalog year 2012-2013 Completed by Wendy Wysocki

Program-Level Student Learning Outcomes	Course # BUSAD 151	Course # ECON 251	Course # BMGT 201	Course # ACCTG 151	Course # ACCTG 152	Course # MCOM 201	Course # BMGT 160	Course # ECON 252	Course # BMGT 261**
Demonstrate a broad understanding of the business enterprise.	K, C, Ap						K	K	K
Define and explain the functions of management	K		K,C, Ap, An						
Identify effective practices for managing and utilizing software applications in a business environment.							K, C, Ap		K
Explain and apply principles of marketing.						K,C, Ap, An			K
Apply basic accounting principles and practices.	K			K,C, Ap	K,C,Ap, An		K,C,Ap,An		
Demonstrate understanding of management in a digital environment.									
Demonstrate understanding of macroeconomic principles.	K	K, C, Ap, An							
Demonstrate understanding of microeconomic principles.								K,C, Ap, An	
Apply principles of effective communication in a business environment through both traditional and emerging media.									K, C. Ap, An

Use the following codes, based on Bloom’s taxonomy, under each course number as appropriate: K=Knowledge level; C= Comprehension level; Ap= Application level; An=Analysis or above

*All core courses within the program should be included in the Program map. ** Proposed course. Approval by Curriculum Committee pending.