

Key Core Courses for Business Management Technology

Program and list of learning outcomes from syllabi, with highlighted essential learning outcomes that will be assessed in future for program outcomes

Course: Survey of Basic Economics

Course Goals/Objectives:

1. Demonstrate an understanding of the basic elements of the U.S. economic system.
2. Describe the workings of demand and supply in our mixed market system.
3. Describe and compare fiscal and monetary policy use.
4. List the three major macroeconomic goals with the appropriate levels defining successful accomplishment of each.
5. List and compare the characteristics of the four market structures.
6. Demonstrate an awareness of the cost structure firm's face.
7. Describe the U.S. tax system at local, state, and national levels.
8. Demonstrate knowledge of income issues and programs designed to ease inequalities in incomes.

Course: Essentials of Management Technology

Course Goals/Objectives:

1. Describe management as a process of working through people and with other organizational resources to realize organizational goals.
2. Explain the major management functions of planning, organizing, influencing, and controlling.
3. Discuss various approaches to analyzing and reacting to typical management situations.
4. Identify and explain the major changes influencing management theory and practice today.
5. Describe the impact on organizational success of the four fundamental management processes of strategic and operational planning, organizational design and authority, problem solving/decision making, and human resource management.
6. Explain the centrality of leadership and motivation in managing change and realizing organizational goals.
7. Apply selected behavioral science principles, concepts, and theories to personal and organizational management.
8. Identify personal strengths and opportunities for improvement in terms of management competencies, particularly problem solving and decision making.
9. Specify sources, techniques, and methods for acquiring new management knowledge.

Course: Introduction to Business in the Global Environment

Course Goals/Objectives:

1. Identify and define key terms related to business of global environments.
2. Apply course concepts to factual situations.
3. Understand the function and role of management.
4. Develop sound goals to become a satisfied and productive employee.
5. Identify strategies that help companies survive and thrive in changing times.

Course: Elements of Human Resource Management

Course Goals/Objectives:

1. Describe the role of human resource management.
2. Discuss strategic human resource management.
3. Discuss job analysis, personnel planning, and recruiting.
4. Discuss interviewing practices.
5. Discuss performance management and appraisal.
6. Learn to manage careers.
7. Learn to establish strategic pay plans, pay for performance, and financial incentives.
8. Describe the role of human resources management and development in achieving the organization's mission and goals.
9. Describe the current policies involved in human resources management, including Affirmative Action, EEO, privacy, confidentiality, and ADA.
10. Describe the goals and processes of selection, testing, orientation, training, and performance appraisal.
11. Compare and contrast different compensation and benefit systems for various types of organizations.
12. Describe safety issues and related legal responsibilities of various types of organizations.
13. List and discuss current quality of work life issues related to human resource management programs and policies.
14. Describe the concept of "internal customer" and its relationship to the goals of human resource management and development.
15. Discuss ethics, justice, and fair treatment in HR management.

Course: Basic Accounting I

Course Goals/Objectives:

1. Describe and perform the activities of the basic accounting cycle for a small service or merchandising business under ordinary conditions.
2. Describe and properly use columnar journals and subsidiary ledgers.
3. State basic principles and make appropriate calculations and journal entries in the areas of cash accounting, internal control, interest, and promissory notes, inventories and depreciation.

Course: Basic Accounting II

Course Goals/Objectives:

1. Indicate the effects of business transactions upon corporations;
2. Prepare journal entries to account for transactions involving notes payable, bonds, and long-term debt.
3. Prepare and analyze financial statements.
4. Apply various managerial accounting concepts and principles.

Course: Essentials of Management Accounting

Course Goals/Objectives:

1. Understand the differences between external accounting requirements and managerial accounting.
2. Attain knowledge of different types of cost methods.
3. Completing hands-on assignments for each cost methods.
4. Analyze and interpret accounting data for basic management decision-making.
5. Apply budgeting processes.

Course: Essentials of Intermediate Accounting

Course Goals/Objectives:

1. Demonstrate an understanding of the basic financial reports and the purpose of each.
2. Acquire a basic knowledge of different types of external reporting.

3. Analyze the standard financial reports.
4. Communicate financial report analysis for management decision-making purposes.

Course: Survey of Cost Accounting

Course Goals/Objectives:

1. Demonstrate an understanding of measuring and using costs in management decisions.
2. Acquire a basic knowledge of the concepts of job costing, process costing, and activity costing.
3. Apply costing systems and calculations to business problems for decision making purposes.
4. Understand the budgeting process for both static and flexible budgets.
5. Define the relationships of profit to cost and volume patterns.

Course: Survey of Taxation

Course Goals/Objectives:

1. Attain familiarity with basic taxation concepts and principles. These include history of taxation, criteria to select a tax structure, major types of history of taxation, criteria to select a tax structure, major types of taxes, tax formula, personal and dependency exemptions, tax determination, filing considerations, gains and losses from property transactions, gross income, exclusions from gross income, classifications of deductions and losses, depreciation, business expenses, employee expenses, itemized deductions, passive activity losses, and tax credits.

Course: Automated Bookkeeping

Course Goals/Objectives:

1. To gain proficiency at producing end of period financial statements and completing audit steps and balance checks of input data.
2. To reinforce accounting principles learned in manual processing by reapplying them in an automated environment.
3. To gain a working knowledge of the Peachtree Complete for Windows real time integrated accounting software package.

Course: Survey in Finance

Course Goals/Objectives:

1. Demonstrate an understanding of the basic job titles and positions within the financial area of a firm.
2. Demonstrate an understanding of financial statements to include an appreciation for the difference between earnings and cash flow.
3. Work time value of money problems.
4. Demonstrate the basic equations and concepts used to value equity and debt securities.
5. List the major topics critical to capital budgeting.
6. Discuss dividend policy as it affects a firm.
7. Demonstrate the value of using leverage in a firm's capital structure.
8. Show a knowledge of short term asset and liability management

Course: Business Management Internship

Course Goals/Objectives:

1. Develop work competencies for specific professions and to explore career interests and form networks.
2. Evaluate and apply a body of knowledge and methods of inquiry from an academic discipline.
3. Develop intellectual and professional partnerships.
4. Demonstrate competencies within a larger or different "laboratory" of equipment and/or situations not easily obtained or available on campus.
5. Examine first-hand knowledge and theories learned in the classroom for their wider impact on society and the world.
6. Demonstrate skills for self-directed learning.

Course: Problems in Business Management

Course Goals/Objectives:

1. Increase understanding of strategic frameworks for moving from theory to practice.
2. Strengthen research, analysis, forecasting, and management decision making capabilities.
3. Enhance perspective of an organization as a system of inter-related functions, including accounting, finance, marketing, management, R&D, human resources and sales.
4. Integrate academic knowledge and functional abilities in a real work setting.
5. Emphasize the value of bottom line results generated from knowledge, experience, insight and actions.
6. Improve verbal, graphic, written and electronic media communications skills
7. Build teamwork and interpersonal skills by working on teams in an organizational-like setting. BMT 5
8. Improve quantitative and qualitative research skills through the use of the library, internet, appropriate strategic management software and databases.
9. Improve real world management skills by making policy and strategic decisions for a million dollar corporation via software.
10. Develop a strategic analysis of an existing corporation including a SWOT analysis, management evaluation and a marketing plan.

Course: Essentials of Business Law

Course Goals/Objectives:

1. Identify and define key terms related to business law.
2. Apply course concepts to real- life situations.
3. Understand the function and role of law in the operation of a business.
4. Summarize and analyze various court decisions.
5. Research current legal topics.

Course: Essentials of Marketing Technology

Course Goals/Objectives:

1. Analyze current events showing the importance of customer service to company growth/decline.
2. Present a marketing plan in a professional environment.
3. Describe and compare the relationship of internal and external customers to the goals of management.
4. Discuss and use marketing terms in written and oral communications.
5. Describe the goals, aspects, and processes of marketing from inception to implementations.

Course: Labor Management Relations

Course Goals/Objectives:

1. Identify the parties involved, and their respective roles, in the collective bargaining process.
2. Increase personal knowledge of the history of the American labor movement, including key events in labor and management relations.
3. Identify important laws governing labor management relations.
4. Have a working knowledge of how a union is formed, its structure and governance.
5. Learn skills which are essential for contract negotiations, grievance procedures and arbitration from both a labor and management perspective.
6. Analyze the role current American labor issues play in regional, national and international politics.
7. Develop an understanding of how union activities affect the decisions of non-union shop employers.
8. Increase personal knowledge of how world economic issues, treaties and trade agreements impact American labor management issues.