

		AAS							
		CERTA Management/Marketing							
Management Marketing		Course to Program Map							
Program Outcomes: Upon completion of the program, graduates will be able to...	Institutional Skills	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge of leadership concepts in an integrated manner.	utilize technology to present, understand, and enhance marketing / management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Courses									
BSAD 101 Introduction to Business	125	I	I	I	I	IR	IRA	I	IR
BSAD 122 Management	12345	I	IRMA		RMA	R	RMA	I	IR
BSAD 123 Marketing	12345	RMA	R	RMA	RMA	I	RMA	RMA	R
BSAD 124 Salesmanship	1235	RMA	RMA	R	R	RMA	R	RMA	R
BSAD 128 Entrepreneurship	1235	RMA	RMA	RMA	RMA	RMA	R	RMA	RMA
CSCI 110 Intro to Computer Applications	2	IA					I		I
ACCT 102 Accounting I	3						IA		I
ACCT 103 Accounting II	23	IA	I				RMA		
ACCT 202 Managerial Accounting	1345		IA				IA		IA
BSAD 102 Business Communications	12	IRMA				IRMA			
BSAD 104 Business Law I	135	I	R				RMA		IRMA
BSAD 105 Business Law II	135	RMA	I				IRMA		I
BSAD 120 Advertising	1245	R	R	RMA	R	R	R	RMA	R
BSAD 126 Business Internship	123	RMA	R		R		R		I
BSAD 130 Personal Finance	1345	IA		R		I	I	R	I
BSAD 135 eCommerce	1235	RMA	RMA	RMA		RMA	R	RMA	RMA
BSAD 140 International Business	2345	R	RMA	IR	I	R	RMA	R	R
BSAD 220 Business Ethics	135	RMA				RMA	IRMA	R	RMA
BSAD 221 Human Resource Management	13	R	IRMA		R	I	RMA		RMA
CSCI 101 Introduction to Management Information Systems	13	IRMA	IR			IRMA	I		IA
ECON 111 Principles of Economics:	1345	RMA	IR			I	IR		IRMA

Mapping	
I	Introduced
R	Reinforced
M	Mastered
A	Assessed/Artifact

Essential Skills	
1	written communication
2	oral communication
3	critical thinking
4	cultural diversity
5	social responsibility

Employability Skills	
C	communication
P	problem solving
W	work ethic

Macro								
ECON 112 Principles of Economics: Microeconomics	1345	RMA	IRA			I	IRA	IRMA
ECON 1101 Topics in Economics	3	R		R				

		AAS							
		CERTA Management/Marketing							
BSAD 101 Introduction to Business		Curriculum Map							
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.	
Course SLO: Students will be able to									
identify and define accounting and finance from academic and professional perspectives.	I				I	I			I
identify and define marketing from academic and professional perspectives.	I				I	I			I
identify and define management and leadership from academic and professional perspectives.	I	I	I		I	I	I		I
identify and define information systems from academic and professional perspectives.	I			I	I	I			I
identify and define entrepreneurship from academic and professional perspectives.	I				R	R			R
identify and define economics from academic and professional perspectives.	I				I	I			I
identify and define international business from academic and professional perspectives.	I				I	R			I

identify and define supply chain/operations management from academic and professional perspectives.	I				I	I		I
identify the role of ethics and social responsibility in business.	I	I			I	RA		I

		AAS						
		CERTA Management/Marketing						
BSAD 122 Management		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
identify the historical perspectives of management theories and their application to contemporary management practices.		I						
apply business ethics and social responsibility concepts and their importance in managerial decision making.		I			R	RMA		I
describe skills and competencies of effective managers.	I	RMA		RMA				
evaluate the major functions of management.	I	RMA		RMA			I	R
analyze the internal and external factors that influence an organization.		I						I
describe the influence of globalization on organizations.		RMA			R			

		AAS						
		CERTA Management/Marketing						
BSAD 123 Marketing		Curriculum Map						
Program Outcomes	apply effective written and oral	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
recognize the scope and role of marketing in enhancing the welfare of consumers, organizations, and society.		R						
identify key elements of consumer and organizational buying behavior and the marketing research process.			R				RMA	R
examine ways to segment markets, choose targeting strategies, and position products.			RMA		I		RMA	R
identify and describe elements of the marketing mix, including product, price, place (distribution), and promotion.			RMA		I		R	
recognize the influence of the external environment on marketing, including global influences.			RMA		I		RMA	
identify legal, regulatory, and ethical issues impacting marketing activities.						RMA		
show an understanding of the strategic marketing planning process.	RMA			R			R	R

		AAS						
		CERTA Management/Marketing						
BSAD 124 Salesmanship		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
examine the career opportunities available in selling and related fields.		R		R				R
understand the importance of building partnering relationships with potential customers.		RMA		R				
examine the ethical and legal issues in selling.					R	R		R
apply the basic theories of human motivation and how they relate to buying behavior.		R	R				RMA	R
identify specific techniques involved in selling, i.e. prospecting, planning and making a sales presentation, negotiating buyer resistance, closing a sale, organizing a territory, and managing time.	RMA	R			RMA			R
analyze the various technologies that facilitate and support salespeople and the sales functions within an organization.	R				RMA			R
examine the importance of customer service.	R				R		RMA	R

		AAS						
		CERTA Management/Marketing						
BSAD 128 Entrepreneurship		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
understand concepts and processes associated with successful entrepreneurial performance.		R		RMA	R			
understand the personal traits/behaviors associated with successful entrepreneurial performance.		R		R	R			
understand fundamental business concepts that affect business decision making.			RMA			R		
understand concepts, strategies, and systems needed to interact effectively with others.	RMA	RMA		R	RMA			
understand concepts and procedures needed for basic computer operations.					RMA			
understand the economic principles and concepts fundamental to entrepreneurship/ small-business ownership.			RMA					
understand personal money-management concepts, procedures, and strategies.					R			

understand concepts and strategies needed for career exploration, development, and growth.	R				R			
understand the financial concepts and tools used in making business decisions.	RMA	RMA	RMA		R			
understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff.	RMA	RMA			R			RMA
understand the concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making.	RMA		RMA		R	R	R	RMA
understand the concepts, processes, and systems needed to determine and satisfy customer needs/wants/ expectations, meet business goals/objectives, and create new product/service ideas.	RMA	R	RMA		R		RMA	RMA
understand the processes and systems implemented to facilitate daily business operations.				RMA	R		R	RMA
understand the concepts, strategies, and systems that businesses implement and enforce to minimize loss.	R			R	R		RMA	
understand the processes, strategies, and systems needed to guide the overall business organization.	RMA			RMA	R			

		AAS						
		CERTA Management/Marketing						
ACCT 103 Accounting II		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
analyze and interpret the information presented in the financial statements.								
measure the value of assets and liabilities, including an introduction to fair value accounting.						RMA		
evaluate the quality of business decisions in an ethical context.	IA	I						

		AAS						
		CERTA Management/Marketing						
BSAD 102 Business Communications		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
demonstrate the correct English writing skills needed to write effective business communication documents.	RMA				RMA			
identify and create various styles of letter writing including memos, letters requesting information and action, placing orders, making claims, complying with requests, acknowledging customer orders, granting claims and making adjustments.	I				I			
design a personal letter of application and resume.	I							
identify and processes to create a business report, proposal, and/or situational reports.	I							
analyze data for the preparation of a report.	I							
create visual aids used in reports.	I				I			
demonstrate knowledge of non-written communication techniques.	RMA							

AAS								
CERTA Management/Marketing								
BSAD 104 Business Law I	Curriculum Map							
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
describe American Law sources, the American court system and processes, and methods of alternative dispute resolution.	I							
recognize the relevance of ethical and legal considerations when making strategic business decisions.						RMA		I
differentiate between negligence, intentional torts, and strict liability within tort law.	I							I
identify contract elements and important characteristics of performance and breach.	I							I
define and differentiate the fundamental principles of personal property, real property, and intellectual property.	I					RMA		RMA
describe the nature and function of agency and employment law.		R						
define and differentiate the duties and potential liability of various business entities.						RMA		RMA

		AAS						
		CERTA Management/Marketing						
BSAD 105 Business Law II		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
identify the principles of the laws of property, bailments, estates and trusts, and insurance.	RMA					RMA		I
apply the laws of secured transactions and bankruptcy.		I				I		
identify legal principles related to negotiable instruments.	RMA					I		I
contrast the different forms of business organizations including sole proprietorships, partnerships, limited partnerships, limited liability companies, limited liability limited partnerships and corporations.		I				I		I
explain the principles of corporate law, including structure, management, shareholders' rights and liabilities, and the responsibilities of related professionals.						I		
identify business regulations in the areas of administrative law, consumer protection laws, employment law and environmental law.						I		

		AAS						
		CERTA Management/Marketing						
BSAD 120 Advertising		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
understand what advertising is and its role in advertising and brand promotion and the economic effects of advertising.	R		RMA		R	R	RMA	R
understand the structure of the advertising industry.	R			R	R			R
identify, analyze, and understand the advertising environment.	R	R			R		RMA	R
prepare the advertising message and fully integrate the creative process.	R	R			R		R	R
understand the importance of placing the message in conventional and "new" media.	R	R			R		RMA	R
identify, understand, and apply integrated brand promotion.	R		RMA		R		RMA	R

		AAS						
		CERTA Management/Marketing						
BSAD 126 Business Internship		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
students will be able to display appropriate business etiquette.						R		
students will be able to demonstrate an utilize of various business concepts.								
student will be able to communicate appropriately (verbal, written, oral).	RMA							
student will be able to use critical thinking skills, such as problem solving, situational analysis, creativity.				R				RMA
students will use teamwork skills when appropriate.		R						

		AAS						
		CERTA Management/Marketing						
BSAD 130 Personal Finance		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
explain personal financial planning, financial statements, time value of money, and budgets.	IA				I	I		
explain the benefits and potential costs of consumer credit.			R		I	I	R	
evaluate housing needs, large purchases, and financing alternatives.	IA		R		I	I		I
identify fundamental tax strategies.						I		
identify how insurance is used to manage risk.	IA					I		
compare Investment and retirement planning alternatives and strategies.	IA				I	I		I
explain the estate planning process.					I			

		AAS						
		CERTA Management/Marketing						
BSAD 135 eCommerce		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
describe E-Commerce.								
create a web presence.		RMA			RMA	R		RMA
build a prototype of an online store.		RMA		RMA		RMA		RMA
describe electronic commerce security issues.						R		
describe electronic payment systems.				R		RMA	R	
describe international, legal, and ethical concerns facing E-Commerce.						R		RMA
create a web page.		RMA		RMA		RMA		RMA
describe marketing functions for an online business.			RMA	RMA			RMA	

		AAS						
		CERTA Management/Marketing						
BSAD 140 International Business		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
possess a broad understanding of the international trade environment.			I		R			
understand the global economy.		R	R			R		
possess understanding and sensitivity in regard to other cultures.		RMA	I	I		RMA		R
develop a global approach in identifying, analyzing and solving problems.		R	RMA			R	R	R
evaluate the prospects for profitable investments in countries around the globe.		R	R		R	R	R	R

AAS								
CERTA Management/Marketing								
BSAD 220 Business Ethics								
Curriculum Map								
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
recognize the significance of moral philosophy in a broader context						I	R	
show familiarity with the philosophical development of various normative ethical theories						I		
recognize key characteristics of philosophical inquiry such as its emphasis on careful reasoning and analysis and how it differs from other kinds of inquiry						I		
apply ethical theories to moral problems	R					RMA		RMA
identify and explain basic ethical theories, terminology and concepts						I		
demonstrate an understanding of major normative ethical theories, schools of thought, or problems within ethics.						RMA		RMA
explain key ethical terms as understood within ethical theories or as applied to moral problems such as the permissibility of abortion, capital punishment, our duties to animals, etc.						I		

<p>identify and develop, in writing, philosophical analyses and arguments based on philosophical reasoning and provide cogent reasons in support of competing philosophical claims.</p>	<p>RMA</p>				<p>RMA</p>	<p>RMA</p>		
<p>evaluate, in writing, philosophical arguments and texts focusing on moral theories and problems and state alternative points of view by providing their own positions supported by cogent arguments.</p>	<p>RMA</p>					<p>RMA</p>		

AAS								
CERTA Management/Marketing								
BSAD 221 Human Resource Management		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
understand the process and develop a plan for hiring personnel.	R	RMA				R		RMA
understand the process and develop a plan for training personnel.	R	I		R	I	R		
identify ways to orient personnel to organizational goals, policies, rules, and procedures.	R	R						R
identify ways to supervise employees.		I			I			
identify ways too facilitate cooperation.		R						
identify and develop a plan for incentives to encourage improved employee performance.	R	RMA				RMA		RMA
establish a model for evaluating employees.	R	RMA				RMA		RMA
describe ways to reward/discipline employees.		I						
identify ways to maintain employee morale.		I						
identify and develop outplacement services.		I						

**CSCI 101 Introduction to Management
Information Systems**
Curriculum Map

Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
describe the major components of an information system.					IA			
describe how information systems and technologies are used.					RMA			
describe the components of a computer system.					IA			
describe the process of writing a computer program.	RMA	IR			IA			
describe how data is stored.					IRA			
describe networks and how the Internet works.					IA	I		IA
describe how to secure a computer from malware.					IA			
discuss ethical dilemmas that arise in modern computing.	I				IA	I		

		AAS						
		CERTA Management/Marketing						
ECON 111 Principles of Economics: Macro		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
demonstrate the economic way of thinking including scarcity, opportunity cost, production possibility, and marginal analysis.	RMA	I				I		IRA
utilize the supply and demand model to analyze market outcomes.	RMA	I				I		IRA
apply the key macroeconomics indicators to interpret the performance of the aggregate economy including output, price level, and employment.	RMA				I	I		IA
utilize economic models to explain changes in short-run fluctuations and long-term growth.	RMA	IR			I	I		IA
evaluate the impacts of fiscal policy on the macroeconomy.	RMA	IR			I			RMA
define money and banking, then evaluate the impacts on the monetary policy on the macroeconomy.	RMA	IR			I	IR		RMA

		AAS						
		CERTA Management/Marketing						
ECON 112 Principles of Economics: Microeconomics		Curriculum Map						
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
demonstrate the economic way of thinking including scarcity, opportunity cost, production possibility, and marginal analysis.	RMA	I				I		IRA
utilize the supply and demand model, including elasticity, to analyze market outcomes.	RMA	I				I		IRA
determine the functional relationships between production and costs.	RMA	IRA			I			RMA
compare and contrast the operation of different market structures.	RMA	IRA				IR		IR
identify causes and explain effects of market failures.	RMA					IRA		IR

AAS

CERTA Management/Marketing

ECON 1101 Topics in Economics	Curriculum Map							
Program Outcomes	apply effective written and oral communications.	manage people, processes, and resources within a culturally diverse organization.	describe the role of product, price, place and promotion.	apply knowledge or leadership concepts in an integrated manner.	utilizes technology to present, understand, and enhance marketing/management activities.	apply an ethical understanding and perspective to business situation.	apply theories and principles of consumer behavior to predict how consumers will respond to managerial actions.	use critical thinking skills in business situations.
Course SLO: Students will be able to								
utilize basic economic principles as they apply to understand current economic events.								
analyze current economic events and understand how they may and may not be affected.	R		R					
create an interest in economics.								