

## Curriculum Map

Student Learning Outcome (SLO)	BUS312 BUS313	BUS320	BUS324	BUS325	BUS334	BUS360	BUS430	BUS460	Mktg Conc Courses	Mgmt Conc Courses	Intl Bus Conc Courses	200 level BUS electives	300/400 level BUS electives
Objective 1.0 - Discipline specific skills (Skilled in the use of specific Business content area.)	I/R	I	I/R	I	I	I	M	R	R/M	R/M	R/M	I	R
Objective 2.1 - Prepare and deliver an effective managerial presentation.		I	I/R	I/R		I	M		R/M	R/M	R/M	I	R
Objective 2.2 - Demonstrate clear, concise, and correct writing in a paper on a business topic.			I/R	R	I/R	I	M		R/M	R/M	R/M	I	R
Objective 3.1 -Identify and formulate the appropriate business problem given a complex case.			I		I	I	M	R	R/M	R/M	R/M	I	R
Objective 3.2 -Solve a given business problem using appropriate tools.	I/R	I	I/R	I/R	I/R	I	M	R	R/M	R/M	R/M	I	R
Objective 4.1 -Conduct oneself professionally in a business presentation.			I/R	R		I	M		R/M	R/M	R/M	I	R
Objective 4.2 -Identify ethical dilemmas and suggest responsible courses of action in a business case.			I	I/R	I	I	M		R/M	R/M	R/M	I	R
Objective 5.1 -Be evaluated as a successful team member by peers.		I	I/R	R		I	M		R/M	R/M	R/M	I	R
Objective 5.2 -Participate in a group project that produces a successful product.		I	I/R	I/R	I	I	M		R/M	R/M	R/M	I	R
Objective 6.1 -Demonstrate knowledge of the functional areas of a complex organization.	I	I	I	I	I	I	M	R	R/M	R/M	R/M	I	R
Objective 6.2 -Prepare an internal analysis of the functional areas within a complex organization and determine how each adds value.		I	I	I		I	M	R	R/M	R/M	R/M	I	R

I=Introduced, R=Reinforced, M=Mastered