

# Business Program

## ISLOs, PSLOs, CSLOs, Mapping, and Assessment Plan

		Year 1		Year 2		Year 3		Year 4		Year 5		Year 6	
		F 2013	S 2014	F 2014	S 2015	F 2015	S 2016	F 2016	S 2017	F 2017	S 2018	F 2018	S 2019
<b>INSTITUTIONAL STUDENT LEARNING OUTCOMES - ISLOs</b>													
<b>ISLO 1</b>	<b>COMMUNICATION</b>												
1A	Read												
1B	Listen												
1C	Write												
1D	Dialogue												
<b>ISLO 2</b>													
<b>TECHNOLOGY AND INFORMATION COMPETENCY</b>													
2A	Demonstrate Technical Literacy												
2B	Apply Technology												
2C	Access Information												
2D	Evaluate and Examine Information												
<b>ISLO 3</b>													
<b>CRITICAL AND CREATIVE THINKING</b>													
3A	Inquire												
3B	Analyze												
3C	Problem Solve												
3D	Express												
<b>ISLO 4</b>													
<b>CITIZENSHIP</b>													
4A	Ethics												
4B	Diversity												
4C	Sustainability/Global Awareness												
4D	Personal Responsibility												
<b>BUSINESS PROGRAM OUTCOMES - PSLOs</b>		<b>Related ISLOs</b>		Enter "X" in boxes as appropriate									
PSLO A	Communication: Communicate effectively in written and oral forms.	1, A, B, C, D	x					x		x			x
PSLO B	Business Problems: Analyze and critically evaluate information to solve a variety of business problems.	3, A, B, C, D		x					x				x
PSLO C	Technology and Information Competency: Evaluate and use appropriate technology in the changing business environment.	2, A, B, C, D				x				x		x	
PSLO D	Business Knowledge: Display competency in the functional area of business related to the student's certificate or degree.	3, A, B, C, D			x						x		x
PSLO E	Citizenship: Analyze ethical and social issues and make business decisions that reflect professional responsibility.	4, A, B, C, D					x		x			x	

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BUSINESS ADMINISTRATION A.A. or A.S. or A.A.T. Degree and/or Certificate- same as program outcomes													
GENERAL BUSINESS A.A. or A.S. Degree and/or Certificate- same as program outcomes													
ADMINISTRATIVE PROFESSIONAL A.A. or A.S. Degree and/or Certificate- same as program outcomes													
RISK MANAGEMENT AND INSURANCE A.S. Degree and/or Certificate- same as program outcomes													
I. ENTREPRENEURSHIP A.A. or A.S. Degree and/or Certificate													
a	Develop a market ready business plan.												
		C, D											
b	Assess the risks of starting a business.												
		B											
c	Assess financing opportunities.												
		A, B											
d	Analyze ethical and social issues in starting and operating a business and make business decisions that reflect professional responsibility.												
		E											
e	Evaluate and use appropriate technology for entrepreneurial purposes to respond to the changing business environment.												
		C											
II. MARKETING A.A. or A.S. Degree and/or Certificate													
a	Identify and evaluate target markets.												
		B											
b	Create and present a marketing, advertising and sales plan.												
		A, B, D											
c	Diagnose organizational problems and recommend marketing solutions.												
		B, D											
d	Evaluate and use social media in marketing programs.												
		B, C, D											
e	Evaluate corporate social responsibility practices and propose solutions.												
		E, B											
III. ACCOUNTING A.A. or A.S. Degree and/or Certificate													
a	Discuss accounting theory related to the conceptual framework and demonstrate an understanding of accounting terminology and theory through the application of												
		A, B, D											
b	Prepare basic financial statements and communicate their value to both internal and external users.												
		A, B, D, C											
c	Demonstrate competency of fundamental accounting principles using computer based accounting software.												
		B, C											
d	Demonstrate effective written and communication skills through research of accounting topics and incorporate basic math skills to interpret and analyze both quantitative and qualitative data.												
		A, D, B											
e	Determine an ethical course of action in response to ethical dilemmas in accounting.												
		E, B, A, D											
IV. MANAGEMENT A.A. or A.S. Degree and/or Certificate													
a	Outline the strategic function of management.												
		B, D											
b	Formulate effective ways to deliver feedback to employees to increase engagement.												
		A, D											

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c	Compare leadership styles and develop individual approach to leading others.	B, D												
d	Analyze ethical and social issues in management and make business decisions that reflect professional responsibility.	E												
e	Evaluate and use appropriate technology for management purposes to respond to the changing business environment.	C												
<b>BUS COURSE OUTCOMES - CSLOs</b>		<b>Related PSLO</b>												
<b>BUSINESS 000A</b>			Enter "X" in boxes as appropriate											
CSLO 1	Evaluate the impact of the accounting cycle on business.	III. A									X		X	
CSLO 2	Generate and interpret basic financial statements used by business owners.	III. B							X					X
CSLO 3	Analyze the importance of the cash cycle and payroll on small business.	III. D,E									X			X
<b>BUSINESS 000B</b>														
CSLO 1	Critique legal entity choices for small business owners.	III. A									X		X	
CSLO 2	Investigate the importance of cash flow management on A/R, A/P and inventory.	III. D									X		X	
CSLO 3	Develop budgets and projections for small business owners.	III. D,B							X				X	
<b>BUSINESS 1</b>			Enter "X" in boxes as appropriate											
CSLO 1	Evaluate the use of GAAP in a variety of business transactions.	III. A									X		X	
CSLO 2	Apply the accounting cycle in a corporate setting.	III. B							X					X
CSLO 3	Determine the specific accounting treatment for cash and inventory valuation.	III. D,E,A							X			X		
CSLO 4	Identify internal controls used in protection of assets													
<b>BUSINESS 2</b>														
CSLO 1	Analyze the transactions of accounts receivable and long term assets.	III. D,A,E									X		X	
CSLO 2	Distinguish the financing options of the corporate form of business.	III. D									X		X	
CSLO 3	Synthesize overall knowledge of accounting through a comprehensive financial statement analysis.	III. B,D									X		X	
<b>BUSINESS 3</b>														
CSLO 1	Develop a costing system using traditional costing and activity based costing and determine the effect each approach has on decision making.	III. A,B,D							X					X
CSLO 2	Determine how costs behave with changes in activity and how cost behavior patterns impact decision making.	III. D,A									X		X	
CSLO 3	Calculate production cost variances and investigate possible causes of the variances.	III. E,A						k			X		X	



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CSLO 3	Assess and relate ethics in the accurate reporting, application and interpretation of IRS code in relation to individual tax preparation.												
	<b>Business 15</b>												
CSLO 1	Prepare a corporation's federal income tax return (IRS Form 1120).												
CSLO 2	Analyze a company's financial records and determine how their accounting methods effect their tax liability.												
CSLO 3	Compare and contrast taxable business structures (sole proprietorship, partnership, corporation).												
	<b>Business 16</b>												
CSLO 1	Identify the procedures to practice and represent clients before the IRS.												
CSLO 2	List the requirements to become and practice as an Enrolled Agent.												
CSLO 3	Describe the procedures to represent clients in an IRS collection process.												
CSLO 4	Demonstrate the process to file an IRS tax form including record maintenance and e-filing.												
	<b>Business 17</b>												
CSLO 1	Evaluate IRS tax law and apply these laws to individual tax clients when preparing their tax returns.												
CSLO 2	Apply tax law when producing accurate and legal tax returns for individual clients.												
CSLO 3	Complete and pass the Internal Revenue Service's BASIC qualifying exam required of VITA tax return preparers.												
	<b>Business 18</b>												
CSLO 1	Evaluate IRS tax law and apply these laws to advanced individual tax clients when preparing their tax returns.												
CSLO 2	Apply tax law when producing accurate and legal tax returns for individual clients.												
CSLO 3	Complete and pass the Internal Revenue Service's advanced qualifying exam required of VITA tax return preparers.												
	<b>BUSINESS 19</b>												
CSLO 1	Evaluate the role of investments in capital markets and the impact of historical investments as they relate to current investment options.									X		X	
CSLO 2	Compare and contrast different investment securities and mutual funds options using current investment information.									X		X	
CSLO 3	Analyze the risks, characteristics and ethical implications of accurate financial information in regards to making an investment decision.							X					X
	<b>BUSINESS 20</b>												
		Enter "X" in boxes as appropriate											
CSLO 1	Examine and describe functional areas of business including: Management, Operations, Marketing, Accounting, Finance.			X						X		X	

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CSLO 2	Discover potential career or educational paths within business.				X					X		X	
CSLO 3	Describe business's impact on society.					X		X					X
<b>BUSINESS 28</b>													
CSLO 1	Develop an independent study project with written goals and objectives to include critical thinking.									X		X	
CSLO 2	Complete proposed project independently									X		X	
CSLO 3	Evaluate project success with instructor.							X					X
<b>BUSINESS 40</b>													
CSLO 1	Explain the applicable laws and regulations of basic real estate contracts and transactions and their application to a particular problem that presents itself in the negotiations of a residential purchase transaction.									X		X	
CSLO 2	Analyze and prepare documents associated with real estate transactions determining which documents are appropriate for a given type of transaction.									X		X	
CSLO 3	Critically analyze basic real estate data in a precise manner in order to eliminate errors in the process and apply these procedures to all areas of agency.									X		X	
<b>BUSINESS 41</b>													
CSLO 1	Develop skills needed to successfully pass the real estate license exam.							X			X		
CSLO 2	Create a plan to start a real estate business.									X		X	
CSLO 3	Design a prospecting plan focused on obtaining listings from homeowners in a specific geographic area.							X					X
<b>BUSINESS 47</b>													
CSLO 1	Critically analyze and organize basic data in a precise manner so that when incorporated into contracts errors are eliminated.									X		X	
CSLO 2	Identify problems and develop alternative solutions as they relate to implications of real estate law.							X					X
CSLO 3	Effectively analyze a real estate contract and make recommendations for improvements.							X			X		
<b>BUSINESS 48</b>		Enter "X" in boxes as appropriate											
CSLO 1	Analyze major legal principles associated with tort, contract and agency law.									X			X
CSLO 2	Analyze actual cases in an effort to solve legal problems by recognizing legal issues and applying applicable law.							X					X
CSLO 3	Critique situations involving legal ethics issues.							X			X		
<b>BUSINESS 49</b>													
CSLO 1	Analyze cases and identify how those cases progress through the court system.									X			X
CSLO 2	Differentiate between the application of domestic and international legal principles.							X					X
CSLO 3	Evaluate the purpose of criminal and tort law as it applies to businesses and society.							X			X		
<b>BUSINESS 52</b>													

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CSLO 1	Research and examine ways to manage and balance personal and business life.	B							X					X
CSLO 2	Evaluate and explain current and future technology needed for a successful virtual office.	B, C								X		X		
CSLO 3	Research and design a virtual office for efficiency, productivity and comfort.	D, B, C									X		X	
<b>BUSINESS 53</b>														
CSLO 1	Develop a proposal for creating an Internet website that will project a professional image.	A,C,D,B									X		X	
CSLO 2	Prepare a budget tracking device to record income and expense information, design means of billing clients and prepare projections on varying financial scenarios.	C, D, B								X		X		
CSLO 3	Develop an effective marketing plan for securing clients.	A, D, B							X					X
<b>BUSINESS 54</b>														
CSLO 1	Develop, analyze and describe the components and procedures for writing a business plan.	D, A, B							X					X
CSLO 2	Apply the use of technical innovations and compare true cost of savings in materials, time, speed and efficiency.	D, A, B, C									X		X	
CSLO 3	Research and describe online organizational technologies for workplace efficiency and productivity.	D, A, B, C								X		X		
<b>BUSINESS 55</b>			Enter "X" in boxes as appropriate											
CSLO 1	Compare and contrast business practices and protocol in other countries.	B, D							X					X
CSLO 2	Research and assess governments' support and assistance for international trade.	B,E,D							X			X		
CSLO 3	Compare/contrast trade surpluses and trade deficits in developed, newly developed and undeveloped countries.	B,D									X		X	
<b>BUSINESS 64</b>														
CSLO 1	Solve basic business math calculations.	B, D									X		X	
CSLO 2	Apply mathematical concepts to solve business equations from the perspective of an entrepreneur.	B, A, C, D							X					X
<b>BUSINESS 85</b>														
CSLO 1	Develop interpersonal communication skills	A,E,C	X		X		X				X		X	
CSLO 2	Outline, prepare and deliver presentations for business audiences.	A, B, D, E		X		X			X					X
CSLO 3	Demonstrate effective communication skills in a group setting.													
CSLO 4	Skillfully deliver oral presentations using the impromptu, manuscript, memorized and extemporaneous delivery styles.													
<b>BUSINESS 95</b>														





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<b>BUSINESS 116</b>															
CSLO 1	Analyze strategies for promoting a positive service culture.	E, A, B, D										X		X	