

## BBA Program Curriculum Map

Courses and Activities Mapped to BBA in Business Outcome Set

| Outcome  |   |   |  |   |  |  |   |   |   |  |
|--|---|---|--|---|--|--|---|---|---|--|
| <p><b>Apply knowledge</b><br/>Understand and apply knowledge of business concepts and functions.</p> | <p><b>Make effective business decisions</b><br/>Analyze and interpret information to reach conclusions and make effective business decisions.</p> | <p><b>Using logical reasoning</b><br/>Define, evaluate, and develop solutions for business problems and issues using logical reasoning, information, materials, and data.</p> | <p><b>Use qualitative and quantitative methods</b><br/>Able to use an effective balance of qualitative and quantitative models and apply them to real world business situations.</p> | <p><b>Ethical principles</b><br/>Identify and apply ethical principles in business decision making.</p> | <p><b>Communication skills</b><br/>Integrate communication skills to develop and present effective and professional presentations to a variety of audiences using oral language and written communication.</p> | <p><b>Social roles</b><br/>Demonstrate an understanding of the social roles and relationships involved in an organization.</p> | <p><b>Globalization</b><br/>Become aware of the impact of globalization on people, businesses, and the economy.</p> | <p><b>Diversity</b><br/>Work effectively with a diverse team to achieve a common objective.</p> | <p><b>Social and culture</b><br/>Describe how the social and culture roots of business, governments and other organizations intersect</p> |  |

| Courses and Learning Activities    |   |   |   |   |   |   |   |   |   |   |
|------------------------------------|---|---|---|---|---|---|---|---|---|---|
| ACC101<br>Accounting I             | I | I | P | I | I | I | I | I | I | I |
| ACC102<br>Accounting II            | I | P | P | R | I | P | I | I | I | P |
| ACC103<br>Accounting III           | P | R | R | R | P | P | I | P | I | I |
| BUS101<br>Introduction to Business | I | P | I | I | I | P | P | I | I | I |

|   | Outcome   |  |  |   |  |   |   |  |  |  |
|---|---|--|--|---|--|---|---|--|--|--|
|   | Apply knowledge<br>Understand and apply knowledge of business concepts and functions. | Make effective business decisions<br>Analyze and interpret information to reach conclusions and make effective business decisions. | Using logical reasoning<br>Define, evaluate, and develop solutions for business problems and issues using logical reasoning, information, materials, and data. | Use qualitative and quantitative methods<br>Able to use an effective balance of qualitative and quantitative models and apply them to real world business situations. | Ethical principles<br>Identify and apply ethical principles in business decision making. | Communication skills<br>Integrate communication skills to develop and present effective and professional presentations to a variety of audiences using oral language and written communication. | Social roles<br>Demonstrate an understanding of the social roles and relationships involved in an organization. | Globalization<br>Become aware of the impact of globalization on people, businesses, and the economy. | Diversity<br>Work effectively with a diverse team to achieve a common objective. | Social and culture<br>Describe how the social and culture roots of business, governments and other organizations intersect |
| BUS102<br>Principles of Business Management   | P   | R  | P  | I   | I  | P   | I   | P  | P  | P  |
| BUS103<br>Business Law                        | I   | P  | R  | I   | P  | I   | I   | I  | P  | I  |
| BUS110<br>Business Ethics                     | I   | R  | R  | R   | R  | R   | I   | I  | I  | P  |
| BUS120<br>Introduction to Sales and Marketing | I   | P  | I  | I   | P  | R   | P   | I  | P  | P  |
| BUS112<br>Business Plan                       | I   | P  | P  | I   | I  | P   | I   | I  | I  | P  |
| BUS210<br>Human Resource Management           | I   | I  | P  | I   | I  | P   | I   | I  | I  | P  |

| Outcome  |   |  |  |   |  |   |   |  |  |  |
|--|---|--|--|---|--|---|---|--|--|--|
|  | Apply knowledge<br>Understand and apply knowledge of business concepts and functions. | Make effective business decisions<br>Analyze and interpret information to reach conclusions and make effective business decisions. | Using logical reasoning<br>Define, evaluate, and develop solutions for business problems and issues using logical reasoning, information, materials, and data. | Use qualitative and quantitative methods<br>Able to use an effective balance of qualitative and quantitative models and apply them to real world business situations. | Ethical principles<br>Identify and apply ethical principles in business decision making. | Communication skills<br>Integrate communication skills to develop and present effective and professional presentations to a variety of audiences using oral language and written communication. | Social roles<br>Demonstrate an understanding of the social roles and relationships involved in an organization. | Globalization<br>Become aware of the impact of globalization on people, businesses, and the economy. | Diversity<br>Work effectively with a diverse team to achieve a common objective. | Social and culture<br>Describe how the social and culture roots of business, governments and other organizations intersect |
| BUS230<br>Business Statistics                          | I   | P  | I  | R   | I  | P   | P   | I  | P  | I  |
| BUS225<br>Business Systems and Procedures              | I   | P  | I  | I   | P  | R   | R   | I  | I  | P  |
| BUS240<br>International Business                       | I   | P  | P  | P   | R  | P   | P   | I  | R  | R  |
| BUS250<br>Principles of Business Economics             | I   | P  | P  | P   | I  | I   | I   | I  | I  | I  |
| BUS300<br>Financial Accounting: Reporting and Analysis | I   | P  | P  | P   | I  | P   | I   | I  | P  | P  |
| BUS305<br>International Business Strategies            | P   | P  | I  | P   | I  | I   | P   | R  | R  | P  |

|  | Outcome   |  |  |   |  |   |   |  |  |  |
|--|---|--|--|---|--|---|---|--|--|--|
|  | Apply knowledge<br>Understand and apply knowledge of business concepts and functions. | Make effective business decisions<br>Analyze and interpret information to reach conclusions and make effective business decisions. | Using logical reasoning<br>Define, evaluate, and develop solutions for business problems and issues using logical reasoning, information, materials, and data. | Use qualitative and quantitative methods<br>Able to use an effective balance of qualitative and quantitative models and apply them to real world business situations. | Ethical principles<br>Identify and apply ethical principles in business decision making. | Communication skills<br>Integrate communication skills to develop and present effective and professional presentations to a variety of audiences using oral language and written communication. | Social roles<br>Demonstrate an understanding of the social roles and relationships involved in an organization. | Globalization<br>Become aware of the impact of globalization on people, businesses, and the economy. | Diversity<br>Work effectively with a diverse team to achieve a common objective. | Social and culture<br>Describe how the social and culture roots of business, governments and other organizations intersect |
| BUS310<br>Internet Business Models and                 | P   | I  | P  | I   | P  | P   | I   | R  | P  | P  |
| TAX101<br>Principles of Taxation                       | I   | R  | I  | I   | P  | P   | I   | I  | R  | R  |
| BUS325<br>Entrepreneurial Leadership                   | I   | P  | P  | P   | R  | P   | P   | I  | R  | R  |
| BUS330<br>E-Business Distributed Software Architecture | P   | P  | I  | I   | I  | P   | P   | I  | I  | I  |
| BUS335<br>Internet Sales and Marketing                 | I   | P  | P  | I   | I  | P   | I   | P  | P  | P  |
| BUS340<br>Financial Management                         | P   | P  | I  | R   | I  | P   | I   | I  | P  | P  |
| BUS345<br>Labor Relations                              | I   | P  | P  | P   | R  | I   | P   | I  | R  | R  |

|   | Outcome   |  |  |   |  |   |   |  |  |  |
|---|---|--|--|---|--|---|---|--|--|--|
|   | Apply knowledge<br>Understand and apply knowledge of business concepts and functions. | Make effective business decisions<br>Analyze and interpret information to reach conclusions and make effective business decisions. | Using logical reasoning<br>Define, evaluate, and develop solutions for business problems and issues using logical reasoning, information, materials, and data. | Use qualitative and quantitative methods<br>Able to use an effective balance of qualitative and quantitative models and apply them to real world business situations. | Ethical principles<br>Identify and apply ethical principles in business decision making. | Communication skills<br>Integrate communication skills to develop and present effective and professional presentations to a variety of audiences using oral language and written communication. | Social roles<br>Demonstrate an understanding of the social roles and relationships involved in an organization. | Globalization<br>Become aware of the impact of globalization on people, businesses, and the economy. | Diversity<br>Work effectively with a diverse team to achieve a common objective. | Social and culture<br>Describe how the social and culture roots of business, governments and other organizations intersect |
| BUS375<br>New Venture Creation                  | I   | P  | R  | P   | P  | I   | I   | P  | I  | I  |
| BUS400<br>Advanced Financial Management         | P   | R  | P  | R   | I  | I   | P   | P  | I  | P  |
| BUS415<br>Organizational Theory and Development | I   | P  | I  | P   | P  | I   | R   | P  | R  | I  |
| BUS430<br>Competitive Strategies                | P   | I  | R  | P   | I  | I   | P   | I  | I  | P  |
| BUS440<br>Business Forecasting and Simulation   | P   | I  | R  | R   | P  | I   | I   | P  | I  | P  |
| BUS455<br>E-Business Systems Development        | P   | P  | I  | I   | P  | P   | I   | I  | P  | I  |

**Legend :**



Introduced



Practiced



Reinforced

---

Last Modified: 12/20/2018 11:23:47 AM