

## BBA Program Curriculum Map

Courses and Activities Mapped to BBA in Business Outcome Set

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

Courses and Learning Activities										
BUS 101 Introduction to Business	I	I	I	I	I	P	P	I	I	I
BUS 103 Business Law	I	P	R	I	P	I	I	I	P	I
BUS 110 Business Ethics	I	P	I	I	R	P	I	I	I	I
BUS 112 Business Plans	I	P	P	I	I	P	I	I	I	I

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BUS 225 Business Systems and Procedures	P	I	I	I	P	R	R	I	I	I
BUS 375 New Venture Creation	P	P	R	P	P	I	I	P	I	I
BUS 240 International Business	P	P	I	I	I	P	P	R	P	R
ECO 101 Principles of Taxation	I	I	P	R	I	I	I	I	I	I
ECO 250 Principles of Business Economics	P	I	P	P	I	I	I	I	I	I
ECO 320 Business Analytics	P	P	I	I	P	P	I	I	I	I
ECO 440										

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Business Forecasting and Stimulation	P	I	P	I	P	I	I	I	I	I
FIN 101 Accounting Principles	I	P	P	R	I	I	I	I	I	I
FIN 300 Financial Accounting: Reporting and Analysis	P	P	P	P	I	I	I	I	I	I
FIN 340 Financial Management	P	P	I	R	I	P	I	I	I	I
FIN 400 Advanced Financial Management	P	R	P	R	I	I	P	P	I	I
HRM 210 Human Resources Management	I	I	P	I	I	P	I	I	I	I
HRM 345 Labor Relations	R	P	I	I	P	P	P	P	P	P

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HRM 415 Organizational Theory and Development	P	P	I	P	P	I	R	P	R	I
HRM 460 Employment Law	P	P	I	I	P	I	P	P	P	P
INT 305 International Business Strategies	P	P	I	P	I	I	P	R	R	I
INT 417 Operations Management	P	P	I	P	I	I	I	I	I	I
INT 475 Current Issues in International Business	P	P	I	I	P	P	P	R	R	P
MGT 102 Principles of Business Management	P	R	P	I	I	P	I	P	P	P

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MGT 325 Entrepreneurial Leadership	P	P	I	I	P	P	I	P	P	I
MGT 430 Competitive Strategies	P	I	R	P	I	I	P	I	I	I
MGT 465 Small Business Management	R	P	I	P	I	R	P	P	P	P
MKG 120 Introduction to Sales and Marketing	I	I	I	I	I	P	P	I	I	I
MKG 310 Marketing Research	P	P	I	P	I	I	I	I	I	I
MKG 335 Internet Sales and Marketing	P	P	I	P	R	I	P	I	I	I
MKG 412										

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Social Media Marketing Strategies	P	P	I	I	P	I	I	I	I	P

**Legend :** I Introduced P Practiced R Reinforced

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