

## **ASSESSMENT OUTLINE FOR THE BUSINESS, MANAGEMENT, AND FINANCE (BMF) PROGRAM OF STUDY**

### **MISSION STATEMENT**

The objective of the program in Business, Management, and Finance is to prepare majors for careers in marketing, management, human resource management, or finance. This interdisciplinary program provides a firm conceptual and technical foundation in management and marketing, mathematics, economics, computer information science, accounting, and corporate finance. It builds upon and integrates with the core curriculum of Brooklyn College, as business leadership requires not only competence in business subjects, but also the broad outlook and critical facility provided by a liberal education. We allow cross-listing and collaboration with several other departments, including Philosophy, Mathematics, Psychology, Speech and Computer Information Systems. Emphasis is placed upon the importance of communication skills, ability to think logically and analytically, computer skills, writing abilities, and ethics in succeeding in today's business world. The business program helps students appreciate the interrelationships among the various disciplines and how solutions to business problems often require a multidisciplinary approach. Finally, the program attempts to provide the foundation and tools so that graduates will have the ability and desire to acquire knowledge throughout their entire lives, i.e., lifelong learning.

### **PROGRAM GOALS FOR STUDENT LEARNING FOR THE BUSINESS, MANAGEMENT, AND FINANCE (BMF) PROGRAM OF STUDY**

Our goal: Students will be able to analyze business problems critically and develop practical solutions based on their integrative command of the functional areas of business. They will demonstrate their mastery of these subjects through a variety of means, appropriate to the subject at hand. These could include, but are not limited to: financial and case analyses, group projects requiring teamwork, solution of problem sets, presentations, performance in internships and special projects, creation of marketing and strategic analyses and business plans, examinations and other measures.

More specifically, these functional areas and skill/knowledge competencies include:

- 1) Management: the development of management, organizational and planning competencies, including decision making, entrepreneurship, leadership, teamwork, strategic vision, understanding human resource management issues.
- 2) Marketing: the development of a marketing perspective from both international and domestic perspectives, including understanding the principle of customer satisfaction as a key value; communication and planning skills.

- 3) Finance and accounting: the development of knowledge and competence in financial analysis and accounting (the language of business); understanding the principles underlying financial and accounting practice.
- 4) Economics: understanding the logics and principles of micro- and macro-economics; applying those logics and principles to the comprehension and solution of business problems.
- 5) Quantitative reasoning/methods: understanding and applying the principles of statistics, operations management and applied mathematics to the solution of business decision making.
- 6) Business communications: Developing critical competencies in both written and oral communications through extensive writing, seminar participation and presentations.
- 7) International environments: Understanding the logic of globalization, its impact on the international political economy and business environment; development of cross-cultural literacy.
- 8) Ethics/Legal environments: development of personal responsibility and an understanding of the importance of professional and personal ethics in business; an understanding of the legal and regulatory environment of business.
- 9) Technologies (including the use of the World Wide Web and proprietary databases for business research as well as the use of specific applications in the solution of business problems (e.g., Office, QuickBooks))

## **PROGRAM OBJECTIVES**

**The BMF program is based upon a set of core courses on business and economic basics which are to be expanded by electives that focus management, finance and quantitative techniques. Below find:**

- A. Matrices which cross-list the nine teaching objective with courses**
- B. A key to course numbers which describe the main focus of each course.**
- C. Measures for program assessment:**

## A. GOAL/COURSE MATRIX

GOALS	MANAGEMENT (Inc. HR, Org.Behavior)	MARKETING	FINANCE/ ACCOUNTING	ECONOMICS	QUANTITATIVE REASONING/METHODS	BUSINESS COMMUNICATIONS	INTERNATIONAL ENVIRONMENTS	ETHICS/LEGAL ENVIRONMENTS	TECHNOLOGIES
<b>CORE COURSES</b>									
ACC 1			X		X				
ACC 40								X	
BUS 31.4					X				
BUS 40.3/PSYCH 12.7	X							X	
BUS 50.1	X					X			
BUS 50.2	X	X				X	X	X	
BUS 70.2			X		X				
BUS 80.X	X	X	X	X	X	X	X	X	X
BUS/ECO 30.2				X	X				
CIS 5.2, 1.5									X
ECO 10.1				X	X				
ECON 20.1				X	X				
ECON 31.1/MATH 10.1				X	X				
PHIL 14/CLASSICS 35								X	
SPEECH 9,18,23						X			
<b>ELECTIVES (MANAGEMENT FOCUS)</b>									
BUS 31.5/CIS 3.2	X	x				X			X
BUS 40.4	X						X	X	
BUS 50.3	X					X		X	
BUS 50.4	X							X	
BUS 50.5	X								
BUS 50.6/JUD 20.5	X					X	X	X	
BUS 50.8	X								X
BUS 50.9	X	X				X			
BUS 51/PRLS 56	X	X				X	X		
BUS 52	X							X	
BUS 76.4	X	X		X			X		
BUS 76.5	X	X		X			X		
<b>ELECTIVES (FINANCE FOCUS)</b>									
ACC 30			X		X			X	X
BUS 70.3			X		X			X	X
BUS 70.4			X		X			X	X
BUS 70.5	X			X	X				
BUS 71			X		X			X	
BUS/ECO 70.7/MATH 74.2			X		X				X
BUS72/ACC 45			X		X			X	X
ECO 70.1				X	X				
ECO 75.2			X	X				X	
ECO 76.1			X	X			X		X
<b>ELECTIVES (QUANTITATIVE FOCUS)</b>									
ACC 21			X		X				X
ACC 7	X		X		X				
BUS/ECO30.3				X	X				
CIS 48					X				X
ECO 20.2				X	X				
ECO 30.4				X	X				X
ECO 31.2				X	X				
MATH 74.1			X		X				

## B. Course Key:

Accounting 1 Introductory accounting; development of a basic understanding of financial accounting principles:  
Accounting 2 – Introduction to managerial accounting  
Accounting 21 - Accounting Information systems  
Accounting 30 - Income taxation  
Accounting 40 Business Law To develop an understanding of the legal environment of business including contracts, labor law, etc.:  
Accounting 41 – Business Law II  
Accounting 7 - Managerial Cost Accounting  
Business/Economics 30.2 To develop skill in the use of descriptive and inferential statistics:  
Business 30.3 - Advanced economic & business statistics  
Business 31.4 Operations Management Use of quantitative methods and IT to solve common business problems:  
Business 31.5 - Electronic commerce  
Business 40.3 Human Resource Management (HRM) To develop understanding and competence with respect to fundamental human resource management concepts. Cross-listed with Psychology 12.7  
Business 40.4 – Global HRM  
Business 50.1 Introduction to Management Develop fundamental management skills:  
Business 50.2 Marketing Management Develop marketing skills and learn importance of customer satisfaction:  
Business 50.3 – Negotiations and conflict management.  
Business 50.4 Organizational behavior  
Business 50.5 Small business management, entrepreneurial skills:  
Business 50.6 – Business Practices and the Jewish tradition  
Business 50.7 – Advertising and direct marketing  
Business 50.8 – New & emerging technologies  
Business 50.9 – Consumer behavior  
Business 51 – Ethnic marketing & multinational marketing (cross-listed with PR&LS 56)  
Business 52 – Organizational leadership  
  
Business 70.2 Corporate financial management Develop financial management skills and understand time value of money:  
Business 70.3 - Investments and Securities Markets  
Business 70.4 - Options, Futures & Commodity Markets  
Business 70.5 - Personal Finance

Business 70.7 - Investment Science  
Business 71 - Real Estate Finance and Management  
Business 72 - Forensic Financial Analysis  
Business 76.4 International management and marketing Understand how the international business environment affects business:  
Business 76.5 - Asian business  
Business 80.x Capstone seminars Integrate material learned in prior courses—a capstone seminar; use writing for critical thinking:  
CIS 48 - Simulation  
CIS 5.2- Development of computer skills; basic applications  
Economics 10.1 Elementary Macroeconomics Knowledge and understanding of macroeconomics:  
Economics 20.1 Elementary microeconomics Knowledge and understanding of microeconomics and supply and demand:  
Economics 20.2 - Intermediate microeconomics  
Economics 30.4 - Econometrics  
Economics 31.1 Elementary calculus and math to solve business problems. Cross-listed with Math 10.1  
Economics 31.2 -- Fundamentals of mathematical economics II  
Economics 70.1 - Money and banking  
Economics 75.2 - Public finance  
Economics 76.1 - International Trade Theory and Finance  
Math 74.1 - Mathematics of Finance  
Philosophy 14 Ethical foundations Knowledge of theoretical foundations that are vital to business ethics; importance of professional ethics in business decision making. Cross-listed with Classics 35.  
Psychology 12 - Introduction to Industrial & Organizational Psychology  
Speech 23 To make business presentations; enhance communication skills in business

**C. PROGRAM ASSESSMENT  
FOR THE BUSINESS, MANAGEMENT, AND FINANCE (BMF)  
PROGRAM OF STUDY**

Besides evaluation of student output required in classes, we would propose to get additional assessment data from:

(1) Current students:

Survey (and/or focus groups) of current students in order to determine satisfaction with program.

(2) External Advisory Board:

Discussions with external advisory board in order to determine relevance of courses in the business profession.

(3) Alumni:

Survey (and/or focus groups) of representative sample of alumni one and five years after graduation in order to determine whether program was of value to them in preparing them for career.

(4) Employers and intern supervisors:

Survey (and/or focus groups, interviews) of representative sample of employers or intern supervisors in order determine satisfaction with business students.

(5) Standardized measures:

The department does not endorse “high-stakes testing”, and definitely rejects the practice of “teaching to the test”. But the use of standardized tests such as the ETS Major Field Test (MFT), the Graduate Record Examination (GRE), the Graduate Management Admission Test (GMAT), the Law School Admission Test (LSAT), and the professionally qualifying Certified Public Accountant (CPA) examination in graduate and post-baccalaureate professional education is a fact of life. Many BMF majors intend to pursue MBAs, law degrees and other advanced education. The MFT is recognized by some business program accrediting agencies as a legitimate outcome assessments indicator. Accordingly, to the degree that funds are available, we would hope to (1) administer the nationally-normed MFT at the conclusion of BUS80.1 seminars and (2) track (in the aggregate) the performance of our graduates on other measures.

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## **MISSION STATEMENT FOR THE ACCOUNTING PROGRAM OF STUDY**

The mission of the accounting program is to maintain a quality accounting program that is student-centered and will produce knowledgeable students prepared for life-long learning. The accounting program trains students for entry-level and long-term professional careers in public accounting, private accounting, government accounting, and business. Undergraduate students are also prepared by the program for graduate school. A great emphasis is placed upon the importance of communication skills, ability to think logically and analytically, computer skills, writing abilities, and professional ethics in succeeding in today's business world.

There are two tracks in accounting: one for students who are interested in taking the CPA exam and one for students who are interested in an accounting major but have no interest in becoming CPAs.

### **PROGRAM GOALS FOR STUDENT LEARNING FOR THE ACCOUNTING PROGRAM OF STUDY**

- (1) Students will develop competency in the field of accounting. The program will produce knowledgeable accounting graduates for the public, private, government, and corporate sectors.
- (2) Students will develop competency in accounting theory so that they will have sufficient background if they decide to go to graduate school.
- (3) Students will develop competency in written communication and verbal communication skills.
- (4) Students will develop competency in the legal and international environments in which today's businesses must operate.
- (5) Students will develop competency in the use of technology as a vital tool for accounting.
- (6) Students will develop competency in microeconomics and macroeconomics and be able to use this knowledge to solve business problems.
- (7) Students will acquire competence in the area of finance and be able to use this knowledge in the solution of finance problems that accountants face.

## **PROGRAM OBJECTIVES**

- Knowledge and understanding of macroeconomics:  
Economics 10.1
- Knowledge and understanding of microeconomics and supply and demand:  
Economics 20.1
- To develop skill in the use of descriptive and inferential statistics:  
Business/Economics 30.2
- To develop a basic understanding of financial accounting principles:  
Accounting 1
- To develop an understanding of the legal environment of business including contracts, labor law, etc.:  
Accounting 40, Accounting 41
- Knowledge of theoretical foundations that are vital to business ethics; importance of professional ethics in business:  
Philosophy 14
- To make business presentations; improve business communication skills:  
Speech 23
- Develop computer skills such as use of spreadsheets:  
CIS 5.2
- Develop financial management skills and understand time value of money; capital budgeting; investments:  
Economics 70.1, Business 70.2, Economics 70.8, Business 70.3
- Understand corporate and individual taxation principles:  
Accounting 30, Accounting 31
- Understand auditing methods and importance of code of ethics in accounting area, develop writing skills in the accounting area:  
Accounting 14
- Understand principles of managerial accounting:  
Accounting 2
- Understand valuation of assets of the financial statement and related expenses:  
Accounting 3

- Understand liabilities and stockholder's equity of financial statements:  
Accounting 5
- Understand cost accounting and strategic decision making:  
Accounting 7
- Understand advanced financial accounting; leases and pensions; earnings per share:  
Accounting 10
- Understand consolidated entities; not-for-profit organizations:  
Accounting 11
- Designing accounting information systems; accounting software:  
Accounting 21

### **PROGRAM ASSESSMENT FOR THE ACCOUNTING PROGRAM OF STUDY**

(1) Feedback from current students:

Survey (or focus groups) of current students in order to determine satisfaction with program.

(2) External Advisory Board:

Discussions with external advisory board in order to determine relevance of courses for accountants.

(3) Alumni survey:

Survey of representative sample of alumni five years after graduation in order to determine whether the accounting program was of value to them in preparing them for their career.

(4) Employer or intern supervisor satisfaction:

Survey of representative sample of employers or intern supervisors in order determine satisfaction with accounting students.

(5) Performance of Brooklyn College students on the CPA examination.



### ASSESSMENT FORM FOR ORAL COMMUNICATION

	Strongly Disagree (2-6points)	Disagree (6-7 points)	Neutral (7-8 points)	Agree (8-9points)	Strongly Agree (9-10 points)	Number of points
1. Effective interaction with the audience						
2. Presentation is spoken (not read or memorized)						
3. Elocution is clear						
4. Language is appropriate for business settings						
5. Presentation is logically organized						
6. Presentation is interesting						
7. Respect of time limits						
8. Appropriate use of presentation technology						
9. Handling of questions is effective						
10. Professional appearance and attitude						
	<b>Total / 100 Points</b>					
	<b>Presentation is better than good enough (90 points or more)</b>					
	<b>Presentation is good enough (70 points – 89 points)</b>					
	<b>Presentation is less than good enough (69 points or less)</b>					
	<b><u>Comments:</u></b>					

**ACADEMIC ASSESSMENT PROFILE  
DEPARTMENT OF ECONOMICS  
BUSINESS PROGRAM**

**GOAL #1:**

Develop students' written and oral communication skills

	<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>
<b>Objective</b>	Enhance students' written communication skills	Enhance students' oral communication skills	Develop students' ability to communicate complex information in writing (information that integrates several business disciplines)
<b>Courses that Address the Objective</b>	<u>Business core courses:</u> Bus 40.3 or Psy 12 Bus 50.1 Bus 50.2 Speech 9, 18, 23 <u>Elective courses:</u> Bus 31.5/CIS 3.2 Bus 40.4 Bus 50.3 Bus 50.4 Bus 50.5 Bus 50.6 Bus 50.8/CIS 9.50 Bus 51 Bus 52 Bus 60 Bus 76.4 Bus 76.5 <u>Capstone courses:</u> Bus 80.1W Bus 80.3W Bus 80.4W	<u>Business core courses:</u> Bus 40.3 or Psy 12 Bus 50.1 Bus 50.2 Speech 9, 18, 23 <u>Elective courses:</u> Bus 31.5/CIS 3.2 Bus 40.4 Bus 50.3 Bus 50.4 Bus 50.5 Bus 50.6 Bus 50.8/CIS 9.50 Bus 51 Bus 52 Bus 60 Bus 76.4 Bus 76.5 <u>Capstone courses:</u> Bus 80.1W Bus 80.3W Bus 80.4W	<u>Capstone courses:</u> Bus 80.1W Bus 80.3W Bus 80.4W
<b>Expected Student Outcome</b>	Enhanced written communication skills	Enhanced oral and presentation skills	Enhanced ability to communicate complex information in writing
<b>Assessment Strategy</b>	Written assignments and/or case studies that meet professional standards	In-class oral presentations that meet professional standards	15-page strategic management or marketing research paper that meets professional standards

**The most important course outcome is being ethical. Please emphasize the importance of business ethics in all of your courses.**

## **Expected Course Outcomes**

**Acctg 1:** At the end of the semester students will be able to:

1. Identify the components of a set of financial statements and explain their purpose
2. Identify the organizations that set standards or otherwise influence the accounting profession
3. Identify and differentiate the different types of accountants
4. Analyze business transactions and determine their effect on accounting books and records
5. Record transactions in the proper format and in the proper journal
6. Post transaction to a general ledger
7. Prepare a trial balance
8. Prepare adjusting entries
9. Prepare the income statement, statement of owners' equity and balance sheet for a proprietorship and corporation
10. Interpret financial statements using common financial statement analysis techniques

**Acctg 40:** At the conclusion of this course students should be able to:

- 1) Distinguish between different types of law (statutory law, case law, administrative law)
- 2) Be familiar with the basic procedures within the legal system (alternative dispute resolution, stages of a trial, etc)
- 3) Understand the components of a contract (Agreement, Consideration Contractual Capacity, Legality).
- 4) Understand the nature of the contractual performance obligation and consequences for breach of contract.
- 5) Be familiar with basic commercial law concepts under the Uniform Commercial Code
- 6) Be familiar with the concept of a collateralized (secured) transaction (loan or credit sale).

**Acctg 41:** At the conclusion of this course the student should be able to:

- 1) Understand basic concepts associated with real estate transactions
- 2) Understand basic concepts of wills, trusts and estates
- 3) Be familiar with negotiable instruments under the Uniform Commercial Code
- 4) Understand Labor & Employment Law concepts
- 5) Understand the Law of Business Organizations
- 6) Become familiar with securities laws
- 7) Become familiar with debtor/creditor laws including bankruptcy

**Eco/Bus 10.1:** At the conclusion of the course, students will:

1. be familiar with the discipline of macroeconomics and, using an approach combining theory, graphs and practical applications, understand the general principles of how an economy functions in a global environment.
2. have learned to analyze macroeconomics concepts such as growth, unemployment, inflation, and be able to explain the ways in which the federal government and the central bank can influence the economy and the markets through fiscal and monetary policies.
3. have developed the skills to use theories, models, and graphs to analyze macroeconomic issues.
4. have acquired the ability to get data, internet sources to evaluate economic policies.

**Eco/Bus 20.1:** At the conclusion of the course, students will:

1. be familiar with the discipline of microeconomics and, using an approach combining theory, graphs and practical applications, understand the general principles of how the market economy functions, how consumers and producers make decisions, and learn about different market structures.
2. be able to analyze the production and pricing decisions of business firms, and consumption decision of households, hiring and investment decisions of the firms, income distribution and poverty.
3. have developed the skills to use theories, models, and graphs to analyze microeconomic issues.
4. have developed the ability to integrate the material learned in class with national and international case studies.

**Eco/Bus 31.1:** At the conclusion of the course, students will have:

1. acquired a mathematical foundation applicable to business and economics, and social sciences in general.
2. developed their problem solving and analytical thinking skills through exposure to practical examples.
3. learned to identify the appropriate mathematical concept when confronted with specific financial and economic problems.
4. learned about functions, matrix algebra, differential calculus, integral calculus, and multivariable calculus.

**Bus/Eco 30.2:** At the conclusion of the course students should be able to:

- (1) Develop the skills to identify the appropriate statistical technique for the analysis of data.
- (2) Learn how to present and interpret data for people not familiar with statistics.
- (3) Understand how to use the computer (e.g., MS Excel) for data analysis.
- (4) Statistical techniques covered will include Z-tests, t-tests, F-tests, correlation and simple regression. One-sample and two-sample tests will be covered.

**BUS 31.4:** At the conclusion of the course students should be able to:

- (1) Understand why operations management is crucial for firms that wish to become more efficient.
- (2) Develop the skills to use a systematic approach to solving common business problems; in particular, to learn the importance of using OPM techniques to help improve quality, ensure the completion of projects on time, and to reduce costs.
- (3) Learn how to use mathematics, statistics, and a computer package (e.g., QM) to solve OPM problems.

(4) Topics covered include such crucial areas as, queuing theory, decision theory, quality control, forecasting, linear programming, PERT/CPM, inventory management, and simulation.

**BUS 40.3:** At the conclusion of the course students should be able to:

- (1) Demonstrate their understanding and competence with respect to fundamental human resource concepts concerning: Job analysis, human resource planning, job design, staffing, selection, appraising, compensation and benefits, training and development, and human resource regulation and technology. Students will be expected to grasp the global and cross-cultural issues inherent in each.
- (2) Analyze, practice, develop and demonstrate their ability to use these fundamental concepts through a team presentation and through written examinations.
- (3) Analyze the extent to which human resource management affects firms' performance, to include quality management.
- (4) Develop a critical perspective with respect to human resource management.
- (5) Demonstrate their understanding of the impact of civil rights and employment law on human resource management practices through case study and role plays.

**BUS 40.4:** Expected course outcomes:

1. To enhance students' knowledge of the challenges, concepts, and frameworks of international human resource management.
2. To enhance students' knowledge of the relationships between strategies for international growth and human resource management
3. To enhance students' knowledge of human resource practices in other countries
4. To develop students' decision-making and analytical skills in key areas of international human resource management.
5. To develop students' cross-cultural awareness and skills

**BUS 50.1:** At the conclusion of the course students should be able to:

- (1) Demonstrate their understanding and competence with respect to fundamental managerial skills: Self-awareness, stress management, creative problem solving, supportive communication, gaining power and influence, motivating others, managing conflict and building effective teams.
- (2) Analyze, practice, develop and demonstrate their ability to use these fundamental personal, interpersonal and team building skills through self-assessments, text book learning, cases, experiential exercises, written application exercises and written examinations.
- (3) Develop information interviewing and networking skills through a reading handed out in class and an examination exercise.

**BUS 50.2:** Expected course outcomes: Upon completion of the course, students will be able to:

- (1) Evaluate and create and a basic marketing plan. demonstrating an ability to apply the appropriate language and vocabulary of marketing to the successful and ethical running of an enterprise;

- (2) Utilize the Web and other resources to conduct basic marketing research for both domestic and international environments;
- (3) Demonstrate, through written assignments and class discussion, an understanding of the relationship between marketing concepts and larger business and social contexts.

**BUS 50.3:** Expected course outcomes: Upon completion of the course, students will be able to:

- (1) Understand the nature of disagreement and be aware of situations that have the potential for conflict.
- (2) Develop the skills to assist parties in designing helpful strategies to resolve conflicts.
- (3) Learn to enhance one's ability to intervene and mediate in conflict situations. Learn the processes and strategies of mediation.
- (4) Develop the skills to create workplace conditions that promote cooperation and growth.
- (5) Demonstrate, through case studies and role plays, how to resolve conflict in a variety of situations.

**BUS 50.4:** Expected course outcomes: Upon completion of the course, students will be able to:

1. Analyze internal and external forces impacting organizational behavior
2. Examine the impact of demographic characteristics and cultural diversity on individual behavior
3. Analyze conflict management approaches
4. Apply motivation theories to groups
5. Examine the impact of demographic characteristics and cultural diversity on group behavior
6. Compare and contrast power and politics in organizations
7. Describe how ethics influences decision-making

**BUS 50.5:** At the conclusion of the course students should be able to:

- (1) Demonstrate knowledge about the characteristics of entrepreneurs and small business managers and the role of entrepreneurship in the modern economy through a written examination
- (2) Demonstrate knowledge of the competencies required to start and operate a small business through discussion of case studies and a written examination
- (3) Demonstrate the ability to conceptualize, plan and execute a small business start-up by writing an actual business plan for a business the student conceives
- (4) Demonstrate knowledge of the tactics required to obtain financing for a start up through an exercise and an in-class examination

**BUS 50.7:** At the conclusion of the course students will :

- (1) Become familiar with the history, current industry practices, and controversies involved in the advertising industry.
- (2) Understand the regulatory and legislative requirements demanded of advertisers as well as the social responsibilities that advertisers must meet as good corporate citizens.
- (3) Understand how all advertising media .(i.e., newspapers, magazines, transit and outdoor venues, radio, television, and the internet) are used including the advantages and disadvantages of

each.

- (4) Develop a critical "eye" with which to understand the techniques of advertising.
- (5) Analyze and utilize models for marketing and advertising mixes.
- (6) Have a fundamental understanding of both advertising and direct marketing concepts and techniques and how they relate to today's marketplace; will learn the language of advertising.
- (7) Understand the importance of an integrated marketing communications approach.
- (8) Understand the changes that the new technologies and the Internet have brought to advertising and direct marketing.

**BUS 50.8** At the conclusion of the course students should be able to:

- (1) To understand the forces that shape innovation; including competitive force, technological force, and managerial force.
- (2) To develop skills to analyze managerial problems that hinder innovation.
- (3) To understand the impact and importance of disruptive innovations.
- (4) To learn how to develop effective entrepreneurial strategies that encourages innovation of products, technologies and marketing and management methods.

**BUS 50.9** At the conclusion of the course students should be able to:

1. To develop a fundamental understanding of consumer behavior (motivation, personality, perception, learning, and attitude).
2. To understand diversity in the marketplace.
3. To understand the social and cultural dimensions of consumer behavior.
4. To understand the concepts of market segmentation, targeting, and positioning.
5. To examine the consumer decision-making processes.

**BUS 51** At the conclusion of the course students should be able to:

1. Identify the main traits of the major U.S. ethnic groups, thought of as markets.
2. Enrich their understanding of market research and segmentation.
3. Identify the influence of the Census 2000 on ethnic marketing.
4. Access the main on-line ethnic marketing-related resources.
5. Approach ethnic marketing from the perspective of other fields, in addition to (traditional) business.

**BUS 60** At the conclusion of the course students should be able to:

1. To define business communications.
2. To acquire good business writing skills, to produce effective communications documents.
3. Enhance student knowledge and understanding of the role communications plays in corporations, government bodies and other institutions.
4. To understand the process of corporate decision making as applied to communications.
5. To provide students with knowledge of career opportunities in this field.

**BUS 70.2: EXPECTED COURSE OUTCOMES:**

- (1) Understand how knowledge of finance is crucial to the success of a business.
- (2) be able to apply quantitative skills and spreadsheets to the solution of finance problems.

- (3) Understand the role of various financial institutions and financial instruments in the money and capital markets.
- (4) Learn the vocabulary and language of finance. This includes such terms as CAPM, beta of a stock, S&P 500, coupon rate, yield to maturity, T-bill, zero coupon bond, warrant, puts and calls, P/E ratio, etc.
- (5) Understand capital budgeting and learn how to deal with decision making under risk. The role of risk in financial decisions.
- (6) Learn about the importance of the financing decision and optimum capital structure.
- (7) Have an understanding of the importance of the legal and ethical environment in financial decision making. Learn why the CFO has a more important responsibility than just maximizing shareholder wealth

### **BUS 70.3: EXPECTED COURSE OUTCOMES**

- (1) Understand, recognize and distinguish the various types of financial investments as mirrored in the financial world, as well as how, where and when they can be bought and sold through traditional, electronic, and emerging technology.
- (2) Put into use the practical application of investment theory to convey insights of practical value for portfolio analysis.
- (3) Analyze and discuss sector, industry and firm opportunities using risk and reward strategies, including global implications.
- (4) Hold intelligent conversations and explain investment management strategies to others with the ability to integrate new technologies, trading instruments and real time via the Internet.

### **BUS 70.4: EXPECTED COURSE OUTCOMES:**

- 1- Students should understand how the knowledge of options, derivatives and commodities is crucial to the success of business.
- 2- Students should be able to understand how options, derivative and commodity markets operate.
- 3- Students should be able to apply quantitative and other skills to solve the problems of option, derivative and commodity markets.
- 4- Students should know the vocabulary and language of the options, derivative and commodity markets. This includes such terms as futures contract, put, call, straddle, combinations, swaps, risk management and commodity
- 5- Students should have a detailed understand of the trading strategies that are employed in options, derivative and commodity markets.
- 6- Students should have a detailed understanding of how the role of risk management is vital in the options. Derivative and commodity markets.

### **BUS 70.5: EXPECTED COURSE OUTCOMES:**

1. Understand the concept of financial planning, and its impact in the life cycle.
2. Understand how to use financial statement analysis to evaluate financial strengths and progress.
3. Gain an understanding of the budgeting process and its relationship to the financial plan.
4. Understand the importance of cash management.
5. Gain an understanding of the advantages and disadvantages of using credit.



6. Appreciate the value of making an informed decision to borrow to finance a major purchase, arrange a lease, or borrow cash.
7. Gain an understanding as to the basic principles of individual income taxation.
8. Gain an understanding into the process of buying or selling a home, including financing the purchase.
9. Gain an understanding of each of the four types of major insurance: property, liability, health, and life insurance.
10. Gain an understanding of alternative investments available and the major factors impacting the return on these investments.
11. Gain an understanding as to education planning techniques, such as Section 529 plans, Education IRA's, tax credits for tuition, etc.
12. Gain an understanding of the need to plan early for retirement and discuss retirement planning strategies such as IRA's 401(k)'s and pension plans.
13. Gain an understanding of the benefits associated with proper estate planning, such as discussion of wills and trusts, and asset protection techniques from probate, long term care and estate taxes.

**BUS 76.4:** Expected course outcomes: Upon completion of the course, students will be able to:

- (1) Compose a business-relevant country profile;
- (2) Demonstrate, through written assignments and class discussion, an understanding of international business issues from both cross-cultural and managerial perspectives.
- (3) Utilize the Web and other resources to conduct basic research for international environments.

**BUS 76.5:** Expected course outcomes: Upon completion of the course, students will be able to:

- (1) Demonstrate, through written work and class discussion, an understanding of key issues in the Asian business environment
- (2) Be able to construct and use comparative models necessary for strategic business planning
- (3) Utilize the Web and other resources to conduct international business research.

**BUS 80.1:** Expected course outcomes: Upon completion of the course, students will be able to:

- (1) Develop a basic strategic business plan;
- (2) Demonstrate, through written assignments, cases, and class discussion, an understanding of strategic management concepts. There will be feedback from the instructor so that students will have the opportunity to improve their writing skills, particularly when it comes to business;
- (3) Utilize the Web and other resources to conduct basic business research

(4) As a writing-intensive course, this course uses writing to enable learning and critical thinking; writing will be used as a means of assessing student learning outcomes.

**BUS 80.3:** Upon completion of the course, students will be able to:

- (1) understand via a business simulation what it is like to conceive, develop and operate an enterprise.
- (2) demonstrate the ability to solve problems using management, finance, and marketing concepts.
- (3) Develop a basic strategic business plan.
- (4) As a writing-intensive course, presentation and communication skills will be developed. Thus, students will develop: (a) the ability to draft and revise written material  
Tools: students will bring drafts of written assignments to class for review and revision  
(b) the ability to organize according to a pattern that is appropriate to the discipline  
Tools: quarterly report, e-portfolio  
(c) the ability to write for a variety of purposes and audiences  
Tools: business plan, quarterly report, e-portfolio

**BUS 80.4:** Expected course outcomes:

- (1) Students will integrate material learned in prior courses, especially marketing and statistics. Students will learn how to conduct original research, and will use the computer for analyzing data.
- (2) As a writing-intensive course, this course uses writing to enable learning and critical thinking; writing will be used as a means of assessing student learning outcomes.
- (3) Students will work on original research projects. These projects will involve problem formulation, constructing a questionnaire, gathering data, analysis, and writing a report.