

BUS COURSE STUDENT LEARNING OUTCOMES

BUS 76 - Learning Support for BUS 176 Calculus for Business

Students will be able to solve linear, piecewise-defined, quadratic, exponential, and logarithmic functions.

Students will be able to graph linear, piecewise-defined, quadratic, exponential, and logarithmic functions.

Students will be able to perform the four basic operations (addition, subtraction, multiplication, and division) with polynomials, rational expressions, and functions.

BUS 101 - Introduction to Business

Students will be able to explain and articulate the theories of different economic systems throughout the world.

Students will be able to solve case studies and properly respond to business challenges using techniques and concepts of owners, managers, and other business professionals.

Students will be able to use specific vocabulary terms associated with the following disciplines or activities: the stock market, investments, economics, accounting, finance, operations management, legal forms of ownership, small business management/franchising, human resources, brokers, employee motivational theories, management/teamwork, banking, marketing, business ethics and global business activity.

BUS 106 - Business English

Students will be able to interpret direction and draft cohesive, coherent, logical business letters that resolve company-customer problems.

Students will be able to produce well-organized, colorful, attractive, graphically proportionate announcements and flyers explaining a company's message.

Students will be able to revise poorly written memos and will use effective business writing principles to produce professional documents.

BUS 107 - Business Speech Communications

Students will be able to "Search and Find" answers to a variety of questions to test their research skills and to establish credibility in speaking and preparing effective PowerPoint slides.

Students will be able to explain the factors that influence group dynamics and lead to successful group work. Students will list ways that groups arrive at decisions and solve problems.

Students will be able to develop expertise in writing and delivering a variety of individual business communication presentations and speeches. Students will sharpen their listening and feedback skills and improve nonverbal skills, language skills and their speaking voice.

BUS 108 - Business Letters and Reports

Students will be able to access, identify and evaluate major sources of electronic information. They will also be able to browse and search the internet, evaluate the quality of the electronic data they gather and share electronic information.

Students will be able to compose persuasive messages promoting an idea, requesting a favor, settling a claim or closing a sale.

Students will be able to complete the reporting process by planning, gathering and analyzing data, and writing a final report.

BUS 111 - Workplace Communications

Students will be able to create a resume, cover letter and other documents.

Students will be able to critically analyze and respond to workplace related written and oral communications.

Students will be able to use appropriate organization, style, and language to create a variety of industry-specific workplace documents.

Students will be able to use appropriate organization, style, and language to create and present workplace oriented oral presentations.

BUS 112 - Introduction to the Customer Experience

Students will be able to illustrate the tangible and intangible factors that impact the customer's experience.

Students will be able to explain guest feedback channels and how businesses use feedback.

Students will be able to develop service standards for businesses.

Students will be able to apply principles of service recovery.

Students will be able to explain how cultural differences impact the service experience.

BUS 117 - Business Calculations and Methods

Students will be able to critically analyze and interpret financial data, and draw and apply conclusions to the business decision-making process.

Students will be able to perform quantitative calculations applicable to business, accounting, and finance situations.

Students will be able to select and use appropriate technologies to locate, evaluate, and communicate financial information.

BUS 150 - Personal Finance

Students will be able to identify financial priorities based on personal values and financial goals.

Students will be able to evaluate issues surrounding financial institutions, credit, investments, risk management, and taxation.

Students will be able to apply time value of money concepts to financial planning decisions.

Students will be able to establish and evaluate short, medium, and long-term financial goals.

Students will be able to create and evaluate personal financial statements and a personal budget.

BUS 176 - Calculus for Business

Students will be able to demonstrate knowledge of limits by: Evaluating limits of algebraic, logarithmic, and exponential functions; Determining where a function is continuous or discontinuous.

Students will be able to demonstrate knowledge of differentiation of algebraic, logarithmic, and exponential functions by: Applying the fundamental rules of differentiation; Using derivatives to find the slope of a tangent line; Applying the chain rule for differentiation.

Students will be able to demonstrate knowledge of curve sketching of algebraic, logarithmic, and exponential functions by: Using the first derivative to determine the intervals of increase or decrease as well as the relative extrema; Using the second derivative to determine the concavity of functions; Applying the second derivative test to determine absolute maxima and minima; Using calculus to draw the graphs of functions.

Students will be able to demonstrate knowledge of applications of derivatives by: Solving rate of change problems; Solving optimization problems; Using differentials to approximate the change in functions; Solving problems involving marginal analysis.

Students will be able to demonstrate knowledge of the integration of algebraic, logarithmic, and exponential functions by: Applying the fundamental rules of integration; Evaluating definite integrals; Using definite integrals to find areas between curves.

Students will be able to demonstrate knowledge of business application problems by: Solving problems involving supply, demand, cost, revenue, and profit; Analyzing the meaning of the derivative and the integral in the context of real-world situations; Presenting clear, complete, accurate, and sufficiently detailed solutions to communicate the reasoning and demonstrate the method of solving business problems.

BUS 198 - Special Topics in Business

Students will be able to exhibit knowledge of the specific substantive area of business being studied.

Students will be able to synthesize existing knowledge, abilities and skills with new practical skills while gaining theoretical understanding of the substantive area of business being taught.

BUS 225 - Business Operations Applied Statistics

Students will be able to compile, summarize, interpret, and report data in a format that facilitates informed business decisions.

Students will be able to calculate and interpret measures of descriptive statistics and apply these measures to decision-making in business.

Students will be able to calculate and interpret measures of probability and probability distributions and apply these measures to decision-making in business.

Students will be able to identify goals, strengths, and weaknesses of various statistical and probability methods.

Students will be able to use statistical software to summarize data, analyze data, and prepare reports.

BUS 290 - Internship in Business

CSLOs are under review.

BUS 325 - Legal Environment

Students will be able to analyze the advantages and disadvantages of litigation, mediation, and arbitration.

Students will be able to apply laws and regulations to case studies.

Students will be able to identify and evaluate ethical issues faced by businesses.

Students will be able to locate and accurately interpret laws and regulations.

BUS 330 - Business Presentations

Students will be able to analyze and evaluate presentations for effectiveness and adapt their presentation to meet audience needs.

Students will be able to design and deliver business presentations by applying the design principles and techniques.

Students will be able to explain the basic principles of designing and delivering business presentations.