

# Program SLOs

## Business and Related Disciplines

(Business, Business Technology, Economics, Finance, Management, Marketing, Real Estate)

A.A. – Business Administration; Business, Administrative Professional; Business, General; Business, Small Business Management/Entrepreneurship; Finance; Management; Marketing; Real Estate

A.S. for Transfer (AS-T)—Business Administration

A.A. for Transfer (AA-T)—Economics

Certificates of Achievement – Business Information Worker; Business, Office Assistant; Business, Office Technician; Business, Small Business Management/Entrepreneurship; Business, E-Business and the Internet; Entrepreneurship; Real Estate Sales; Real Estate Broker; Retail Management

<b>Business Program and Related Disciplines Student Learning Outcomes from the 2015 PrOF (Program Review) Update</b>			
1	Program Student Learning Outcome (P-SLO)	<b>Ethics</b>	<ul style="list-style-type: none"> <li>Demonstrate the ability to act with integrity and honesty and choose an ethical course of action.</li> </ul>
2	Program Student Learning Outcome (P-SLO)	<b>Skills/Knowledge</b>	<ul style="list-style-type: none"> <li>Demonstrate skill and comprehension in respective subject areas as indicated by course outcomes.</li> </ul>
3	Program Student Learning Outcome (P-SLO)	<b>Critical Thinking Skills</b>	<ul style="list-style-type: none"> <li>Demonstrate the ability to think critically and analyze problems.</li> <li>Be comfortable with, and be able to deal with, ambiguous situations.</li> </ul>
4	Program Student Learning Outcome (P-SLO)	<b>Communication</b>	<ul style="list-style-type: none"> <li>Communication: Express ideas and facts clearly and completely.</li> <li>Comprehend and analyze written material.</li> </ul>
5	Program Student Learning Outcome (P-SLO)	<b>Professionalism</b>	<ul style="list-style-type: none"> <li>Practice professional standards in the workplace.</li> <li>Examine and demonstrate appropriate responses to key diversity issues in the workplace.</li> <li>Undertake thoughtful consideration of divergent points of view and utilize multiple perspectives in considering information.</li> </ul>

<b>A.A. Business Administrative Professional Student Learning Outcomes*</b>	
<b>SLO 1</b>	Express ideas and facts clearly and completely. <ul style="list-style-type: none"> <li>Present information in a persuasive, logical, and organized manner using supportive visual aids and professional oral communication.</li> <li>Write informational, analytical, and technical documents, which are organized, precise, and relevant</li> </ul>

<p><b>SLO 2</b> Demonstrate the ability to think critically and analyze problems.</p> <ul style="list-style-type: none"> <li>• Arrange and assess when, why, and how to use quantitative analyses including statistical models and mathematical techniques for areas such as accounting, finance, human resource, operations, and/or marketing.</li> <li>• Solve a managerial problem by identifying the factors contributing to the problem, formulating alternative solutions, evaluating the pros and cons, conducting cost and benefit analyses of alternative solutions, and selecting a solution.</li> </ul>
<p><b>SLO 3</b> Demonstrate the ability to act with integrity and honesty and choose an ethical course of action.</p> <ul style="list-style-type: none"> <li>• Identify and consider ethical issues when making decision to achieve individual and organizational responsibilities in business context.</li> <li>• Analyze the implications of ethnic and cultural diversity for effective problem solving and decision making.</li> <li>• Analyze the implications of legal and professional regulation for effective problem solving and decision making.</li> <li>• Analyze the implications of global and domestic economic systems for effective problem solving and</li> </ul>
<p><b>SLO 4</b> Apply thoughtful consideration of divergent points of view and utilize multiple perspectives in considering information.</p> <ul style="list-style-type: none"> <li>• Coordinate to meet task demands and role assignments, and collaborate with other team members to successfully accomplish collective goals.</li> <li>• Assess and demonstrate how to effectively acquire information from face-to-face communication for problem solving and decision making.</li> <li>• Assess and demonstrate how to effectively search for printed information for business research, problem solving, and decision making.</li> <li>• Assess and demonstrate how to effectively search for electronic information for business research, problem solving, and decision making.</li> </ul>
<p><b>SLO 5</b> Apply analytical thinking skills in terms of being comfortable with, and be able to deal with, ambiguous situations.</p> <ul style="list-style-type: none"> <li>• Recognize and apply appropriate information and management technologies to achieve organizational goals.</li> <li>• Review information, circumstances, and outcomes systematically for evaluation purposes.</li> <li>• Apply information to generate unique and original alternatives for effective problem solving and decision making.</li> </ul>

### **A.S. for Transfer (AS-T)- Business Administration Student Learning Outcomes\***

<p><b>SLO 1</b> Identify and explain the major functional areas of business organizations including management, marketing, finance, and accounting.</p>
<p><b>SLO 2</b> Develop leadership skills that are effective in managing a multicultural workforce.</p>
<p><b>SLO 3</b> Analyze practical business problems and utilize research and critical thinking to evaluate and recommend alternative solutions.</p>
<p><b>SLO 4</b> Apply accounting principles and concepts in making decisions about business operations.</p>
<p><b>SLO 5</b> Integrate management principles in relationship to finance, personnel, products, services and information.</p>
<p><b>SLO 6</b> Communicate effectively verbally and in writing in various business settings.</p>
<p><b>SLO 7</b> Apply commonly used computer application programs to create relevant business documents.</p>

### **A.A. for Transfer (AA-T)- Economics Student Learning Outcomes\***

<p><b>SLO 1</b> Describe and apply basic economic principles and concepts to economic issues. This includes the ability to:</p> <ul style="list-style-type: none"> <li>• Analyze graphical and numerical representations of resource allocation in the presence of scarcity.</li> <li>• Analyze graphical and numerical representations of a microeconomic and macroeconomic equilibrium using the tools of supply and demand and aggregate supply and aggregate demand analysis.</li> </ul>
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<p><b>SLO 2</b> Demonstrate the use of numerical methods to quantify common terms used in economics. This includes an ability to:</p> <ul style="list-style-type: none"> <li>• Calculate GDP and economic growth rates.</li> <li>• Calculate unemployment rates.</li> <li>• Calculate inflation rates using a price index.</li> <li>• Calculate profits, total cost, variable cost, and fixed cost.</li> </ul>
<p><b>SLO 3</b> Demonstrate the ability to think critically and analyze solutions to major economic questions. This includes an ability to:</p> <ul style="list-style-type: none"> <li>• Analyze the strengths and weaknesses of major macroeconomic policy tools including fiscal and monetary policy. Evaluation of Monetary and Fiscal Policy will focus on the impact on unemployment, GDP, and inflation.</li> <li>• Comparing perfectly competitive markets and imperfectly competitive markets and their effect on</li> </ul>
<p><b>SLO 4</b> Discuss the global nature of economic issues. This includes an ability to:</p> <ul style="list-style-type: none"> <li>• Describe the common features of international trade as it is related to GDP.</li> <li>• Analyze different international trade theories and their implications for specialization.</li> </ul>

<p><b>A.A. - Business General Student Learning Outcomes*</b></p>
<p><b>SLO 1</b> Identify and explain the major functional areas of the business organizations including management, marketing, finance, and accounting.</p>
<p><b>SLO 2</b> Develop leadership skills that are effective in managing a multicultural workforce.</p>
<p><b>SLO 3</b> Analyze practical business problems and utilize research and critical thinking to evaluate and recommend alternative solutions.</p>
<p><b>SLO 4</b> Apply accounting principles and concepts in making decisions about business operations.</p>
<p><b>SLO 5</b> Integrate management principles in relationship to finance, personnel, products, services and information.</p>
<p><b>SLO 6</b> Communicate effectively verbally and in writing in various business settings.</p>

<p><b>A.A. - Marketing Student Learning Outcomes*</b></p>
<p><b>SLO 1</b> Integrate the functions of the marketing mix.</p>
<p><b>SLO 2</b> Identify and examine consumer's buying behavior and evaluate which marketing communications medium</p>
<p><b>SLO 3</b> Incorporate principles of product development, pricing, distribution strategies, promotion strategies and market research.</p>
<p><b>SLO 4</b> Apply the marketing mix to create and analyze various marketing strategies.</p>
<p><b>SLO 5</b> Plan, produce and select the appropriate media for advertising.</p>
<p><b>SLO 6</b> Communicate effectively verbally and in writing in various business settings.</p>

<p><b>A.A. - Management Student Learning Outcomes*</b></p>
<p><b>SLO 1</b> Incorporate leadership skills and abilities that are effective in managing a multicultural workforce.</p>
<p><b>SLO 2</b> Analyze practical business problems.</p>
<p><b>SLO 3</b> Apply current management philosophies to current management problems.</p>
<p><b>SLO 4</b> Integrate management principles in relationship to finance, personnel, products, services and information.</p>
<p><b>SLO 5</b> Communicate effectively verbally and in writing in various business settings.</p>
<p><b>SLO 6</b> Utilize critical thinking and research skills in the evaluation of alternative solutions.</p>

## **Certificate- Business Office Assistant Student Learning Outcomes\***

**SLO 1** Present information in a persuasive, logical, and organized manner using supportive visual aids and professional oral communication.

**SLO 2** Write informational, analytical, and technical documents, which are organized, precise, and relevant.

**SLO 3** Meet task demands and role assignments, and collaborate with other team members to successfully accomplish collective goals.

**SLO 4** Understand when, why, and how to use quantitative analyses including statistical models and mathematical techniques for areas such as accounting, finance, human resource, operations, and/or marketing.

**SLO 5** Solve a managerial problem by identifying the factors contributing to the problem, formulating alternative solutions, evaluating the pros and cons, conducting cost and benefit analyses of alternative solutions, and selecting a solution.

**SLO 6** Recognize and apply appropriate information and management technologies to achieve organizational.

**SLO 7** Consider ethical issues when making decision to achieve individual and organizational responsibilities in business context.

**SLO 8** Analyze the implications of ethnic and cultural diversity for effective problem solving and decision making.

**SLO 9** Analyze the implications of legal and professional regulation for effective problem solving and decision making.

**SLO 10** Analyze the implications of global and domestic economic systems for effective problem solving and decision making.

**SLO 11** Know how to effectively search for electronic information for business research, problem solving, and decision making.

**SLO 12** Know how to effectively acquire information from face-to-face communication for problem solving and decision making.

**SLO 13** Know how to effectively search for printed information for business research, problem solving, and decision making.

**SLO 14** Review information, circumstances, and outcomes systematically for evaluation purposes.

**SLO 15** Apply information to generate unique and original alternatives for effective problem solving and decision making.

## **A.A. – Business, Small Business Management/Entrepreneurship Student Learning Outcomes\***

**SLO 1** Evaluate the feasibility of success when starting a new business venture.

**SLO 2** Research and compose a business plan that can be used for planning as well as financing.

**SLO 3** Employ appropriate management, finance, accounting, and marketing techniques required in operating a business.

**SLO 4** Develop effective oral and written communication skills that can be applied in various business settings.

**SLO 5** Demonstrate the ability to comprehend, apply, and evaluate standards of ethical behavior in various business settings.

**SLO 6** Formulate original ideas and concepts in addition to integrating the ideas of others into the problem solving process.

### **Certificate – Entrepreneurship Student Learning Outcomes\***

**SLO 1** Create a business plan that covers all facets of operating a business

**SLO 2** Organize and manage the different business functions necessary for ongoing operations

**SLO 3** Appraise and evaluate business opportunities

### **Certificate – Business Information Worker Student Learning Outcomes\***

**SLO 1** DEMONSTRATE COMMON OFFICE APPLICATIONS SKILLS.

- Diagram and differentiate basic computer terminology and apply it to communication.
- Construct and modify solutions to simple personal, educational or business needs applying use of office workplace computer programs.
- Design, diagram, and construct simple file folder structure on local storage, and access files for upload/download to/from online tools.
- Formulate expressions and construct logic comparisons using proper symbols and syntax in workplace computer programs.
- Create and organize various types of files using various workplace computer programs.
- Construct projects efficiently generating solutions using various workplace computer programs and shortcuts.
- Demonstrate the mechanics and use of word processing software to organize and present data in a multicolumn, multipage newsletter format including banner, bordering, tables, text effects and embedded graphics.
- Demonstrate appropriate pagination and word processing features to apply a formal (MLA/APA/Chicago) style of documentation in the creation of a multi-section research paper or report with Table of Contents, Index, and Bibliography.
- Design and construct a form using multiple content controls.
- Apply advanced Excel tools such as pivot tables, pivot charts, and templates to workbooks.

**SLO 2** DEMONSTRATE COMMON OFFICE ADMINISTRATION SKILLS.

- Integrate the features of working with tasks and schedules to organize both professional and personal information.
- Design and assess plans for backup and maintenance of Outlook files and information.
- Analyze trends in technologies and evaluate their effects on organizational data analysis.

**SLO 3** DEMONSTRATE BASIC OFFICE COMMUNICATION SKILLS.

- Identify techniques to send, receive and manage email messages.
- Analyze business situations and determine appropriate methods to deliver negative and positive

**SLO 4** EXAMINE CUSTOMER SERVICE NEEDS AND REQUIREMENTS.

- Explain the elements of a service culture.
- Analyze strategies for promoting a positive service culture.
- Analyze the extent to which customer service is facilitated by the effective use of technology.

\*Developed through the Curriculum Committee approval process.