

COURSE MATRIX

Critical Competencies	Primary Emphasis Courses Methodology of Assessment	Secondary Emphasis Courses Methodology of Assessment
<p>Communications Students should be able to communicate effectively in both written and oral forms.</p> <ul style="list-style-type: none"> • Clear • Cogent • Cohesive (flows well) • Presented with confidence and presence • Respond on your feet to Q&A 	<p><u>BUS 360: Marketing Methods</u></p> <ul style="list-style-type: none"> • Case Study/Business Analysis • Individual Written Assignment <p><u>BUS 480: Business Strategy</u></p> <ul style="list-style-type: none"> • Case Study/Business Analysis • Business Simulation 	<p><u>BUS 201: Introduction to Business Process</u></p> <ul style="list-style-type: none"> • Case Study/Business Analysis • Individual Written Assignment <p><u>BUS 305: Business Law</u></p> <ul style="list-style-type: none"> • Case Study/Business Analysis • Individual Presentation <p><u>BUS 330: Human Resource Mgt.</u></p> <ul style="list-style-type: none"> • Group Written Assignment • Individual Written Assignment • Business Simulation <p><u>BUS 370: Operations Management</u></p> <ul style="list-style-type: none"> • Case Study/Business Analysis • Individual Written Assignment
<p>Basic Quantitative Students should be able to utilize basic computation skills to solve problems. Specifically students should be able to:</p> <ul style="list-style-type: none"> • Define a problem by identifying what is known and what is unknown • Identify and collect data related to finding the unknown • Determine what data are 	<p><u>ACC 200: Introduction to Mgt. Accounting</u></p> <ul style="list-style-type: none"> • Test • Individual Written Assignment <p><u>ACC 210: Concepts of Financial Accounting</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment • Individual Presentation <p><u>BUS 350: Economics and Business Statistics</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis 	<p><u>BUS 480: Business Strategy</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment • Individual Presentation • Group Written Assignment <p><u>EC 201: Principles of Microeconomics*</u></p> <ul style="list-style-type: none"> • Test • Individual Written Assignment <p><u>EC 202: Principles of Macroeconomics</u></p>

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<p>relevant to solving the problem and what data are not</p> <ul style="list-style-type: none"> • Apply appropriate computations to solving the problem • Make a good case for a solution of the problem 	<ul style="list-style-type: none"> • Individual Written Assignment • Individual Presentation • Group Written Assignment <p><u>BUS 360: Marketing Methods</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment <p><u>BUS 370: Operations Management</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment 	<ul style="list-style-type: none"> • Test • Individual Written Assignment
<p>Critical Thinking Students should be able to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to a problem. Specifically, students should be able to:</p> <ul style="list-style-type: none"> • Define the problem by describing it (what is wrong in the present situation) and identifying its source • Establish criteria for a good solution to the problem • Propose possible solutions 	<p><u>ACC 200: Introduction to Mgt. Accounting</u></p> <ul style="list-style-type: none"> • Test • Individual Written Assignment <p><u>BUS 201: Introduction to Business Process</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment <p><u>BUS 305: Business Law</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Presentation <p><u>BUS 330: Human Resource Mgt.</u></p> <ul style="list-style-type: none"> • Test • Individual Written Assignment • Group Written Assignment • Group Presentation 	<p><u>ACC 210: Concepts of Financial Accounting</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment • Individual Presentation <p><u>EC 201: Principles of Microeconomics</u></p> <ul style="list-style-type: none"> • Test • Individual Written Assignment <p><u>EC 202: Principles of Macroeconomics</u></p> <ul style="list-style-type: none"> • Test • Individual Written Assignment

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<p>to the problem</p> <ul style="list-style-type: none"> • Evaluate the possible solutions according to the criteria • Determine which is the best solution • Make a case for the proposed solution to the problem 	<p><u>BUS 350: Economics and Business Statistics</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment • Individual Presentation • Group Written Assignment <p><u>BUS 360: Marketing Methods</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment <p><u>BUS 370: Operations Management</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment <p><u>BUS 480: Business Strategy</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment • Individual Presentation • Group Written Assignment • Group Presentation • Business Simulation 	
<p>Professionalism Students should be able to demonstrate proper business acumen and decorum in</p>	<p><u>BUS 330: Human Resource Mgt.</u></p> <ul style="list-style-type: none"> • Individual Written Assignment • Individual Presentation • Group Written Assignment 	<p><u>BUS 201: Introduction to Business Process</u></p> <ul style="list-style-type: none"> • Individual Written Assignment • Enforcing Course Policies <p><u>BUS 305: Business Law</u></p>

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<p>professional interactions to respond appropriately to business situations. Specifically, students should be able to:</p> <ul style="list-style-type: none"> • Manage impressions by way of interpersonal communication skills, demeanor, and dress • Engage in conversations on a wide variety of topics, including but not limited to business topics • Demonstrate a high level of business acumen 	<ul style="list-style-type: none"> • Group Presentation • Enforcing Course Policies • Participation in Professional Meetings • Portfolio 	<ul style="list-style-type: none"> • Case Study/Business Analysis • Individual Presentation <p><u>BUS 360: Marketing Methods</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment • Enforcing Course Policies <p><u>BUS 370: Operations Management</u></p> <ul style="list-style-type: none"> • Enforcing Course Policies <p><u>BUS 480: Business Strategy</u></p> <ul style="list-style-type: none"> • Individual Written Assignment • Individual Presentation • Group Written Assignment • Group Presentation • Enforcing Course Policies • Portfolio
<p>Ethics Students should be able to recognize and respond thoughtfully to situations that present ethical dilemmas. Specifically, students should be able to:</p> <ul style="list-style-type: none"> • Apply ethical principles to business situation • Demonstrate a willingness to confront ethical dilemmas • Identify the social 	<p><u>BUS 201: Introduction to Business Process</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Enforcing Course Policies <p><u>BUS 305: Business Law</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Enforcing Course Policies • Individual Presentation 	<p><u>ACC 200: Introduction to Mgt. Accounting</u></p> <ul style="list-style-type: none"> • Test • Individual Written Assignment <p><u>ACC 210: Concepts of Financial Accounting</u></p> <ul style="list-style-type: none"> • Case Study/Business Analysis • Individual Written Assignment • Individual Presentation • Group Presentation • Participation in Professional Meetings <p><u>BUS 330: Human Resource Mgt.</u></p> <ul style="list-style-type: none"> • Test

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<p>responsibilities of business organizations</p> <ul style="list-style-type: none"> Identify ethical dilemmas 		<ul style="list-style-type: none"> Case Study/Business Analysis Individual Written Assignment Group Presentation Enforcing Course Policies Participation in Professional Meetings <p><u>BUS 350: Economics and Business Statistics</u></p> <ul style="list-style-type: none"> Test Individual Written Assignment Enforcing Course Policies <p><u>BUS 360: Marketing Methods</u></p> <ul style="list-style-type: none"> Test Case Study/Business Analysis Individual Written Assignment Enforcing Course Policies <p><u>BUS 370: Operations Management</u></p> <ul style="list-style-type: none"> Case Study/Business Analysis <p><u>BUS 480: Business Strategy</u></p> <ul style="list-style-type: none"> Case Study/Business Analysis Group Presentation Enforcing Course Policies Test
<p>Business & Information Systems Students should be able to utilize and analyze computer information systems. Specifically, students</p>	<p><u>BUS 201: Introduction to Business Process</u></p> <ul style="list-style-type: none"> Test Case Study/Business Analysis <p><u>BUS 350: Economics and Business Statistics</u></p> <ul style="list-style-type: none"> Test 	<p><u>BUS 370: Operations Management</u></p> <ul style="list-style-type: none"> Case Study/Business Analysis

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<p>should be able to:</p> <ul style="list-style-type: none"> • Adapt to new technology and technological systems • Identify and evaluate the infrastructure needs and information requirements of business • Research and analyze emerging technological systems 	<ul style="list-style-type: none"> • Case Study/Business Analysis • Group Written Assignment • Individual Written Assignment <p><u>BUS 360: Marketing Methods</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment 	
<p>Global Awareness Students should be able to respond effectively to the impacts of globalization on business. Specifically, students should be able to:</p> <ul style="list-style-type: none"> • Identify the difference in business cultures both here and abroad • Effectively adapt to the globalization of logistics, competition, and markets 	<p><u>BUS 201: Introduction to Business Process</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment <p><u>BUS 480: Business Strategy</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Group Presentation • Individual Written Assignment • Business Simulation 	<p><u>BUS 305: Business Law</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Presentation <p><u>BUS 330: Human Resource Mgt.</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Presentation • Participation in Professional Meetings <p><u>BUS 350: Economics and Business Statistics</u></p> <ul style="list-style-type: none"> • Group Written Assignment • Individual Written Assignment <p><u>BUS 360: Marketing Methods</u></p> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis

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		<u>BUS 370: Operations Management</u> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment
<p>Diversity Students should be able to analyze the impacts of diversity in all its forms on business and business practices. Specifically, students should be able to:</p> <ul style="list-style-type: none"> • Work effectively in diverse teams • Interpret and evaluate the historical, social, political, economic and cultural sources of diversity • Appreciate that organizational diversity, broadly defined, is a source of strength 	<u>BUS 330: Human Resource Mgt.</u> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Written Assignment • Individual Presentation • Group Presentation • Participation in Professional Meetings 	<u>BUS 201: Introduction to Business Process</u> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis <u>BUS 305: Business Law</u> <ul style="list-style-type: none"> • Test • Case Study/Business Analysis • Individual Presentation <u>BUS 360: Marketing Methods</u> <ul style="list-style-type: none"> • Case Study/Business Analysis • Individual Written Assignment <u>BUS 480: Business Strategy</u> <ul style="list-style-type: none"> • Group Presentation • Group Written Assignment • Business Simulation <u>EC 201: Principles of Microeconomics</u> <ul style="list-style-type: none"> • Test • Individual Written Assignment <u>EC 202: Principles of Macroeconomics</u> <ul style="list-style-type: none"> • Test • Individual Written Assignment