

**Business  
Institutional (ILO), Program (PLO), and Course (SLO) Alignment**

|   |                           |                     |  |
|---|---------------------------|---------------------|--|
| <b>Program: Business Management and Marketing</b> | <b>Number of Courses:</b> | <b>Date Updated</b> | <b>Submitted by</b><br>Josh Troesh. 5775<br>Melissa Som de Cerff |
|---|---------------------------|---------------------|--|

**ILO Rating Rubric**

- 4** - A major focus of the course. Direct instruction is provided. Students are evaluated multiple times (and possibly in various ways) throughout the course.
- 3** - An important part of the course. Some direct instruction is provided and students are evaluated on the concepts once or twice within the course.
- 2**- Only a minor focus of the course. Some instruction is given in the area but students are not formally evaluated on the concepts.
- 1**- May be tangentially part of the class, but is not directly taught or evaluated or is not part of the course at all.

| Institutional Learning Outcomes (ILOs) | I. Content Knowledge | II. Critical, Creative, and Analytical Thinking | III. Communication and Comprehension | IV. Professional and Personal Growth | V. Community and Collaboration | VI. Information and Technology Literacy |
|--|----------------------|---|--------------------------------------|--------------------------------------|--------------------------------|---|
| <b>Overall Program Rating</b>          | 4                    | 4   | 4                                    | 4                                    | 3                              | 3                                       |

**Program Level SLOs**

**ILOs to PLOs Alignment  
(Rate 1-4)**

| I | II | III | IV | V | VI |
|---|----|-----|----|---|----|
|---|----|-----|----|---|----|

|  |   |   |   |   |   |   |
|--|---|---|---|---|---|---|
| <b>PLO #1 Vocabulary of Business Terms:</b> Understand and utilize a comprehensive vocabulary of business/marketing terms.                       | 4 | 2 | 3 | 4 | 1 | 3 |
| <b>PLO #2 Oral and Written Communication:</b> Communicate effectively in a variety of business situations both orally and in writing.            | 4 | 3 | 4 | 3 | 3 | 4 |
| <b>PLO #3 Critical Thinking of Business Issues:</b> Develop the critical thinking skills necessary to address complex business/marketing issues. | 4 | 4 | 4 | 4 | 4 | 3 |
| <b>PLO #4 Integrated Business Planning:</b> Demonstrate an understanding of the integrated business/marketing planning process.                  | 4 | 4 | 4 | 4 | 4 | 4 |

| Course Level SLOs  | Course to Program SLO Alignment |    |    |    | ILOs to Course SLOs Alignment (Rate 1-4) |    |     |    |   |    |
|--|---------------------------------|----|----|----|--|----|-----|----|---|----|
|  | P1                              | P2 | P3 | P4 | I  | II | III | IV | V | VI |
| <b>Business 11 Accounting for Small Business:</b>  |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Terminology</b> Define accounting terminology and explain the importance of accounting information.  | X                               |    |    |    | 4  | 4  | 4   | 3  | 3 | 2  |
| <b>SLO #2 Process</b> Process accounting information, including records related to banking and payroll.  |                                 | X  |    |    | 4  | 4  | 4   | 3  | 3 | 2  |
| <b>SLO #3 Prepare</b> Complete all steps of the accounting cycle and prepare financial statements.   |                                 |    | X  |    | 4  | 4  | 4   | 3  | 3 | 2  |
| <b>Business 12 Advertising:</b>  |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Advertising Terms</b> Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs.  | X                               |    |    |    | 4  | 4  | 3   | 3  | 2 | 2  |
| <b>SLO #2 Campaign Strategies</b> Identify appropriate strategies and tactics for creating an effective advertising campaign.  |                                 |    | X  | X  | 4  | 4  | 3   | 3  | 2 | 2  |
| <b>SLO #3 Integrated Marketing Plan</b> Create advertising messages and campaigns, tailored toward the specific needs and motivations of the audience, which achieve organizational objectives.  | X                               | X  | X  | X  | 4  | 4  | 3   | 3  | 2 | 2  |
| <b>Business 14 Marketing:</b>  |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Brand Management</b> Explain the concept of a brand and analyze strategies for positioning a brand relative to competitors.  | X                               |    | X  | X  | 4  | 3  | 3   | 3  | 2 | 1  |
| <b>SLO #2 Marketing Plan</b> Develop a marketing plan that achieves organizational objectives and incorporates ROI and other controlling metrics.  | X                               | X  | X  | X  | 4  | 4  | 4   | 4  | 3 | 2  |
| <b>SLO #3 Marketing Mix</b> Articulate the principles of product development, pricing decisions, distribution options, and promotional strategies; their importance to consumers; and how they integrate to create a total product offering. | X                               |    | X  | X  | 4  | 3  | 4   | 4  | 3 | 1  |
| <b>Business 15 Business Mathematics:</b>   |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Word Problems into Equations:</b> Interpret and convert word problems into equations, solve mathematical equations, and produce/interpret results in numerical or graphical form.  | X                               |    |    |    | 4  | 2  | 2   | 2  | 1 | 3  |

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|---|---------------------------------|----|----|----|--|----|-----|----|---|----|
|   | P1                              | P2 | P3 | P4 | I  | II | III | IV | V | VI |
| <b>SLO #2 Algebraic Formulas:</b> Utilize tables and algebraic formulas to perform calculations necessary to determine business, financial, and contractual obligations.  | X                               |    |    |    | 4  | 2  | 2   | 2  | 1 | 3  |
| <b>SLO #3 Procedures and Reports:</b> Explain basic accounting procedures and prepare accounting reports and basic financial statements.  | X                               |    | X  |    | 4  | 2  | 2   | 2  | 1 | 3  |
| <b>SLO #4 Business Statistics:</b> Calculate and interpret statistical data and apply them to business decision making processes.   | X                               |    | X  | X  | 4  | 3  | 2   | 2  | 1 | 2  |
| <b>Business 17 Personal Finance:</b>  |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Develop Financial Goals:</b> Students learn how to develop short and long-term goals and create a budget to achieve life goals.   |                                 | X  | X  |    | 3  | 4  | 3   | 4  | 4 | 1  |
| <b>SLO #2 Develop Financial Plans:</b> Students learn how to develop financial plans that assist in building financial security at retirement and other major life stages; understand investment options; and how to analyze and choose appropriate investments including stocks, bonds, and real estate. |                                 | X  | X  |    | 4  | 4  | 3   | 4  | 4 | 2  |
| <b>SLO #3 Financial Impacts on Life:</b> Students learn the basic concepts of financial management, examine how personal financial decisions integrate with social and economic influences, and recognize how money management affects a person's psychological and physiological well-being.             | X                               |    | X  |    | 4  | 4  | 3   | 4  | 4 | 2  |
| <b>Business 19 Principles of Retailing Management:</b>  |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Understand Marketplace Terminology:</b> Utilize a comprehensive working vocabulary of retailing and merchandising terminology.  | X                               |    | X  | X  | 4  | 4  | 3   | 2  | 2 | 2  |
| <b>SLO #2 Strategies for Developing a Retail Business:</b> Students will identify appropriate strategies and tactics for addressing the product selection, merchandising, security, staffing, and promotional needs of a retail store.  | X                               |    | X  | X  | 4  | 4  | 3   | 2  | 2 | 3  |
| <b>SLO#3 Recognize Differences Between Traditional and Online Retail Business:</b> Students will distinguish between the function of "brick and mortar" and online retail businesses, and explain current trends of each model.   | X                               |    | X  | X  | 4  | 4  | 3   | 2  | 2 | 3  |
| <b>Business 20 Business Management:</b>   |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Managerial Functions:</b> Explain key managerial functions including: planning, organizing, leading and controlling.  | X                               |    |    | X  | 4  | 2  | 3   | 4  | 4 | 1  |

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|--|---------------------------------|----|----|----|--|----|-----|----|---|----|
|  | P1                              | P2 | P3 | P4 | I  | II | III | IV | V | VI |
| <b>SLO #2 Strategic Planning:</b> Apply the strategic planning process to a business scenario and recommend an action plan.  |                                 | X  | X  | X  | 4  | 4  | 4   | 3  | 2 | 1  |
| <b>SLO #3 Integrated Planning:</b> Analyze and express how all aspects of an organization (marketing, accounting, operations, human resources etc.) interrelate to support the goals of the large organization.  |                                 | X  | X  | X  | 4  | 4  | 4   | 3  | 4 | 2  |
| <b>Business 21 Personnel Management:</b>   |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Human Resource Process:</b> Students will explain key human resources concepts including: human resource strategy development and planning, as well as recruitment and selection practices.  | X                               | X  | X  |    | 4  | 4  | 3   | 3  | 1 | 2  |
| <b>SLO #2 Laws and Personnel Management:</b> Students will analyze and explain the laws pertaining to human resources management such as: Affirmative Action, Equal Employment Opportunity, sexual harassment, and hostile work environment.                       | X                               | X  | X  |    | 4  | 4  | 4   | 3  | 1 | 3  |
| <b>SLO #3 Labor Management:</b> Students will demonstrate a clear understanding of the methods used to respond in situations of an over-supply and under-supply of labor.  | X                               | X  | X  |    | 4  | 4  | 3   | 3  | 1 | 3  |
| <b>Business 22 Human Relations in Business:</b>  |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Interacting Variables</b> Evaluate interacting variables that occur in human behavior, such as motivations, perceptions, frustrations, psychological conflicts, attitudes, and values.   | X                               |    | X  |    | 4  | 3  | 2   | 4  | 4 | 2  |
| <b>SLO #2 Organizational Structures</b> Analyze organizational structures and communication networks.  | X                               |    | X  | X  | 4  | 4  | 2   | 4  | 4 | 2  |
| <b>SLO #3 Psychological and Sociological Theory</b> Explain a broad range of psychological and sociological theory and apply them to managing organizational effectiveness, employees, colleagues, and supervisors.  | X                               |    | X  | X  | 4  | 4  | 2   | 4  | 4 | 2  |
| <b>Business 24 Small Business Entrepreneurship:</b>  |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Business Planning:</b> Students will write a business plan detailing how the goals of their organization can be achieved.  | X                               | X  | X  | X  | 4  | 4  | 4   | 4  | 4 | 2  |
| <b>SLO #2 Critical Analysis:</b> Students will use Strength Weakness Opportunity Threat (SWOT) and other analyses to identify common problems and challenges facing organizations and identify strategies that will help the organization overcome the challenges. | X                               |    | X  | X  | 4  | 4  | 4   | 4  | 3 | 2  |

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|   | P1                              | P2 | P3 | P4 | I  | II | III | IV | V | VI |
| <b>SLO #3 Integrated Planning:</b> Students will analyze and express how all aspects of an organization (marketing, accounting, operations, human resources etc.) interrelate to support the goals of the business. | X                               | X  | X  | X  | 4  | 4  | 4   | 4  | 4 | 2  |
| <b>Business 25 Introduction to Business:</b>  |                                 |    |    |    |  |    |     |    |   |    |
| <b>SLO #1 Economic Indicators:</b> Students will demonstrate their understanding of how economics affect a business and the various economic indicators.  | X                               | X  | X  |    | 4  | 4  | 3   | 2  | 1 | 3  |
| <b>SLO #2 Organizational Structures:</b> Students will explain how a business is organized by applying organizational models.   | X                               |    | X  | X  | 4  | 4  | 3   | 1  | 3 | 3  |
| <b>SLO #3 Management of Human Resources:</b> Students will demonstrate their knowledge of managing and motivating employees by applying various compensation and motivational models.                               | X                               |    | X  | X  | 4  | 4  | 3   | 1  | 2 | 3  |
| <b>SLO #4 Marketing:</b> Students will explain how marketing activities help to create consumer wants and sell products and services.   | X                               | X  | X  | X  | 4  | 4  | 3   | 1  | 2 | 2  |
| <b>SLO #5 Managing Financial Resources:</b> Students will demonstrate how to make financial decisions by understanding basic accounting and financial statements.   | X                               |    | X  | X  | 4  | 4  | 2   | 1  | 3 | 3  |