

Course Level SLOs	Course to Program SLO Alignment Mark with an X if you will use the course when assessing your PLO.				ILOs to Course SLOs Alignment (Rate 1-4)					
	P1	P2	P3	P4	I	II	III	IV	V	VI
Business 11 Accounting for Small Business: SLO #1 Terminology Define accounting terminology and explain the importance of accounting information.	X				4	4	4	3	3	2
Business 11 Accounting for Small Business: SLO #2 Process Process accounting information, including records related to banking and payroll.		X			4	4	4	3	3	2
Business 11 Accounting for Small Business: SLO #3 Prepare Complete all steps of the accounting cycle and prepare financial statements.			X		4	4	4	3	3	2
Business 12 Advertising: SLO #1 Advertising Terms Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs.	X				4	4	3	3	2	2
Business 12 Advertising: SLO #2 Campaign Strategies Identify appropriate strategies and tactics for creating an effective advertising campaign.			X	X	4	4	3	3	2	2
Business 12 Advertising: SLO #3 Integrated Marketing Plan 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
Business 14 Marketing: SLO #1 Brand Management 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
Business 14 Marketing: SLO #2 Marketing Plan 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
Business 14 Marketing: SLO #3 Marketing Mix 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

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Business 15 Business Mathematics: SLO #1 Word Problems into Equations 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
Business 15 Business Mathematics: SLO #2 Algebraic Formulas Utilize tables and algebraic formulas to perform calculations necessary to determine business, financial, and contractual obligations.	X				4	2	2	2	1	3
Business 15 Business Mathematics: SLO #3 Procedures and Reports Explain basic accounting procedures and prepare accounting reports and basic financial statements.	X		X		4	2	2	2	1	3
Business 15 Business Mathematics: SLO #4 Business Statistics Calculate and interpret statistical data and apply them to business decision-making processes.	X		X	X	4	3	2	2	1	2
Business 17 Personal Finance: SLO #1 Develop Financial Goals 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
Business 17 Personal Finance: SLO #2 Develop Financial Plans 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
Business 17 Personal Finance: SLO #3 Financial Impacts on Life 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
Business 19 Principles of Retailing Management: SLO #1 Understand Marketplace Terminology Utilize a comprehensive working vocabulary of retailing and merchandising terminology.	X		X	X	4	4	3	2	2	2
Business 19 Principles of Retailing Management: SLO #2 Strategies for Developing a Retail Business 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
Business 19 Principles of Retailing Management: SLO #3 Recognize Differences Between Traditional and Online Retail Business 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

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Business 20 Business Management: SLO #1 Managerial Functions: Explain key managerial functions including: planning, organizing, leading and controlling.	X			X	4	2	3	4	4	1
Business 20 Business Management: SLO #2 Strategic Planning Apply the strategic planning process to a business scenario and recommend an action plan.		X	X	X	4	4	4	3	2	1
Business 20 Business Management: SLO #3 Integrated Planning 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
Business 21 Human Resources Management: SLO #1 Human Resource Process 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
Business 21 Human Resources Management: SLO #2 Laws and Personnel Management 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
Business 21 Human Resources Management: SLO #3 Labor Management 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
Business 22 Human Relations in Business: SLO #1 Interacting Variables 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
Business 22 Human Relations in Business: SLO #2 Organizational Structures Analyze organizational structures and communication networks.	X		X	X	4	4	2	4	4	2
Business 22 Human Relations in Business: SLO #3 Psychological and Sociological Theory 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

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Business 24 Small Business Entrepreneurship: SLO #1 Business Planning 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
Business 24 Small Business Entrepreneurship: SLO #2 Critical Analysis 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
Business 24 Small Business Entrepreneurship: SLO #3 Integrated Planning 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
Business 25 Introduction to Business: SLO #1 Economic Indicators 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
Business 25 Introduction to Business: SLO #2 Organizational Structures Students will explain how a business is organized by applying organizational models.	X	X	X	X	4	4	3	1	3	3
Business 25 Introduction to Business: SLO #3 Management of Human Resources Students will demonstrate their knowledge of managing and motivating employees by applying various compensation and motivational models.	X	X	X	X	4	4	3	1	2	3
Business 25 Introduction to Business: SLO #4 Marketing 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
Business 25 Introduction to Business: SLO #5 Managing Financial Resources Students will demonstrate how to make financial decisions by understanding basic accounting and financial statements.	X		X	X	4	4	2	1	3	3