

BUSINESS
Institutional (ILO), Program (PLO), and Course (SLO) Alignment

Program: Business Management and Marketing	Number of Courses: 11	Date Updated: 09.18.2014	Submitted by: Kurt Hull, ext. 3775 Ana Milosevic, ext. 3784
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ILOs	1. Critical Thinking <i>Students apply critical, creative and analytical skills to identify and solve problems, analyze information, synthesize and evaluate ideas, and transform existing ideas into new forms.</i>	2. Communication <i>Students effectively communicate with and respond to varied audiences in written, spoken or signed, and artistic forms.</i>	3. Community and Personal Development <i>Students are productive and engaged members of society, demonstrating personal responsibility, and community and social awareness through their engagement in campus programs and services.</i>	4. Information Literacy <i>Students determine an information need and use various media and formats to develop a research strategy and locate, evaluate, document, and use information to accomplish a specific purpose. Students demonstrate an understanding of the legal, social, and ethical aspects related to information use.</i>
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SLO-PLO-ILO ALIGNMENT NOTES:

Mark boxes with an 'X' if: SLO/PLO is a major focus or an important part of the course/program; direct instruction or some direct instruction is provided; students are evaluated multiple times (and possibly in various ways) throughout the course or are evaluated on the concepts once or twice within the course.

DO NOT mark with an 'X' if: SLO/PLO is a minor focus of the course/program and some instruction is given in the area but students are not formally evaluated on the concepts; or if the SLO/PLO is minimally or not at all part of the course/program.

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

SLOs	SLO to PLO Alignment <i>(Mark with an X)</i>				COURSE to ILO Alignment <i>(Mark with an X)</i>			
	P1	P2	P3	P4	1	2	3	4
BUS 11 Accounting for Small Business: SLO #1 Terminology Define accounting terminology and explain the importance of accounting information.	X	X			X	X		X
BUS 11 Accounting for Small Business: SLO #2 Process Process accounting information, including records related to banking and payroll.	X		X					
BUS 11 Accounting for Small Business: SLO #3 Prepare Complete all steps of the accounting cycle and prepare financial statements.			X	X				
BUS 12 Advertising: SLO #1 Advertising Terms Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs.	X	X			X	X		X
BUS 12 Advertising: SLO #2 Campaign Strategies Identify appropriate strategies and tactics for creating an effective advertising campaign.			X	X				
BUS 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				
BUS 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		X	X		X
BUS 14 Marketing: SLO #2 Marketing Plan Develop a marketing plan that achieves organizational objectives and incorporates ROI and other controlling metrics.		X	X	X				
BUS 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					
BUS 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	X		X	X		X
BUS 15 Business Mathematics: SLO #2 Algebraic Formulas Utilize tables and algebraic formulas to perform calculations necessary to determine business, financial, and contractual obligations.	X		X					
BUS 15 Business Mathematics: SLO #3 Procedures and Reports Explain basic accounting procedures and prepare accounting reports and basic financial statements.	X							
BUS 15 Business Mathematics: SLO #4 Business Statistics Calculate and interpret statistical data and apply them to business decision making processes.			X					

SLOs	SLO to PLO Alignment <i>(Mark with an X)</i>				COURSE to ILO Alignment <i>(Mark with an X)</i>			
	P1	P2	P3	P4	1	2	3	4
BUS 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				
BUS 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		X	X		X
BUS 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				
BUS 19 Principles of Retailing Management: SLO #1 Understand Marketplace Terminology Utilize a comprehensive working vocabulary of retailing and merchandising terminology.	X							
BUS 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		X
BUS 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				
BUS 20 Business Management: SLO #1 Managerial Functions Explain key managerial functions including: planning, organizing, leading and controlling.			X	X				
BUS 20 Business Management: SLO #2 Strategic Planning Apply the strategic planning process to a business scenario and recommend an action plan.				X	X	X		X
BUS 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					
BUS 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					
BUS 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	X		X
BUS 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					

SLOs	SLO to PLO Alignment <i>(Mark with an X)</i>				COURSE to ILO Alignment <i>(Mark with an X)</i>			
	P1	P2	P3	P4	1	2	3	4
BUS 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	X		X
BUS 22 Human Relations in Business: SLO #2 Organizational Structures Analyze organizational structures and communication networks.			X					
BUS 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						
BUS 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	X		X
BUS 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					
BUS 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				
BUS 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			X
BUS 25 Introduction to Business: SLO #2 Organizational Structures Students will explain how a business is organized by applying organizational models.	X		X					
BUS 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					
BUS 25 Introduction to Business: SLO #4 Marketing Students will explain how marketing activities help to create consumer wants and sell products and services.			X					
BUS 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					