

Program PLO Statements

Unit Name	PLO Name	PLO	PLO Status
El Camino: PLOs (BUS) - Business Management and Marketing	PLO #1 Vocabulary of Business Terms	Understand and utilize a comprehensive vocabulary of business/marketing terms.	Active
	PLO #2 Oral and Written Communication	Communicate effectively in a variety of business situations both orally and in writing.	Active
	PLO #3 Critical Thinking of Business Issues	Develop the critical thinking skills necessary to address complex business/marketing issues.	Active
	PLO #4 Integrated Business Planning	Demonstrate an understanding of the integrated business/marketing planning process.	Active