

COURSE SLO STATEMENTS REPORT

ECC - BUSINESS MANAGEMENT AND MARKETING

Course ID	Course Name	Course SLO Title	Course SLO Statement	Course SLO Status	Input Date
ECC: BUS 11	Accounting for Small Business	SLO #1 Terminology	Define accounting terminology and explain the importance of accounting information.	Active	01/29/2014
ECC: BUS 11	Accounting for Small Business	SLO #2 Process	Process accounting information, including records related to banking and payroll.	Active	01/29/2014
ECC: BUS 11	Accounting for Small Business	SLO #3 Prepare	Complete all steps of the accounting cycle and prepare financial statements.	Active	01/29/2014
ECC: BUS 12	Advertising	SLO #1 Advertising Terms	Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs.	Active	11/12/2013
ECC: BUS 12	Advertising	SLO #2 Campaign Strategies	Identify appropriate strategies and tactics for creating an effective advertising campaign.	Active	11/12/2013
ECC: 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.	Active	11/12/2013
ECC: BUS 14	Marketing	SLO #1 Brand Management	Explain the concept of a brand and analyze strategies for positioning a brand relative to competitors.	Active	11/25/2013
ECC: BUS 14	Marketing	SLO #2 Marketing Plan	Develop a marketing plan that achieves organizational objectives and incorporates ROI and other controlling metrics.	Active	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: BUS 15	Business Mathematics	SLO #2 Algebraic Formulas	Utilize tables and algebraic formulas to perform calculations necessary to determine business, financial, and contractual obligations.	Active	11/25/2013
ECC: BUS 15	Business Mathematics	SLO #3 Procedures and Reports	Explain basic accounting procedures and prepare accounting reports and basic financial statements.	Active	11/25/2013
ECC: BUS 15	Business Mathematics	SLO #4 Business Statistics	Calculate and interpret statistical data and apply them to business decision making processes.	Active	11/25/2013
ECC: BUS 17	Personal Finance	SLO #03 Financial Impacts on Life (INACTIVE)	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.	Inactive	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: 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;	Active	11/25/2013

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ECC: BUS 17	Personal Finance	SLO #2 Develop Financial Plans	understand investment options; and how to analyze and choose appropriate investments including stocks, bonds, and real estate.	Active	11/25/2013
ECC: 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 calculate the financial impacts of money management decisions.	Active	12/05/2018
ECC: BUS 19	Principles of Retail Management	SLO #1 Understand Marketplace Terminology	Utilize a comprehensive working vocabulary of retailing and merchandising terminology.	Active	03/18/2014
ECC: BUS 19	Principles of Retail 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.	Active	03/18/2014
ECC: BUS 19	Principles of Retail 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.	Active	03/18/2014
ECC: BUS 20	Business Management	SLO #1 Managerial Functions	Explain key managerial functions including: planning, organizing, leading and controlling.	Active	11/25/2013
ECC: BUS 20	Business Management	SLO #2 Strategic Planning	Apply the strategic planning process to a business scenario and recommend an action plan.	Active	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: BUS 22	Human Relations in Organizations	SLO #02 Organizational Structures	Analyze organizational structures and communication networks.	Inactive	11/25/2013
ECC: BUS 22	Human Relations in Organizations	SLO #03 Psychological and Sociological Theory	Explain a broad range of psychological and sociological theory and apply them to managing organizational effectiveness, employees, colleagues, and supervisors.	Inactive	11/25/2013
ECC: BUS 22	Human Relations in Organizations	SLO #1 Interacting Variables	Evaluate interacting variables that occur in human behavior, such as motivation, perception, frustration, psychological conflicts, attitude, and values.	Active	11/25/2013
ECC: BUS 22	Human Relations in Organizations	SLO #2 Compare Psychological and Sociological Theories	Compare and contrast the theories of popular behavioral scientists, such as Abraham Maslow, Eric Burne, Frederich Herzberg, Victor Vroom, Douglas McGregor, B.F. Skinner, David McClelland, and W. Edwards Deming as they apply to organizations and the workplace.	Active	08/31/2015

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ECC: BUS 22	Human Relations in Organizations	SLO #3 Diversity, Culture, and Ethics	Explain how culture, ethics, and diversity impact behavioral theory and identify strategies for effective interpersonal relationships within multi-cultural organizations.	Active	08/31/2015
ECC: BUS 24	Small Business Entrepreneurship	SLO #02 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.	Inactive	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: BUS 24	Small Business Entrepreneurship	SLO #2 Critical Analysis	Students will identify and analyze changes in the external environment which present potential opportunities and then develop plans and strategies to successfully pursue those opportunities.	Active	03/13/2018
ECC: 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.	Active	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: BUS 25	Introduction to Business	SLO #2 Organizational Structures	Students will explain how a business is organized by applying organizational models.	Active	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: BUS 25	Introduction to Business	SLO #4 Marketing	Students will explain how marketing activities help to create consumer wants and sell products and services.	Active	11/25/2013
ECC: 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.	Active	11/25/2013
ECC: BUS 36	New Venture Creation	SLO #1 Business Plan	Students will individually develop a comprehensive business plan for their new product or service.	Active	05/19/2017
ECC: BUS 36	New Venture Creation	SLO #2 Financial Impact	Students will distinguish among the types of capital including: working capital, growth capital, and equity capital and estimate the need for borrowed or invested funds to develop a new product or service.	Active	05/19/2017
ECC: BUS 36	New Venture Creation	SLO #3 Business Analysis	Student will research products or services that compete with their new venture concept and analyze the competitors in terms of marketing strategy, sales volumes, and pricing strategy.	Active	05/19/2017
ECC: BUS 73	Project Management Fundamentals	SLO #1 Project Management Knowledge Areas	Students will demonstrate their understanding of the 10 major knowledge areas of Project Management.	Active	05/19/2017
ECC: BUS 73	Project Management Fundamentals	SLO #2 Project Management Process Groups	Students will demonstrate their understanding of the five process groups.	Active	05/19/2017
ECC: BUS 73	Project Management Fundamentals	SLO #3 Project Management Processes	Students will demonstrate their understanding and effectively utilize the 47 project management processes to situational business	Active	05/19/2017

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ECC: BUS 73	Project Management Fundamentals	SLO #3 Project Management Processes	scenarios.	Active	05/19/2017
ECC: BUS 73	Project Management Fundamentals	SLO #4 Project Plans and Management	Create project plans and manage resource allocation and budget overruns.	Active	05/19/2017
ECC: BUS 73	Project Management Fundamentals	SLO #5 Project Management Methods	Apply appropriate methods/tools/techniques for the managing a project from initiation to closure.	Active	05/19/2017
ECC: BUS 74	New Media Marketing	SLO #1 Business Model Strategies	Identify appropriate Internet business models and develop strategies to support the business model.	Active	07/15/2019
ECC: BUS 74	New Media Marketing	SLO #2 Digital Marketing Metrics	Understand how to calculate and interpret digital marketing metrics including bounce rate, customer acquisition cost, annualized run rate, and cost per conversion.	Active	07/15/2019
ECC: BUS 74	New Media Marketing	SLO #3 Content Marketing	Analyze the existing content available related to a business and develop content marketing strategies appropriate for the business and the existing content environment.	Active	07/15/2019