

COURSE SLO ASSESSMENT 4-YEAR TIMELINE

Unit Name	Course SLO Assessment Cycle	Course ID	Course Name	Course SLO Title	Course SLO Statement
El Camino: Course SLOs (BUS) - Business Management and Marketing	2013-14 (Spring 2014)	ECC: BUS 12	Advertising	SLO #1 Advertising Terms	Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs.
	2013-14 (Spring 2014)	ECC: BUS 12	Advertising	SLO #2 Campaign Strategies	Identify appropriate strategies and tactics for creating an effective advertising campaign.
	2013-14 (Spring 2014)	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.
	2013-14 (Spring 2014)	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.
	2013-14 (Spring 2014)	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.
	2013-14 (Spring 2014)	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.
	2013-14 (Spring 2014)	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.
	2014-15 (Fall 2014)	ECC: BUS 11	Accounting for Small Business	SLO #1 Terminology	Define accounting terminology and explain the importance of accounting information.
	2014-15 (Fall 2014)	ECC: BUS 11	Accounting for Small Business	SLO #2 Process	Process accounting information, including records related to banking and payroll.
	2014-15 (Fall 2014)	ECC: BUS 11	Accounting for Small Business	SLO #3 Prepare	Complete all steps of the accounting cycle and prepare financial statements.
	2014-15 (Fall 2014)	ECC: BUS 14	Marketing	SLO #1 Brand Management	Explain the concept of a brand and analyze strategies for positioning a brand relative to competitors.
	2014-15 (Fall 2014)	ECC: BUS 14	Marketing	SLO #2 Marketing Plan	Develop a marketing plan that achieves organizational objectives and incorporates ROI and other controlling metrics.
	2014-15 (Fall 2014)	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.
	2014-15 (Fall 2014)	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.
	2014-15 (Fall 2014)	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.

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	2014-15 (Fall 2014)	ECC: BUS 15	Business Mathematics	SLO #3 Procedures and Reports	Explain basic accounting procedures and prepare accounting reports and basic financial statements.
	2014-15 (Fall 2014)	ECC: BUS 15	Business Mathematics	SLO #4 Business Statistics	Calculate and interpret statistical data and apply them to business decision making processes.
	2014-15 (Fall 2014)	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.
	2014-15 (Fall 2014)	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.
	2014-15 (Fall 2014)	ECC: BUS 25	Introduction to Business	SLO #2 Organizational Structures	Students will explain how a business is organized by applying organizational models.
	2014-15 (Fall 2014)	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.
	2014-15 (Fall 2014)	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.
	2014-15 (Fall 2014)	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.
	2014-15 (Spring 2015)	ECC: BUS 12	Advertising	SLO #1 Advertising Terms	Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs.
	2014-15 (Spring 2015)	ECC: BUS 12	Advertising	SLO #2 Campaign Strategies	Identify appropriate strategies and tactics for creating an effective advertising campaign.
	2014-15 (Spring 2015)	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.
	2014-15 (Spring 2015)	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.
	2014-15 (Spring 2015)	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; understand investment options; and how to analyze and choose appropriate investments including stocks, bonds, and real estate.
	2014-15 (Spring 2015)	ECC: BUS 19	Principles of Retail Management	SLO #1 Understand Marketplace Terminology	Utilize a comprehensive working vocabulary of retailing and merchandising terminology.
	2014-15 (Spring 2015)	ECC: BUS 25	Introduction to Business	SLO #2 Organizational Structures	Students will explain how a business is organized by applying organizational models.
	2014-15 (Spring 2015)	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.
	2014-15 (Spring 2015)	ECC: BUS 25	Introduction to Business	SLO #4 Marketing	Students will explain how marketing activities help to create

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	2014-15 (Spring 2015)	ECC: BUS 25	Introduction to Business	SLO #4 Marketing	consumer wants and sell products and services.
	2015-16 (Fall 2015)	ECC: BUS 11	Accounting for Small Business	SLO #1 Terminology	Define accounting terminology and explain the importance of accounting information.
	2015-16 (Fall 2015)	ECC: BUS 11	Accounting for Small Business	SLO #2 Process	Process accounting information, including records related to banking and payroll.
	2015-16 (Fall 2015)	ECC: BUS 11	Accounting for Small Business	SLO #3 Prepare	Complete all steps of the accounting cycle and prepare financial statements.
	2015-16 (Fall 2015)	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.
	2015-16 (Fall 2015)	ECC: BUS 15	Business Mathematics	SLO #4 Business Statistics	Calculate and interpret statistical data and apply them to business decision making processes.
	2015-16 (Fall 2015)	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.
	2015-16 (Fall 2015)	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.
	2015-16 (Fall 2015)	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.
	2015-16 (Fall 2015)	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.
	2015-16 (Spring 2016)	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.
	2015-16 (Spring 2016)	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.
	2015-16 (Spring 2016)	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.
	2015-16 (Spring 2016)	ECC: BUS 25	Introduction to Business	SLO #2 Organizational Structures	Students will explain how a business is organized by applying organizational models.
	2016-17 (Fall 2016)	ECC: BUS 11	Accounting for Small Business	SLO #1 Terminology	Define accounting terminology and explain the importance of accounting information.
	2016-17 (Fall 2016)	ECC: BUS 14	Marketing	SLO #2 Marketing Plan	Develop a marketing plan that achieves organizational objectives and incorporates ROI and other controlling metrics.
	2016-17 (Fall 2016)	ECC: BUS 15	Business Mathematics	SLO #1 Word Problems into	Interpret and convert word problems into equations, solve

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	2016-17 (Fall 2016)	ECC: BUS 15	Business Mathematics	Equations	mathematical equations, and produce/interpret results in numerical or graphical form.
	2016-17 (Fall 2016)	ECC: BUS 20	Business Management	SLO #1 Managerial Functions	Explain key managerial functions including: planning, organizing, leading and controlling.
	2016-17 (Fall 2016)	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.
	2016-17 (Fall 2016)	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.
	2016-17 (Fall 2016)	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.
	2016-17 (Spring 2017)	ECC: BUS 11	Accounting for Small Business	SLO #2 Process	Process accounting information, including records related to banking and payroll.
	2016-17 (Spring 2017)	ECC: BUS 12	Advertising	SLO #1 Advertising Terms	Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs.
	2016-17 (Spring 2017)	ECC: BUS 14	Marketing	SLO #1 Brand Management	Explain the concept of a brand and analyze strategies for positioning a brand relative to competitors.
	2016-17 (Spring 2017)	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.
	2016-17 (Spring 2017)	ECC: BUS 20	Business Management	SLO #2 Strategic Planning	Apply the strategic planning process to a business scenario and recommend an action plan.
	2016-17 (Spring 2017)	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.
	2016-17 (Spring 2017)	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.
	2017-18 (Fall 2017)	ECC: BUS 14	Marketing	SLO #2 Marketing Plan	Develop a marketing plan that achieves organizational objectives and incorporates ROI and other controlling metrics.
	2017-18 (Fall 2017)	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.
	2017-18 (Fall 2017)	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.
	2017-18 (Fall 2017)	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.
	2017-18 (Spring 2018)	ECC: BUS 12	Advertising	SLO #2 Campaign Strategies	Identify appropriate strategies and tactics for creating an effective advertising campaign.
	2017-18 (Spring 2018)	ECC: BUS 15	Business Mathematics	SLO #2 Algebraic Formulas	Utilize tables and algebraic formulas to perform calculations

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	2017-18 (Spring 2018)	ECC: BUS 15	Business Mathematics	SLO #2 Algebraic Formulas	necessary to determine business, financial, and contractual obligations.
	2017-18 (Spring 2018)	ECC: BUS 15	Business Mathematics	SLO #3 Procedures and Reports	Explain basic accounting procedures and prepare accounting reports and basic financial statements.
	2017-18 (Spring 2018)	ECC: BUS 19	Principles of Retail Management	SLO #1 Understand Marketplace Terminology	Utilize a comprehensive working vocabulary of retailing and merchandising terminology.
	2017-18 (Spring 2018)	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.
	2017-18 (Spring 2018)	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.
	2017-18 (Spring 2018)	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.
	2017-18 (Spring 2018)	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.
	2017-18 (Spring 2018)	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.
	2018-19 (Fall 2018)	ECC: BUS 11	Accounting for Small Business	SLO #3 Prepare	Complete all steps of the accounting cycle and prepare financial statements.
	2018-19 (Fall 2018)	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.
	2018-19 (Fall 2018)	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.
	2018-19 (Fall 2018)	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.
	2018-19 (Fall 2018)	ECC: BUS 25	Introduction to Business	SLO #2 Organizational Structures	Students will explain how a business is organized by applying organizational models.
	2018-19 (Spring 2019)	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.
	2018-19 (Spring 2019)	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.

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	2018-19 (Spring 2019)	ECC: BUS 15	Business Mathematics	SLO #4 Business Statistics	Calculate and interpret statistical data and apply them to business decision making processes.
	2018-19 (Spring 2019)	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.
	2018-19 (Spring 2019)	ECC: BUS 19	Principles of Retail Management	SLO #1 Understand Marketplace Terminology	Utilize a comprehensive working vocabulary of retailing and merchandising terminology.
	2018-19 (Spring 2019)	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.
	2018-19 (Spring 2019)	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.
	2018-19 (Spring 2019)	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.
	2019-20 (Fall 2019)	ECC: BUS 11	Accounting for Small Business	SLO #1 Terminology	Define accounting terminology and explain the importance of accounting information.
	2019-20 (Fall 2019)	ECC: BUS 14	Marketing	SLO #1 Brand Management	Explain the concept of a brand and analyze strategies for positioning a brand relative to competitors.
	2019-20 (Fall 2019)	ECC: BUS 20	Business Management	SLO #1 Managerial Functions	Explain key managerial functions including: planning, organizing, leading and controlling.
	2019-20 (Fall 2019)	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.
	2019-20 (Fall 2019)	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.
	2019-20 (Fall 2019)	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.
	2019-20 (Fall 2019)	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.
	2019-20 (Fall 2019)	ECC: BUS 36	New Venture Creation	SLO #1 Business Plan	Students will individually develop a comprehensive business plan for their new product or service.
	2019-20 (Fall 2019)	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.
	2019-20 (Fall 2019)	ECC: BUS 73	Project Management Fundamentals	SLO #1 Project Management Knowledge	Students will demonstrate their understanding of the 10 major knowledge areas of Project Management.

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	2019-20 (Fall 2019)	ECC: BUS 73	Project Management Fundamentals	Areas	Students will demonstrate their understanding of the 10 major knowledge areas of Project Management.
	2019-20 (Fall 2019)	ECC: BUS 73	Project Management Fundamentals	SLO #2 Project Management Process Groups	Students will demonstrate their understanding of the five process groups.
	2019-20 (Fall 2019)	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 scenarios.
	2019-20 (Fall 2019)	ECC: BUS 73	Project Management Fundamentals	SLO #4 Project Plans and Management	Create project plans and manage resource allocation and budget overruns.
	2019-20 (Fall 2019)	ECC: BUS 74	New Media Marketing	SLO #1 Business Model Strategies	Identify appropriate Internet business models and develop strategies to support the business model.
	2019-20 (Spring 2020)	ECC: BUS 12	Advertising	SLO #1 Advertising Terms	Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs.
	2019-20 (Spring 2020)	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.
	2019-20 (Spring 2020)	ECC: BUS 15	Business Mathematics	SLO #3 Procedures and Reports	Explain basic accounting procedures and prepare accounting reports and basic financial statements.
	2019-20 (Spring 2020)	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; understand investment options; and how to analyze and choose appropriate investments including stocks, bonds, and real estate.
	2019-20 (Spring 2020)	ECC: BUS 19	Principles of Retail Management	SLO #1 Understand Marketplace Terminology	Utilize a comprehensive working vocabulary of retailing and merchandising terminology.
	2019-20 (Spring 2020)	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.
	2019-20 (Spring 2020)	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.
	2019-20 (Spring 2020)	ECC: BUS 20	Business Management	SLO #2 Strategic Planning	Apply the strategic planning process to a business scenario and recommend an action plan.
	2019-20 (Spring 2020)	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.
	2019-20 (Spring 2020)	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.
	2019-20 (Spring 2020)	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.

Unit Name	Course SLO Assessment Cycle	Course ID	Course Name	Course SLO Title	Course SLO Statement
	2019-20 (Spring 2020)	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.
	2020-21 (Fall 2020)	ECC: BUS 11	Accounting for Small Business	SLO #2 Process	Process accounting information, including records related to banking and payroll.
	2020-21 (Fall 2020)	ECC: BUS 14	Marketing	SLO #2 Marketing Plan	Develop a marketing plan that achieves organizational objectives and incorporates ROI and other controlling metrics.
	2020-21 (Fall 2020)	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.
	2020-21 (Fall 2020)	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.
	2020-21 (Fall 2020)	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.
	2020-21 (Fall 2020)	ECC: BUS 25	Introduction to Business	SLO #2 Organizational Structures	Students will explain how a business is organized by applying organizational models.
	2020-21 (Fall 2020)	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.
	2020-21 (Fall 2020)	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.
	2020-21 (Spring 2021)	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.
	2020-21 (Spring 2021)	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.
	2021-22 (Fall 2021)	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.
	2022-23 (Fall 2022)	ECC: BUS 74	New Media Marketing	SLO #1 Business Model Strategies	Identify appropriate Internet business models and develop strategies to support the business model.