

# SLO Presentation

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BA

Date: 09-15-2022

## ISLO

### Civic Engagement

- Students will develop values and beliefs in their role as a member of local, national and global societies to promote truth, fairness and goodwill to others. They will use the democratic process to further their values and beliefs and recognize and accept differing perspectives based on cultural diversity. They will engage in actions which provide service to others and have a positive impact on their local community.

### Communication and Expression

- Students will demonstrate the ability to effectively and appropriately communicate their thoughts and ideas both in written and oral forms. They will develop verbal and non-verbal delivery skills, in an appropriate manner, to communicate their ideas as well as evaluate the ideas of others in a wide variety of contexts.

### Critical Thinking and Quantitative Reasoning

- Students will demonstrate the ability to recognize assumptions within an argument and actively and skillfully analyze underlying reasoning to develop a conclusion. They will apply qualitative and/or quantitative analysis to solve problems, predict outcomes, test hypotheses, and explore alternatives in an ethical manner.

### Information Literacy

- Students will demonstrate the ability to determine when gathering additional information is necessary. They will use appropriate resources and technologies to locate, evaluate and incorporate the information when developing supporting arguments and drawing conclusions. Students will also develop the ability to understand any legal, ethical or social issues regarding the use of information.

### Personal Knowledge and Responsibility

- Students will develop the necessary skills to define, maintain and complete their personal educational goals. They will learn to work independently to accomplish personal goals toward realizing their full potential academically, physically and emotionally whether for personal enrichment, further education or career advancement.

<b>Business Education</b>
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<b>PSLO</b> <ul style="list-style-type: none"><li>• Student define terminology, describe theories, and apply models to address issues in accounting, economics, finance, management, and marketing.</li><li>• Students demonstrate awareness of the legal aspects of the business environment.</li><li>• Students utilize current business technology to analyze, evaluate, and create business reports.</li><li>• Students demonstrate effective communication through professional written and oral presentations.</li></ul>
<b>Business Administration - Entrepreneurship and Innovation</b> <ul style="list-style-type: none"><li>• Student create professional business plan.</li><li>• Students identify strategies for motivating, supervising, and developing employees in the workplace.</li><li>• Students identify the legal aspects of managing a small business.</li><li>• Students interpret financial and economic data to improve business performance.</li><li>• Students utilize current business technology to analyze and evaluate business sector.</li></ul>
<b>Business Administration 2.0</b> <ul style="list-style-type: none"><li>• Students define terminology describe theories, and apply models to address issues in accounting, economics, finance, management and marketing.</li><li>• Students demonstrate awareness of the legal aspects of the business environment.</li><li>• Students utilize current business technology to analyze, evaluate, and create business reports.</li><li>• Students demonstrate effective communication through professional written and oral presentations.</li></ul>
<b>Business Administration--A.A.</b> <ul style="list-style-type: none"><li>• Students demonstrate awareness of the legal aspects of the business environment.</li><li>• Students utilize current business technology to analyze, evaluate, and create business reports.</li></ul>

- Students demonstrate effective communication through professional written and oral presentations.
- Students gather and interpret financial and economic data to improve business performance.
- Students identify the impact of the cultural diversity in a work place.

**Business Administration--Certif**

- Students utilize current business technology to analyze, evaluate, and create business reports.
- Students recognize the legal aspects of operating a business.
- Students interpret financial and economic data to improve business performance.
- Students describe the elements of owning and operating a business.

**Business Management--Certif**

- Students identify strategies for motivating, managing, and developing employees in the workplace.
- Students recognize the effect of global economics on the domestic business environment.
- Students identify the legal aspects of managing a business.
- Students interpret financial and economic data to improve business performance.
- Students utilize current and emerging technologies for management decision making.

**Business Marketing--Certif**

- Students demonstrate effective communication through professional written and oral presentations of marketing materials.
- Students create a marketing plan.
- Students gather and interpret demographic and market data.
- Students identify advertising and marketing trends.
- Students utilize current and emerging technologies for management decision making.

**Human Resource Management--Certif**

- Students identify strategies for hiring, motivating, training, and terminating employees.
- Students utilize current business technology to analyze, evaluate, and create business reports.
- Students demonstrate effective communication through professional written and oral presentations.
- Student recognize the local, state, and federal laws regarding discrimination.
- Students identify the impact of the cultural diversity in a work place.

**International Business--Certif**

- Students utilize current business technology to analyze and evaluate the international business environment.
- Students identify the impact of the cultural diversity in a global work place.
- Students explain the supply chain for a product moving from the field or factory to the shelf or consumer.
- Students identify the legal aspects of conducting business in a global environment.
- Students recognize the effect of global economics on the domestic business environment.

**Retail Management--Certif**

- Students utilize current business technology to analyze and evaluate retail business sector.
- Students explain the supply chain for a product moving from the field or factory to the shelf or consumer.
- Students gather and interpret demographic and market data for understanding retail consumers.
- Students identify strategies for hiring, motivating, training, and terminating employees.

**Small Business Management--Certif**

- Students interpret financial and economic data to improve business performance.
- Students identify strategies for motivating, supervising, and developing employees in the workplace.
- Students utilize current business technology to analyze and evaluate business sector.
- Students identify the legal aspects of managing a small business.

- Student create professional business plan.

## **CSLO**

### **BA63 - How to Start a Home-Based Business**

- Students evaluate the major types of home-based businesses available.
- Students develop a sales plan for their purposed home based business.
- Students describe the different ways that home-based businesses are financed.
- Students list the steps required to terminate a home-based business.

### **BA100 - Fundamentals of Business**

- Students will demonstrate critical persuasion of a current business issue through a written position paper.
- Students explain the factors of business profitability.
- Students describe the role of ethics in business.
- Students describe the role of finance and accounting in business.
- Students describe the various management leadership styles.

### **BA101 - International Business**

- A student will identify the five main factors that give the U.S. an effective trade program.
- Students identify the main obstacles of being involved in international business.
- Students evaluate five main factors that give the U.S. an effective trade program with a designated foreign nation.
- Students classify ten countries that trade with the United States into three economical groups.
- Students name four sources of international trade information.
- Students list the basic economical factors that establish product pricing.

### **BA104 - Managing Cultural Diversity**

- Students explain three instances when their ideas, beliefs, or perception have been changed as a result of this course.
- Students differentiate between a business culture and a corporate culture.
- Students relate the basic differences between three major religions.
- Students list the sources which provide relevant cultural information.

### **BA106 - Human Resource Management**

- Select different leadership styles and management models in order to respond to a variety of situations.
- Select optimal methodologies to deal with change-management and conflict resolution in the workplace.
- Identify the challenges and opportunities of managing a diverse workforce.
- Apply different motivational theories, reward strategies, and life-work balance considerations to maximize individual and group performance.
- Define how individual and group human behavioral theories and concepts are applied in the workplace.
- Identify strategies that address the challenges of interfacing technology and employees.

### **BA107 - Human Relations in Business**

- Follow and enforce company policies, procedures, and perform job duties in an ethical manner.
- Identify and apply relevant information needed to set goals, perform job-related tasks, and make business decisions.
- Adopt and lead change, refocus and prioritize actions in the business environment.
- Collaborate and cooperate within a team structure and facilitate achievement of shared goals.
- Interpret oral instructions and communicate to a variety of diverse audiences.
- Interact with business contacts in a professional manner while accepting and delivering constructive feedback.
- Motivate, influence, and support others to achieve desired outcomes.
- Utilize relevant technology-based business applications.

- Interpret oral instructions and communicate to a variety of diverse audiences.

### BA108 - Labor Management Relations

- Students are able to analyze the weak points in a sample labor contract.
- Students discuss management's responsibilities to abide by current labor laws.
- Students discuss labor's responsibilities to abide by current labor laws.
- Students identify the systematic approach to carry on labor negotiations.

### BA109 - Human Resource Development

- Students distinguish between Human Resources Department (HRD) and Human Resource Management (HRM), and describe how HRD can be linked to the goals and strategies of an organization.
- Students discuss the purpose and advantages of conducting a needs assessment, describe the five steps that can be used to conduct a task analysis, and explain how to identify individual performance deficiencies and developmental needs in HRD programs.
- Students write training objectives for a specific program or HRD intervention, identify several sources outside one's own organization where HRD programs could be obtained, and compare the relative merits of developing an HRD in-house versus purchasing it from an outside source.
- Students discuss the content, outcomes, and process of organizational socialization, state the challenges faced by new employees entering an organization, the things they need in order to be successful, and the characteristics of an effective orientation program.
- Students identify basic workplace competencies, the role of apprenticeship programs in today's work environment, a typical technical skills training program, interpersonal skills training program, and professional development.
- Students define coaching and performance management, and explain how to analyze employee performance, and the steps involved in coaching to improve poor performance.
- Students explain the need for employee counseling in organizations, why counseling is an HRD activity, and the typical activities included in employee counseling programs.
- Students define the term career, explain the roles involved in career management and development, and describe how models of life and career development enhance our understanding of careers.
- Students explain specific ways that management development can be linked to organizational goals and strategies, and the options and trends in management education.

### BA110 - Advertising

- Students prepare a consumer research questionnaire given a specified product.
- Students describe how to use the selling points of a product to appeal to its target market.
- Students explain how to conduct basic consumer research.
- Students list the steps involved in behavioral research.

### BA113 - Legal Environment of Business

- Student will identify the advantages and disadvantages of the major types of legal business organizations.
- Students discuss product liability.
- Students outline the steps followed in a civil procedure case.
- Students explain the ethical standards used in the business environment.

### BA114 - Marketing

- Explain the overall importance of marketing and how it fits into the business environment.
- Discuss how the marketing mix (the four P's) is used to address the needs and wants of consumers.
- Explain the strategic function that marketing plays in the profitability of a business.
- Create and present a marketing plan for a product or service.

### BA115 - Management - Business

- Read and comprehend basic and technical business documents.
- Compose basic and technical business documents.
- Identify and apply relevant information needed to set goals, perform job-related tasks, and make business decisions.
- Prioritize and manage time to complete tasks within established deadlines.
- Collaborate and cooperate within a team structure and facilitate achievement of shared goals.
- Interpret oral instructions and communicate to a variety of diverse audiences.

- Interact with business contacts in a professional manner while accepting and delivering constructive feedback.

### BA117 - Introduction to Supervision

- Students prepare an organizational chart.
- Students prepare a flow process chart.
- Students discuss the steps involved in problem solving.
- Students list the principals of an organization.

### BA118 - Retail Management

- Identify and apply relevant information needed to set goals, perform job-related tasks, and make business decisions.
- Follow and enforce company policies, procedures, and perform job duties in an ethical manner.
- Adopt and lead change, refocus and prioritize actions in the business environment.
- Interpret oral instructions and communicate to a variety of diverse audiences.
- Promote products and services through techniques that lead to increased sales.
- Explain the flow of goods and services in a retail environment and recognize the cause and effect of issues in the supply chain e-activities and behaviors that maximize all aspects of the consumer experience.
- Motivate, influence, and support others to achieve desired outcomes.
- Utilize relevant technology-based business applications.

### BA120 - Management -- Accounting and Internal Control

- Read and comprehend basic and technical business documents.
- Compose basic and technical business documents.
- Identify and apply relevant information needed to set goals, perform job-related tasks, and make business decisions.
- Follow and enforce company policies, procedures, and perform job duties in an ethical manner.
- Adopt and lead change, refocus and prioritize actions in the business environment.
- Apply math skills to calculate, interpret, and analyze financial information to make business decisions.
- Utilize relevant technology-based business applications.

### BA121 - Sales

- Students define the seven steps of the sales process.
- Students identify the basic buying motives of customers.
- Students give examples of several objections encountered in a sales presentation.
- Students describe how to overcome price resistance in a sale.

### BA123 - Fundamentals of Retailing

- Students create a merchandising flow chart of a company.
- Students identify site advantages and disadvantages.
- Students explain the methods of taking inventory.
- Students explain how to handle customer complaints.

### BA124 - Fundamentals of Training

- Students conduct a need assessment and develop an action plan appropriate for participants' knowledge, attitudes, and skills.
- Students identify learning styles and explain how and why people learn, the difference between the andragogical and the pedagogical model, and the specific characteristics of adult learners.
- Students analyze trainer characteristics and competencies, training styles, and learner centered versus information centered training.
- Students explain the changing training environment, demonstrate a level of self-awareness, and an understanding of diversity issues in training.
- Students write an instructional plan beginning with an explanation of their design philosophy, the purpose of the instructional plan, and leading to the components of the plan, and the appropriate instructional methods that will be used.
- Students deliver a training workshop, in which they will create a positive learning environment using experiential and active-learning techniques, and visual aids.

- Students deliver a training workshop delivering content and activities at a distance.
- Students evaluate the training workshops of the other students using a four-level model for evaluators.

### BA125 - Designing, Developing, and Delivering Effective Training Programs

- Students are able to describe the basic principles that guide the design and development of a training program, and explain the role the trainer plays in helping organization's achieve their goals.
- Students discuss why learning objectives matter, what a learning objective looks like, what makes a learning objective useful, and how to develop learning objectives and enabling objectives.
- Students define a needs assessment and the proper way of gathering and analyzing information.
- Students are able to describe how to structure a training program, the best sequence for the content and activities and what materials the program requires.
- Students explain what delivery method or methods would be best for the learners and the situation.
- Students identify activities that help participants learn the content, and use what they have learned, after training has been completed.
- Students are able to analyze what to consider about materials and supplies, why and how to use a checklist and the importance of having a backup plan.
- Students explain how to schedule a workshop and plan an environment that will be conducive to learning.
- Students are able to design a training session to meet a specific need, deliver a workshop, and evaluate training success.
- Students explain adult learning principles that guide successful training programs.
- Students discuss how to feel more comfortable with the audience, reasons for thinking about your appearance, and how to practice your delivery.
- Students are able to describe how to get started on the right foot, what to do before participants arrive, how to make people feel welcome, and how to overcome anxiety and nervousness.

### BA126 - E-Learning

- A. Students will define E-training and E-learning, describe the benefits and pitfalls of their use, and identify levels of training and learning in terms of Bloom's taxonomy
- B. Students will discuss the purpose and advantages of E-learning implementations for various needs and learners
- C. Students will identify the content, outcomes, and process of E-learning design and delivery
- D. Students will explain specific ways that E-learning can be linked to organizational strategies and goals and the impact it can have in developing them
- E. Students will analyze the steps and processes used to integrate E-learning with existing training programs, and describe the impact on current training and the learning/training culture
- F. Students will describe the process of implementing an E-learning environment, the issues in making changes in the learning environment stick

### BA132 - Computer Applications for Managers

- Search for information on the Internet, open, save, and print a URL Web page .
- Revise information from the Internet to create or enhance business documents.
- Create, edit, save, and print a variety of word processing documents using formatting, graphics, and wizards.
- Design a spreadsheet with charts, utilizing features such as formatting, formulas, conditional formatting, and functions.
- Design a presentation using wizards, graphs, tables, animation, and transition features .
- Apply several methods to integrate documents from multiple programs (e.g., copying, pasting links, exporting, merging, and embedding features).

### BA149 - Current Management Theory

- Students will develop a self-rating scale analyzing themselves in order to develop an approach that will be of most assistance to merge their management style into one of the top eight theories.

### BA152 - Fundamentals of Importing and Exporting

- Students provide the data needed, including calculating value, for a Customs House Broker to prepare the necessary customs import forms.
- Students discuss the various forms of payment used International businesses.
- Students identify the risks involved with transportation of International products
- Students will be able to describe the major functions of customs

### BA153 - Introduction to Entrepreneurship

- Students create a Business Plan signifying the advantages and challenges to the proposed new business.
- Students to recite the advantages and disadvantages of self-employment.
- Students identify the important records that must be kept by a small business.
- Students list the basic steps in making a sale.

### **BA155 - Introduction to Global Logistics**

- Students identify opportunities for improving customer service performance
- Students describe how supply-chain-management can play a key role in achieving corporate success
- Students explain how logistics contributes to value creation
- Students identify the main factors in bringing a new product to market across numerous geographic regions

### **BA156 - Motivational Presentation Skills for Managers**

- Demonstrate communication principles and critical thinking through written and oral formats .
- Demonstrate the use of on-line resources for research and communications (e.g., Internet, electronic mail).
- Employ software tools (e.g., Microsoft Word, Excel, PowerPoint) to produce professional quality business communications (e.g., letters, memos, presentations, and emails) to address a variety of business situations.
- Edit documents to improve conciseness, precision, tone, and layout.
- Identify components of the communication process, including sender encoding and receiver decoding.
- Evaluate choices of communication channels and barriers to effective listening.
- Deliver an oral presentation using technology and visual support materials.
- Prepare a business report that integrates data from multiple sources to illustrate and emphasize key information.
- Participate in a group to solve problems and make decisions.

### **BA157 - Principles of Public Relations**

- Students identify the publics (distinguishable target audiences) in a simple public relations project.
- Students explain why public relations is considered a marketing tool.
- Students explain how to communicate ideas and communicate to a diverse audience.
- students explain the ethical standards used in public relations.

### **BA173 - Business Administration Occupational Work Experience**

- Demonstrate the ability to research prospective employers and jobs using all available resources (e.g., print media, on-site and telephone interviews, job shadowing, internships, job fairs, personal network and Internet research)
- Develop a career portfolio, using an appropriate tool, of items including resumes, sample cover letters, letters of recommendations, examples of work and technical skills and awards.
- Develop a career portfolio, using appropriate tool, of items including resumes, sample cover letters, letters of recommendation, examples of work and technical skills and awards.
- Prepare paper and electronic resumes and cover letters.

### **BA204 - Project Management**

- Students will be able to list and explain the four key factors that constrain the achievement of a project objective
- Students map out a project flow chart.
- Students are able to identify the factors that contribute to a project budget.
- Students list the software available for project management use.

### **BA205 - Organizational Leadership**

- Students are able to describe the process of organizational leadership.
- Students identify the different leadership styles.
- Students are able to describe how to initiate change in an organization.
- Students list the steps involved in formal decision making.

### **BA208 - Leadership for Women in Business**

- A. Describe the challenges that women leaders face managing work and family life

- B. Describe the obstacles facing a woman as a leader in business
- C. Examine the entrepreneurial alternatives for women in business
- D. Explore information relative to the status and impact of women leaders in the workplace
- E. Assess strategies for how to best integrate women into leadership and managerial positions
- F. Evaluate the entrepreneurial alternative for women in the US and in countries throughout the world

### **BA210 - Entrepreneurship and Innovation**

- Students will summarize the importance of innovation on a personal, enterprise, country wide, and global level.
- Students recognize sources of innovation and opportunities for innovation within the American economy.
- Students begin building a personal business network.
- Students articulate the steps necessary to develop a new venture.
- Students create a business model to support innovation.

### **BA233 - Apple APP Design and Development for Entrepreneurs**

- A. Identify steps in the program development cycle
- B. Break down programming problems into modules
- C. Use if–then–else or if–then structure to test condition
- D. Use a loop to accumulate totals
- E. Write simple code in Swift