

Business Management: Program Outline

Program Goal

To prepare students with the education they need to launch their own business or join an established business in an entry-level position; to help students develop the strategies, plans, procedures, and policies that guide a business on both a day-to-day and long-term basis.

Program Outcomes	Courses	Evidence of Learning
Demonstrate effective written and interpersonal communication skills	ENG121: Business and Technical Writing	Two multiple-choice lesson exams, three writing project lesson exams, final project
	ENG115: Introduction to Literature	Multiple-choice lesson exams, essay exams, discussion boards, final proctored exam
	ENG100: English Composition	Multiple-choice lesson exams, written essays
Demonstrate a high level of inquiry, analytical, and problem-solving skills	ILS103: Information Literacy	Self-check quizzes, discussion boards, three multiple-choice exams
	MAT106: Mathematics for Business and Finance	Multiple-choice lesson exams, final exam
	MAT115: Intermediate Algebra	Multiple-choice lesson exams, final exam
	MAT210: Business Statistics	Multiple-choice lesson exams, final exam
Demonstrate effective quantitative skills	MAT106: Mathematics for Business and Finance	Multiple-choice lesson exams, final exam
	MAT115: Intermediate Algebra	Multiple-choice lesson exams, final exam
	MAT210: Business Statistics	Multiple-choice lesson exams, final exam
Demonstrate computer and information literacy	ILS103: Information Literacy	Self-check quizzes, discussion board posts, three multiple-choice exams
	CSC104: Computer Applications	Lesson exams and graded projects
Demonstrate an understanding of the liberal arts, natural sciences, and social sciences	HUM102: Art Appreciation	Lesson exams, discussion board assignments, and a final exam
	HUM104: Music Appreciation	Lesson exams, discussion boards, graded project, and final exam

Program Outcomes	Courses	Evidence of Learning
	ENG115: Introduction to Literature	Multiple-choice exams, essay exams, discussion boards, final proctored exam
	ENG100: English Composition	Lesson exams, written essays
	SCI120: Introduction to Biology	Lesson exams, essay exam, final proctored exam
	SCI140: Nutrition	Multiple-choice lesson exams, graded project, proctored exam
	SCI110: Earth Science	Multiple-choice lesson exams, research project, final exam
	SSC130: Essentials of Psychology	Multiple-choice lesson exams, research project, case studies, final exam
	SSC105: World Civilizations	Lesson exams, discussion boards, essay exams, and proctored final exam
	SSC125: Introduction to Sociology	Multiple-choice lesson exams, research project, case studies, final exam
Demonstrate an understanding of the principles and processes involved in the functional areas and the need for collaboration among the different functions	BUS100: Business Orientation	Multiple-choice lesson exams
	BUS101: Introduction to Business	Multiple-choice lesson exams, final exam
	BUS110: Principles of Management	Multiple-choice lesson exams, Proctored final exam
	ACC111: Financial Accounting	Multiple-choice lesson exams, project, and final exam
	MKT301: Marketing	Multiple-choice lesson exams, final exam
	ACC112: Managerial Accounting	Multiple-choice lesson exams, final exam
	HRM201: Human Resources Management	Multiple-choice lesson exams, final exam
	FIN101: Financial Management	Multiple-choice lesson exams, graded project, final exam
	BUS340: Organizational Behavior	Multiple-choice lesson exams, discussion board assignments, final

Program Outcomes	Courses	Evidence of Learning
Discuss the management function and application to the business organization	BUS110: Principles of Management	exam Multiple-choice lesson exams, final exam
	BUS101: Introduction to Business	Multiple-choice lesson exams, final exam
	BUS340: Organizational Behavior	Multiple-choice lesson exams, discussion board assignments, final exam
	HRM201: Human Resources Management	Multiple-choice lesson exams, final exam
Understand the steps of the accounting cycle and utilize financial document information as a management tool to plan, and track the financial status of a business	ACC111: Financial Accounting	Multiple-choice lesson exams, final exam, project
	ACC112: Managerial Accounting	Multiple-choice lesson exams, final exam
	FIN101: Financial Management	Multiple-choice lesson exams, graded project, final exam
Discuss the factors affecting marketing plans to promote the business's products or services through an understanding of marketing principles and consumer buying habits	MKT301: Marketing	Multiple-choice lesson exams, final exam
Discuss and apply ethical and legal standards to the business environment	BUS213: Business Law 1	Multiple-choice lesson exams, final exam

Demonstrate an understanding of economic and financial markets and the business economy	BUS121: Economics 1	Multiple-choice lesson exams, Proctored final exam, research project
	FIN101: Financial Management	Multiple-choice lesson exams, graded project, final exam
Understand the fundamentals of human resources as it relates to the business environment	HRM201: Human Resources Management	Multiple-choice lesson exams, final exam

Program Structure

SEMESTER 1		CREDITS
BUS100	Business Orientation	1
ILS103	Information Literacy	1
BUS101	Introduction to Business	3
BUS110	Principles of Management	3
HUM102	Art Appreciation	3
MAT106	Mathematics for Business and Finance	3
Total		14
SEMESTER 2		
CSC104	Computer Applications	3
ENG100	English Composition	3
ACC111	Financial Accounting	3
MKT301	Marketing	3
Social Science Elective (Choose one)		3
SSC130	Essentials of Psychology	
SSC105	World Civilizations	
SSC125	Introduction to Sociology	
Arts & Humanities Elective (Choose one)		3
HUM104	Music Appreciation	
ENG115	Introduction to Literature	
Total		18
SEMESTER 3		
BUS121	Economics 1	3
ACC112	Managerial Accounting	3
MAT115	Intermediate Algebra	3
ENG121	Business and Technical Writing	3
HRM201	Human Resources Management	3
Science Elective (Choose one)		3
SCI120	Introduction to Biology	
SCI140	Nutrition	
SCI110	Earth Science	
Total		18

SEMESTER 4		
FIN101	Financial Management	3
BUS213	Business Law 1	3
BUS340	Organizational Behavior	3
MAT210	Business Statistics	3
ENG200	Speech	3
	Total	15

Course Descriptions and Objectives

BUS100: Business Orientation

Introduction to distance learning; study skills and techniques; reading textbooks and study guides; reviewing for examinations. Four basic life goals; individual life goals and steps needed to fulfill them; similarities between personal financial goals and business goals; determining personal financial goals; setting up a budget; researching, planning, starting up, and maintaining a business.

- Identify skills needed to be a confident and independent online learner
- Analyze the interdependent goals of life and business and the steps needed to achieve them

ILS103: Information Literacy

This course introduces students to the techniques and strategies necessary to research successfully in a cyber environment. Topics include the need for information literacy and how to formulate a search statement, navigate online search engines, cite sources, and organize and use information honestly and responsibly.

- Identify how to formulate focused and specific research questions and the need for information
- Explain the different types of research tools, how they're used to conduct different searches, and how to evaluate the quality and usefulness of the information found
- Explain how to cite sources properly using various citation styles in consideration of academic integrity, plagiarism, and ethical use of resources

BUS101: Introduction to Business

This course outlines the elements of business and the challenges businesses face in a global environment, such as competition and economic factors. You'll learn why accounting, technology and information systems, marketing, and management are essential to starting and growing a business. You'll also learn the basics of managing financial and human resources and the ethical and social responsibilities required of a successful manager.

- Identify different elements that distinguish capitalism, socialism, communism, and mixed economies
- Define the role of small business in the free enterprise system
- Assess elements of the global economy, such as labor, capital, trade, and natural resources, and how they influence business
- Analyze the functions of business, such as management, organization, human relations, marketing, financing, and ethics
- Identify the purpose of business policy and strategy

BUS110: Principles of Management

This course familiarizes the student with both the business environment and the manager's role within it. It covers decision making, planning, organizing, leading, and controlling, as well as developing an ethical perspective.

- Summarize the functions of management and the basic steps in various planning processes
- Explain how to make effective decisions as a manager and a leader
- Describe the fundamental elements of an organization's structure and the components of an organization's competitive environment
- Explain principles for setting goals that motivate employees, why companies develop control systems, and why teamwork is beneficial
- Analyze why diversity is a critical organizational and managerial issue, and describe the criteria for technology decisions and managing change

HUM102: Art Appreciation

In this course, the student will gain an understanding of artistic media, historical periods and artistic movements, the roles of the artist and the viewer, and the principles of art criticism.

- Define the language, visual elements, and principles of design of art
- Identify two-dimensional media
- Identify three-dimensional media
- Explain the evolution of art from ancient Mediterranean cultures through eighteenth century Europe
- Identify features and popular examples of art throughout the history of African, Asian, Pacific, and American cultures
- Compare the genres of the Modern and Postmodern eras of art from around the world

MAT106: Math for Business and Finance

This course will provide the student with a foundation in basic mathematical operations. Topics covered include percentages; discounts; interest; present worth; sinking funds; installment buying; pricing; depreciation; investments; insurance; use of symbols and their applications, equations and formulas; and the importance of statistics.

- Analyze functions of whole numbers, fractions, decimals, and percents
- Show calculations involved in simple interest, compound interest, and time value of money
- Prepare various business math applications involving financial reports, installment buying, and depreciation
- Analyze various financial concepts related to taxes, insurance, financial investments, and basic business statistics

CSC104: Computer Applications

Microsoft® Office allows people to create documents, spreadsheets, presentations, and databases. This course will teach you how to use three popular tools from the Microsoft® Office Suite— Word™, Excel®, and PowerPoint®. In this course, you'll learn how to use Word™ to create and edit text documents, insert figures and tables, and format pages for a variety of uses. You'll then learn how to use Excel® to organize and format data, including charts, formulas, and more complex tables. Next, you'll learn how to use PowerPoint® to create and deliver slide shows. Finally, you'll complete a graded project, which will test the skills acquired in Word™, Excel®, and PowerPoint®.

- Create various Microsoft® Word™ documents.
- Produce a thorough Microsoft® Excel® spreadsheet.
- Identify the basic skills needed to use Microsoft® PowerPoint®.
- Synthesize what you've learned by integrating Word™, Excel®, and PowerPoint®.

ENG100: English Composition

This course teaches the skills and techniques of effectively developing, drafting, and revising college-level essays toward a specific purpose and audience: active reading, prewriting strategies, sentence and paragraph structure, thesis statements, varied patterns of development (such as illustration, comparison and contrast, and classification), critical reading toward revision of structure and organization, editing for standard written conventions, and use and documentation of outside sources. Students submit two prewriting assignments and three essays (process analysis, comparison and contrast, and argumentation).

- Use writing skills to construct well-written sentences and active reading skills to understand and analyze text
- Develop paragraphs using topic sentences, adequate detail, supporting evidence, and transitions
- Contrast the revising and editing steps of the writing process
- Distinguish between different patterns of development
- Write a process analysis essay using prewriting, drafting, revising, and editing skills
- Recognize how to determine the reliability of secondary sources and to give proper credit to sources referenced in an essay
- Write a comparison and contrast essay by using persuasive writing techniques to defend a claim
- Create a sound written argument using techniques of drafting and evaluating sources

ACC111: Financial Accounting

This course will provide students with a basic understanding of the principles of Financial Accounting. Topics covered include analyzing transactions; completing the accounting cycle; merchandising businesses; inventories, assets, and liabilities; and corporations, stocks, bonds, and cash flow.

- Solve important accounting principles and concepts by creating four types of financial statements: balance sheet, income statement, statement of retained earnings, and statement of cash flows
- Explain inventory systems, the inventory process, and the role of ethics in accounting
- Explain cash and receivables, assets, current liabilities, and debt
- Analyze stocks and the statement of cash flows and financial statements that are used to assess the value of a business
- Solve accounting problems using knowledge of accounting forms and functions

MKT301: Marketing

This course covers the principles of marketing. Topics covered include assessing, analyzing, understanding, and targeting the marketplace, as well as the creation, capture, delivery, and communication of value. Students will learn how to develop a marketing plan, use social and mobile marketing effectively, integrate ethics into marketing strategies, influence the consumer decision process, perform market research, perform SWOT and STP analyses, make decisions concerning branding, packaging, and developing new products, price products and services fairly, set advertising objectives, and more.

- Analyze marketing plans, strategies and the aids needed to catalyze it
- Analyze the foundation of the marketing model and its emergence
- Point out the targeted strategies and plans in marketing and globalization
- Formulate a plan of valuing production, innovation, and product marketing
- Develop the valuing strategies for products and services in marketing
- Categorize the strategies for supply chain management and retailing
- Distinguish between the various domains under IMC strategies
- Design a marketing plan for an existing business

SSC130: Essentials of Psychology

This course covers biology and behavior, consciousness, memory, thought and language, intelligence, personality and gender, stress, and community influences.

- Explain various states of consciousness, learning theories, and thought processes and development
- Summarize the nature of human motivation and development, the human development cycle, and approaches to understanding and assessing personality
- Prepare an essay on the topic of conditioning, memory, or motivation and emotion
- Recognize psychological disorders and available treatments
- Explain social psychology as it relates to attitudes, influences, behaviors, and stress
- Use critical thinking skills to determine the likely causes of behaviors of individuals and groups discussed in case studies

SSC105: World Civilizations

This course serves as an introduction to many of the major events of the fifteenth through twenty-first centuries. It also examines the causal relationships between events and trends all across the globe.

- Identify the causes and consequences of global trade and its conflicting worldwide impact
- Describe the impact of social and industrial revolutions, fifteenth century onward, on various nations
- Recognize the conditions that led to the World Wars, decolonization, and the Cold War
- Summarize post-World War II effects on the economic and political structures around the world

- Discuss an event that occurred after the fifteenth century and had an impact on a world civilization
- Explain the effects of World War II on the world population

SSC125: Introduction to Sociology

In this introduction to the field of sociology, you'll learn about social structure, forms of power, and social relationships, as well as deviance, crime, and social control. You'll explore issues of identity and inequality regarding class, race, ethnicity, sex, gender, and sexuality. Social institutions including the family, religion, education, work, and the media are examined, as well as the topics of health, politics, social movements, globalization, and social change.

- Examine foundational concepts and theories of sociology and recognize how they inform research
- Analyze the ways in which culture, social structure, and power influence daily life
- Evaluate the effects of socialization, interaction, deviance, and social control on human behavior
- Develop an essay reflecting on the importance of cultural traditions amid increasing globalization
- Examine the ways in which class, race, gender, and sexuality influence identity and inequality
- Distinguish the various social institutions and issues in the current global system
- Develop an essay examining the ways in which social inequality informs social change and movements

HUM104: Music Appreciation

In this course, you'll practice the skill of active listening. Learning to listen differently will allow you to experience all kinds of music in a new way. Most listeners are familiar with how music makes them feel, and we often say we like a particular piece of music because it has a "good beat" or a beautiful melody. This course will allow you to go deeper. You'll identify what the composer might have been trying to convey and listen for the way elements of musical composition and performance make each piece unique.

- Identify the building blocks of music a composer can use to create a piece, such as rhythm, melody, harmony, texture, form, and timbre
- Differentiate between the music of the baroque era and the musical styles of previous time periods
- List the major characteristics of classical music, including form, melody, and instrumentation
- Describe the musical trends and innovations that occurred during the romantic era
- Relate musical styles of the early twentieth century to comparable movements in art and literature
- Explain the evolution of American popular music in the twentieth century
- Describe the influence of world music on modern western composition
- Synthesize research comparing composers' influence in their respective genres

ENG115: Introduction to Literature

This course will allow you to develop your critical thinking skills and broaden your knowledge of the main genres of literature—fiction, poetry, and drama.

- Explain how to effectively read fiction for both knowledge and enjoyment
- Identify different styles and forms of poetry
- Use what you've learned in this course to discuss, write about, and understand literature
- Prepare a critical interpretation of fiction or poetry based on what you've learned in this course
- Discuss how literary dramas differ from fiction and poetry
- Identify different strategies of critical literary analysis

BUS121: Economics 1

This course will provide an overview of macroeconomics and the modern market economy. Law of supply and demand, cost of living, monetary systems, international factors, and short run economic fluctuations will be examined and discussed.

- Explain economic systems and the economic perspective
- Identify the key factors in macroeconomics and how economists use them to study the economy as a whole
- Explain the macroeconomic models and fiscal policies
- Explain money, banking, and financial policy
- Explain the extending analysis of aggregate supply, current issues in theory and policy, and international economics
- Analyze foreign exchange and investment and the effects each nation's economy has on another nation's economy

ACC112: Managerial Accounting

This course provides an introduction to managerial accounting; analysis: C-V-P and management; budgeting and performance evaluation; decentralized operations; differential analysis and product pricing; capital investment analysis, and cost activities.

- Analyze the various concepts related to managerial accounting and cost accounting
- Explain the different tools of management used for the decision-making process
- Identify the various budget analysis processes and the performance measurements for decision making
- Analyze the various components of capital budgeting, cash flow statements, and ratio analysis
- Solve examples of real-world accounting problems using knowledge of accounting forms and equations

MAT115: Intermediate Algebra

Algebra is the mathematical language used to interpret and represent patterns in numbers by using variables, expressions, and equations. Algebra is an essential tool used in business, science, and computer technology. Throughout this course, you'll be introduced to algebraic concepts, along with real-world application problems from a variety of fields. In addition to providing a springboard to the discovery of underlying mathematical properties, these applications illustrate the importance of mathematics in your world.

- Demonstrate effective quantitative skills
- Solve algebraic equations, linear equations, inequalities, and absolute value equations
- Solve and graph linear equations and inequalities
- Solve polynomials
- Apply algebraic operations to rational expressions and rational equations
- Solve problems involving radicals and complex numbers
- Solve quadratic equations, rational inequalities, nonlinear equations, and nonlinear inequalities
- Calculate exponential and logarithmic functions
- Solve binomial expansions, sequences, and arithmetic and geometric series
- Prepare for the final exam

ENG121: Business and Technical Writing

This course provides an introduction to the various methods of organizing material for a professional setting. Students will compose business documents using the ABC method. These include: memos, emails, outlines, reports and proposals, descriptions, and organizing materials. Students also work on honing their grammar skills.

- Recognize how to use words correctly and effectively
- Produce a well-constructed interoffice memo, workplace email, and business letter
- Produce a brief business report based on findings obtained using research techniques and methods of documentation
- Produce an informal report that lists findings of an investigation and provides recommendation for issues raised in the findings
- Describe procedures for creating proposals, descriptions, instructions, and manuals for the workplace
- Create a detailed proposal designed to solve an internal human resource issue

HRM201: Human Resources Management

An overview of Human Resources Management (HRM), as it's understood today. This course illustrates the dynamic interaction of the personnel functions with each other and with the objectives of an organization.

- Describe the elements of human resource management, including labor considerations, regulation, and management of workflow
- Explain how companies should prepare for and implement HRM to hire new employees and create training

programs

- Identify the aspects of employee, career, and turnover management
- Summarize how employees are paid, including legal requirements, performance-based pay, commissions, salaries, and benefits
- Describe other HRM functions including collective bargaining, labor relations, global HRM, and building a high-performance organization
- Explain key aspects of the field of human resource management

SCI120: Introduction to Biology

An introductory course that explains the origin of life and the relationships between all living things. It describes how a significant number of organisms are structured and how they work, in order to enable students to discuss intelligently the various forms of life and their processes.

- Analyze cells and their processes for obtaining energy and reproducing
- Explain how traits are passed on from one generation to the next
- Explain how different species of living things have evolved and are classified
- Write responses to fundamental biology essay prompts
- Identify the characteristics and behavior of plants and animals
- Diagram the anatomy and physiology of the human body
- Describe the ecology of living things

SCI140: Nutrition

Nutrition is the science that investigates how the body takes in, breaks down, and uses foods. The course will provide you with basic information on how these processes take place, including information about nutrients and how they contribute to the way the body functions. This will help you to have a better understanding of your decisions about food and diet. You'll also learn about physical activities that can contribute to a healthier lifestyle. Because a central focus of nutrition studies is on health promotion, suggestions for individual nutrition choice will be discussed, as well as tactics for maintaining a healthy weight and keeping food supplies safe.

- Describe how nutrition supports a body's wellness
- Recognize the body's use of carbohydrates, fats, and proteins
- Identify the body's use of water, minerals, and micronutrients
- Discuss what nutritional needs are for a healthy weight and for an athletic lifestyle
- Define food safety and the nutritional needs of humans over a lifetime
- Prepare a research paper on a nutritional topic

SCI110: Earth Science

Surveys a broad range of topics within the fields of geology, meteorology, oceanography, and astronomy.

- Categorize the matters, minerals, and materials that compose the Earth
- Differentiate between the elements and their ways of sculpting the landscapes
- Distinguish between the various theories and forces behind Earth's history
- Point out the geological features of oceans and the important concepts of geology
- Categorize the causes and effects of various phenomena affecting Earth's atmosphere
- Analyze the components of the solar system and the universe

FIN101: Financial Management

This course will introduce students to the world of finance, including financial concepts, instruments, and financial decision making. Topics covered include financial assets; investing in long-term assets; capital structure and dividend policy; financial planning and working capital management.

- Categorize financial management functions and organizational structure
- Analyze the time value of money, financial ratios, and risks and returns from investments
- Categorize the capital structure and the capital management of a firm
- Perform financial calculations and analysis related to basic financial concepts

BUS213: Business Law 1

This course is an introduction to the legal environment of business. Topics covered include American court practice and procedure; torts; employment law; international law; environmental law; contract law.

- Categorize the various sources of law in the U.S. legal system
- Analyze the formations and characteristics of sole proprietorships, partnerships, and the corporation forms of business entities
- Point out the various constituents of the contract law
- Show the rules of a written contract with the rights and breaching of a contract
- Report the contract laws that govern principal-agent relationships, law of agency, and labor-management relationships

BUS340: Organizational Behavior

This course covers management approaches; human decision making; conflict management; communication in groups; power and influence; organizational environment, structure and design; and fundamental forces of change.

- Analyze the fundamentals of organizational behavior, culture, and individuality
- Differentiate between the stages of perception, attribution, stress management, motivation, and engagement

- Point out the methods of fostering creativity, innovation, and decision making
- Distinguish between the concepts of effective communication, group making, and team development
- Categorize the elements of conflict, negotiation, and leadership
- Analyze the structure of organizational working and its associated elements
- Prepare a report on emotional labor perspectives at various workplaces by utilizing your findings

MAT210: Business Statistics

In this course, you'll learn how to make sense of the numbers that drive business decisions. You'll develop the skills to organize and visualize data effectively, enabling you to uncover relationships and draw meaningful conclusions. Probability will become your ally as you learn to express common knowledge using standardized language, allowing statisticians to communicate effectively. You'll explore unions, intersections, conditional probability, and the concept of random variables.

You'll also gain experience estimating unknown population parameters and conducting hypothesis tests, preparing you to make reliable inferences. From analyzing variances to conducting ANOVA and linear regression, you'll gain a solid foundation in statistical techniques that are essential for making informed business decisions.

- Show the methods of collecting data and visualizing of qualitative data in statistics
- Analyze the methods of computing probability for discrete and random variables
- Apply sampling distribution methods, estimation, and hypothesis testing in business applications
- Point out the process of computing inferences, linear regression, and least square

ENG200: Speech

This course provides students with a foundation in the basic concepts of public speaking. Students will learn how to research, organize, and write effective speeches; incorporate presentation aids; and rehearse and deliver speeches effectively. Students will prepare, rehearse, record, and submit speeches in a number of rhetorical styles to be graded.

- Analyze the different methods and principles required for effective public speaking
- Point out the principles, methods, and skills required to rehearse and deliver effective public speaking
- Prepare and record a narrative or speech on personal experience
- Prepare and record an informative podcast for a website
- Create and record an infomercial by using one of the mentioned methods
- Prepare and present a motivational or reasoning speech to persuade your audience
- Develop a speech by using key information delivery of a speech

Note: The titles of your learning materials may be different from those listed on your program outline. There is no need to call your instructor about these differences. While the titles of certain learning materials may differ, the educational

content is the same. All learning materials are designed to give you the finest education in your field. If you need instructional assistance, however, be sure to call for help. We reserve the right to revise the program of study and the instructional materials and to substitute for the items of equipment offered.