

Fermanian School of Business - Undergraduate Core Curriculum Map

Core Program Learning Outcomes

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

Undergraduate Business Core		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
Course	Course Title					
General Education Courses				I	I	I
CORE BUSINESS COURSES						
BUS 1000	Introduction to Business	I		I	I	I
ECO 1001	Principles of Macroeconomics	I,D	I,D		I,D	
ECO 1002	Principles of Microeconomics	I,D	I,D	I	I,D	
ACC 2001	Principles of Financial Accounting	I,D	I,D		I,D	
ACC 2002	Principles of Managerial Accounting	I,D	I,D		I,D	
BUS 2001	Legal Environment of Business	I,D	I,D		I,D	
MGT/BMG 2012	Principles of Management	I,D	I,D	D	I,D	I,D
MTH 1053/1073	Business Math/Calculus	I,D	I,D			
MTH 2003	Introduction to Statistics	I,D	I,D			
BUS/BBU 3013	Administrative Communication			D	D	D
FIN/BFN 3035	Business Finance	D	D		D	D
MKT/BMK 3032	Principles of Marketing	D	D	D	D	D
BUS/BBU 4080	International Business	D	D	D	D	D
BUS/BBU 4089/ACC 4089	Internship in Business/Internship in Accounting	D, M	D	M	D, M	D
MGT/BMG 4088	Strategic Management	M	M	M	M	M

Fermanian School of Business - Accounting Major-Specific Curriculum Map

Core Program Learning Outcomes

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

Accounting Major-Specific Program Learning Outcomes

- A1. Exhibit detailed knowledge of accounting and federal tax regulations.
 A2. Analyze financial statements using accounting knowledge.
 A3. Evaluate tax positions and planning opportunities based on federal tax knowledge.

ACCOUNTING		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO A1	PLO A2	PLO A3
Course	Course Title								
General Education Courses				I	I	I			
CORE BUSINESS COURSES									
BUS 1000	Introduction to Business and Systems	I		I	I	I	I		
ECO 1001	Principles of Macroeconomics	I,D	I,D		I,D				
ECO 1002	Principles of Microeconomics	I,D	I,D	I	I,D				
ACC 2001	Principles of Financial Accounting	I,D	I,D		I,D		I	I	
ACC 2002	Principles of Managerial Accounting	I,D	I,D		I,D		I	I	
BUS 2001	Legal Environment of Business	I,D	I,D		I,D				
MGT 2012	Principles of Management	I,D	I,D	D	I,D	I,D			
MTH 1073	Business Calculus	I,D	I,D						
MTH 2003	Introduction to Statistics	I,D	I,D						
BUS 3013	Administrative Communication			D	D	D			
FIN 3035	Business Finance	D	D		D	D			
MKT 3032	Principles of Marketing	D	D	D	D	D			
BUS 4080	International Business	D	D	D	D	D			
BUS 4089/ACC 4089	Internship in Business/Internship in Accounting	D, M	D	M	D, M	D			
MGT 4088	Strategic Management	M	M	M	M	M			
MAJOR SPECIFIC REQUIREMENTS									
ACC 3070	Intermediate Accounting I	D			D		D	D	
ACC 3071	Intermediate Accounting II	D			D		D	D	I
ACC 3075	Managerial Cost Accounting	D	D			D	D	D	
ACC 4010	Federal Tax Accounting I	D	D				D, M		D, M
ACC 4011	Federal Tax Accounting II	D	D	D			D, M		D, M
ACC 4021	Advanced Accounting	D			D		D, M	D, M	
ACC 4025	Financial Statement Analysis and Valuation	D	D, M	D		D	D	M	
ACC 4060	Auditing	D	D	D	D		D, M	D, M	

Fermanian School of Business - Finance Major-Specific Curriculum Map

Core Program Learning Outcomes

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

Finance Major-Specific Program Learning Outcomes

- C1. Exhibit an in-depth knowledge of financial management, investment and international finance theories.
C2. Prepare a business valuation using finance tools and theories.

FINANCE		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO C1	PLO C2
Course	Course Title							
General Education Courses				I	I	I		
CORE BUSINESS COURSES								
BUS 1000	Introduction to Business and Systems	I		I	I	I	I	
ECO 1001	Principles of Macroeconomics	I, D	I, D		I, D		I	
ECO 1002	Principles of Microeconomics	I, D	I, D	I	I, D		I	
ACC 2001	Principles of Financial Accounting	I, D	I, D		I, D		I	
ACC 2002	Principles of Managerial Accounting	I, D	I, D		I, D		I	I
BUS 2001	Legal Environment of Business	I, D	I, D		I, D			
MGT 2012	Principles of Management	I, D	I, D	D	I, D	I, D		
MTH 1073	Business Calculus	I, D	I, D					
MTH 2003	Introduction to Statistics	I, D	I, D					
BUS 3013	Administrative Communication			D	D	D		
FIN 3035	Business Finance	D	D		D	D	D	D
MKT 3032	Principles of Marketing	D	D	D	D	D		
BUS 4080	International Business	D	D	D	D	D		
BUS 4089/ACC 4089	Internship in Business/Internship in Accounting	D, M	D	M	D, M	D		
MGT 4088	Strategic Management	M	M	M	M	M		
MAJOR SPECIFIC REQUIREMENTS								
FIN 3085	Intermediate Finance	D	D		D		D, M	D, M
FIN 4015	Investments	D	D	D		D	M	D
FIN 4025	Financial Statement Analysis and Valuation	D	D, M	D		D	M	M
FIN 4035	International Finance	D	D	D			M	D
Select one of the following:								
ECO 3080	Money and Banking	D	D		D		D	
BUS 3040	Real Estate Principles and Practices	I, D	D	D		D	I, D	
Select one of the following:								
ACC 3070	Intermediate Accounting I	D			D		D	D
ACC 3075	Managerial Cost Accounting	D	D			D	D	
ACC 4010	Federal Tax Accounting I	D	D					

Fermanian School of Business - Information Systems Major-Specific Curriculum Map

Core Program Learning Outcomes

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

Information Systems Major-Specific Program Learning Outcomes

- D1. Demonstrate knowledge of information systems and be prepared for careers that use information systems, and graduate
- D2. Write correct and robust software.
- D3. Analyze the interaction between hardware and software.
- D4. Apply critical thinking, technical and information systems knowledge to solve problems.
- D5. Understand and create arguments supported by quantitative evidence.

INFORMATION SYSTEMS		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO D1	PLO D2	PLO D3	PLO D4	PLO D5
Course	Course Title										
General Education Courses				I	I	I					
CORE BUSINESS COURSES											
BUS 1000	Introduction to Business and Systems	I		I	I	I	I				
ECO 1000	Survey of Economics	I,D	I,D	I	I,D						
ACC 2001	Principles of Financial Accounting	I,D	I,D		I,D		I				
ACC 2002	Principles of Managerial Accounting	I,D	I,D		I,D		I				
BUS 2001	Legal Environment of Business	I,D	I,D		I,D						
MGT 2012	Principles of Management	I,D	I,D	D	I,D	I,D					
MTH 1073	Business Calculus	I,D	I,D					I			I
MTH 2003	Introduction to Statistics	I,D	I,D				I			I	I
BUS 3013	Administrative Communication			D	D	D					
FIN 3035	Business Finance	D	D		D	D					
MKT 3032	Principles of Marketing	D	D	D	D	D					
BUS 4080	International Business	D	D	D	D	D					
ISS 4072	Internship in Information Systems	D	D	M	D	D,M	D			M	M
MGT 4088	Strategic Management	M	M	M	M	M					
MAJOR SPECIFIC REQUIREMENTS											
CSC 1043	Introduction to Computer Programming		I			I		I	I	I	I
CSC 1054	Object-Oriented Programming		D	I		I		D	D	D	D
CSC 2052	Data Structures in C++		D	I		D		D	D	D	D
CSC 3014	Operating Systems		D			D			D	D	
ISS 3042	Project Management and Quality Assurance			D		D	D				
ISS 3073	Networking and Security		D				D		M	D	
ISS 4014	Data Base Systems and Web Integration		M			M	M	M	M	M	M
ISS 4081	Senior Seminar in Information Systems		M	M						M	M
ISS 4003	Information and Computer Security		M	M		M			M	M	M

Core Program Learning Outcomes

- ### **International Development Major-Specific Program Learning Outcomes**

- E1. Exhibit an in-depth knowledge of International Development theories and concepts.
- E2. Compare approaches to decision making in for-profit and non-profit environments based on international development concepts.
- E3. Evaluate the similarities and differences of the economic conditions between developed and developing countries based on International Development knowledge.

INTERNATIONAL DEVELOPMENT		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO E1	PLO E2	PLO E3
Course	Course Title								
General Education Courses				I	I	I			
CORE BUSINESS COURSES									
BUS 1000	Introduction to Business	I		I	I	I			
ECO 1001	Principles of Macroeconomics	I,D	I,D		I,D		I		I
ECO 1002	Principles of Microeconomics	I,D	I,D	I	I,D		I	I	I
ACC 2001	Principles of Financial Accounting	I,D	I,D		I,D				
ACC 2002	Principles of Managerial Accounting	I,D	I,D		I,D				
BUS 2001	Legal Environment of Business	I,D	I,D		I,D				
MGT 2012	Principles of Management	I,D	I,D	D	I,D	I,D		I,D	
MTH 1073	Business Calculus	I,D	I,D						
MTH 2003	Introduction to Statistics	I,D	I,D						
BUS 3013	Administrative Communication			D	D	D			
FIN 3035	Business Finance	D	D		D	D			
MKT 3032	Principles of Marketing	D	D	D	D	D			
BUS 4080	International Business	D	D	D	D	D			I,D
BUS 4089/ACC 4089	Internship in Business/Internship in Accounting	D, M	D	M	D, M	D			
MGT 4088	Strategic Management	M	M	M	M	M			
MAJOR SPECIFIC REQUIREMENTS									
BUS 4075	Sustainability in Action	D		D	D	D	D		
ECO 3015	Theories of Economic Development	D		D	D		M	D	M
ECO 4050	History of Economic Thought	D	D	D	D		D		D
MGT 4070	Nonprofit Organization Management	D	D	D	D		M	D, M	
Select two of the following:									
ECO 4010	International Economics	D	D	D	D		D		
ECO 4040	The Economics of Race, Class and Gender	D	D		D	D	D		
ECO 4090	Special Studies in Economics						D		
MGT 3081	Creativity and Innovation	D	D			D			
MGT 3082	Applied Entrepreneurship	D	D	D		D	D		
SPA/FRE/GER 2050	Intermediate Language I						D		
SPA/FRE/GER 2051	Intermediate Language II						D		
SOC 3060	Race and Ethnicity						D		
SOC 4044	Globalization and Culture						D		
Required:									
Approved Study Abroad in a Developing Country							D		D, M

Fermanian School of Business - Management Major-Specific Curriculum Map

Core Program Learning Outcomes

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

Management Major-Specific Program Learning Outcomes

- F1. Exhibit an in-depth knowledge of management theory.
F2. Assess the competitive advantage of a business based on management concepts.

Entrepreneurship Concentration Program Learning Outcome

- F3. Analyze a startup pitch based on entrepreneurship knowledge and concepts.**

Global Business Concentration Program Learning Outcome

- F4. Analyze essential elements of conducting business globally.**

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Fermanian School of Business - Marketing Major-Specific Curriculum Map

Core Program Learning Outcomes

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

Marketing Major-Specific Program Learning Outcomes

- G1. Exhibit an in-depth knowledge of marketing theory and concepts.
- G2. Evaluate a marketing strategy considering marketing knowledge and concepts.

MARKETING		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO G1	PLO G2
Course	Course Title							
General Education Courses				I	I	I		
CORE BUSINESS COURSES								
BUS 1000	Introduction to Business and Systems	I		I	I	I	I	
ECO 1001	Principles of Macroeconomics	I,D	I,D		I,D			
ECO 1002	Principles of Microeconomics	I,D	I,D	I	I,D			
ACC 2001	Principles of Financial Accounting	I,D	I,D		I,D			
ACC 2002	Principles of Managerial Accounting	I,D	I,D		I,D			
BUS 2001	Legal Environment of Business	I,D	I,D		I, D			
MGT 2012	Principles of Management	I,D	I,D	D	I,D	I,D		
MTH 1073	Business Calculus	I,D	I,D					
MTH 2003	Introduction to Statistics	I,D	I,D					
BUS 3013	Administrative Communication			D	D	D		
FIN 3035	Business Finance	D	D		D	D		
MKT 3032	Principles of Marketing	D	D	D	D	D	D	I,D
BUS 4080	International Business	D	D	D	D	D		
BUS 4089/ACC 4089	Internship in Business/Internship in Accounting	D, M	D	M	D, M	D		
MGT 4088	Strategic Management	M	M	M	M	M		
MAJOR SPECIFIC REQUIREMENTS								
MKT 3033	Consumer and Organizational Buying Behavior		D	D	D	D	D, M	D
MKT 3036	Integrated Marketing and Sales Communications	D	D	D		D	M	D

MKT 3050	Digital Marketing Essentials	D	D				M	
MKT 4032	Marketing Research and Analytics	D	D				M	D
MKT 4050	Digital Marketing Content	D	D	D		D	M	D, M
MKT 4060	Marketing Strategy	D	D	D	D	D	M	D, M

Fermanian School of Business - BBA Management Concentration-Specific Curriculum Map

Core Program Learning Outcomes

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

Management Concentration-Specific Program Learning Outcomes

- A1. Exhibit an in-depth knowledge of management theory.
- A2. Propose organizational improvements using management knowledge and concepts.

MANGAGEMENT CONCENTRATION		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO A1	PLO A2
Course	Course Title							
General Education Courses				I	I	I		
CORE BUSINESS COURSES								
BUS 1000 (CC TSFR)	Introduction to Business and Systems	I		I	I	I	I	
ECO 1001 (CC TSFR)	Principles of Macroeconomics	I,D	I,D		I,D			
ECO 1002 (CC TSFR)	Principles of Microeconomics	I,D	I,D	I	I,D			
ACC 2001 (CC TSFR)	Principles of Financial Accounting	I,D	I,D		I,D			
ACC 2002 (CC TSFR)	Principles of Managerial Accounting	I,D	I,D		I,D		I	I
BUS 2001 (CC TSFR)	Legal Environment of Business	I,D	I,D		I,D			
BMG 2012	Principles of Management	I,D	I,D	D	I,D	I,D	I, D	I,D
MTH 1073 (CC TSFR)	Business Calculus	I,D	I,D					
MTH 2003 (CC TSFR)	Introduction to Statistics	I,D	I,D					
BBU 3013	Administrative Communication			D	D	D		
BFN 3035	Business Finance	D	D		D	D		
BMK 3032	Principles of Marketing	D	D	D	D	D		
BBU 4080	International Business	D	D	D	D	D	D	D
BBU 4089	Internship in Business/Internship in Accounting	D, M	D	M	D, M	D		
BMG 4088	Strategic Management	M	M	M	M	M	D	D, M
OTHER COURSES								
BEC 3080	Money and Banking	D	D		D			
BFN 4015	Investments	D	D		D	D		
MAJOR SPECIFIC REQUIREMENTS								
BMG 3074	Human Resources Management	D	D	D	D	D	D, M	D
BMG 3020	Organizational Behavior	D	D	D	D	D	D	D, M
BMG 3082	Applied Entrepreneurship	D	D	D		D	D	D
BMG 4012	Leadership Theory and Practice	D		D	D	D	D, M	M

Fermanian School of Business - BBA Marketing Concentration-Specific Curriculum Map

Core Program Learning Outcomes

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

Marketing Concentration-Specific Program Learning Outcomes

- B1. Exhibit an in-depth knowledge of management theory and concepts.
- B2. Evaluate an integrated marketing communication (IMC) plan using marketing knowledge and concepts.

MARKETING CONCENTRATION		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO B1	PLO B2
Course	Course Title							
General Education Courses				I	I	I		
CORE BUSINESS COURSES								
BUS 1000 (CC TSFR)	Introduction to Business and Systems	I		I	I	I	I	
ECO 1001 (CC TSFR)	Principles of Macroeconomics	I,D	I,D		I,D			
ECO 1002 (CC TSFR)	Principles of Microeconomics	I,D	I,D	I	I,D			
ACC 2001 (CC TSFR)	Principles of Financial Accounting	I,D	I,D		I,D			