

Fermanian School of Business - BBA 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.

		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
Course	Course Title					
General Education Courses				I	I	I
CORE BUSINESS COURSES						
BBU 1000/CC TSFR	Introduction to Business and Systems	I		I	I	I
BEC 1001/CC TSFR	Principles of Macroeconomics	I,D	I,D		I,D	
BEC 1002/CC TSFR	Principles of Microeconomics	I,D	I,D	I	I,D	
BAC 2001/CC TSFR	Principles of Financial Accounting	I,D	I,D		I,D	
BAC 2002/CC TSFR	Principles of Managerial Accounting	I,D	I,D		I,D	
BBU 2001/CC TSFR	Legal Environment of Business	I,D	I,D		I,D	
MAT 1013/CC TSFR	College Algebra	I,D	I,D			
MAT 1093/CC TSFR	Basic Statistics	I,D	I,D			
BBU 3010	Data-Driven Decision Making	D	D	D	D	
BBU 3013	Administrative Communication			D	D	D
BBU 4080	International Business	D	D	D	D	D
BFN 3035	Business Finance	D	D		D	D
BMG 2012	Principles of Management	I,D	I,D	D	I,D	I,D
BMG 4088	Strategic Management	M	M	M	M	M
BMK 2032	Principles of Marketing	D	D	D	D	D
BBU 4089	Internship in Business	D, M	D	M	D, M	D
ETH 4011 (3001/4001)	Organizational Ethics	I, D	D		D, M	