

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 2012	Principles of Management	I,D	I,D	D	I,D	I,D
MKT 2032	Principles of Marketing	I,D	I,D	D	I,D	I,D
MTH 2003	Introduction to Statistics	I,D	I,D			
BUS 3010	Data Driven Decision Making	D	D	D	D	
BUS 3013	Administrative Communication			D	D	D
FIN 3035	Business Finance	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

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.
- A2. Identify issues and evaluate performance using managerial accounting.
- A3. Prepare and analyze financial statements in accordance with Generally Accepted Accounting Principles (GAAP).

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	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	I, D
ACC 2002	Principles of Managerial Accounting	I,D	I,D		I,D		I	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			
MKT 2032	Principles of Marketing	I,D	I,D	D	I,D	I,D			
MTH 2003	Introduction to Statistics	I,D	I,D						
BUS 3010	Data Driven Decision Making	D	D	D	D				
BUS 3013	Administrative Communication			D	D	D			
FIN 3035	Business Finance	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 3020	Principles of Taxation	I, D	I, D				I, D		
ACC 3070	Intermediate Accounting I	D			D		D		D
ACC 3071	Intermediate Accounting II	D			D		D, M		D, M
ACC 3075	Managerial Cost Accounting	D	D			D	D	D, M	
ACC 4020	Accounting Information Systems	D	D				D	D	
ACC 4025	Financial Statement Analysis and Valuation	D	D, M	D		D	M		M

Fermanian School of Business - Accounting (CPA Track) 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

- AC1. Exhibit detailed knowledge of accounting and financial planning.
 AC2. Identify issues and evaluate performance using managerial accounting.
 AC3. Prepare and analyze financial statements in accordance with Generally Accepted Accounting Principles (GAAP).

ACCOUNTING		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO AC1	PLO AC2	PLO AC3
Course	Course Title								
General Education Courses				I	I	I			
CORE BUSINESS COURSES									
BUS 1000	Introduction to Business	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	I, D
ACC 2002	Principles of Managerial Accounting	I,D	I,D		I,D		I	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			
MKT 2032	Principles of Marketing	I,D	I,D	D	I,D	I,D			
MTH 2003	Introduction to Statistics	I,D	I,D						
BUS 3010	Data Driven Decision Making	D	D	D	D				
BUS 3013	Administrative Communication			D	D	D			
FIN 3035	Business Finance	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 3020	Principles of Taxation	I, D	I, D				I, D		
ACC 3070	Intermediate Accounting I	D			D		D		D
ACC 3071	Intermediate Accounting II	D			D		D, M		D, M
ACC 3075	Managerial Cost Accounting	D	D			D	D	D, M	
ACC 4020	Accounting Information Systems	D	D	D			D	D	
ACC 5030	Tax: Individuals, Trusts and Estates	D	D				D		
ACC 5025	Financial Statement Analysis and Valuation	D	D, M	D		D	M		M
FIN 3065	Financial Planning	D	D			D	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	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		
MKT 2032	Principles of Marketing	I,D	I,D	D	I,D	I,D		
MTH 2003	Introduction to Statistics	I,D	I,D					
BUS 3010	Data Driven Decision Making	D	D	D	D			
BUS 3013	Administrative Communication			D	D	D	D	D
FIN 3035	Business Finance	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 3065	Financial Planning	D	D			D	D, M	
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	

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

Information Systems Core and Major-Specific Program Learning Outcomes

1. Write correct and robust software.
2. Analyze the interaction between hardware and software.
3. Demonstrate general knowledge of theories and practices in the core areas of business.
4. Critically analyze and apply business knowledge to solve complex business situations.
5. Apply technical knowledge and critical thinking to solve problems.
6. Demonstrate effective business communication through both written and verbal means.
7. Collaborate effectively in teams.
8. Understand and create arguments supported by quantitative evidence.
9. Formulate business decisions informed by ethical attitudes and values.
10. Understand the professional, ethical and social issues and responsibilities with the implementation and use of technology.

INFORMATION SYSTEMS		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
Course	Course Title										
General Education Courses							I	I		I	
CORE BUSINESS COURSES											
BUS 1000	Introduction to Business and Systems			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	
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	
MKT 3032	Principles of Marketing			D	D		D	D		D	
MTH 1073	Business Calculus	I		I,D	I,D				I		
MTH 2003	Introduction to Statistics			I,D	I,D	I			I		
BUS 3013	Administrative Communication						D	D		D	
FIN 3035	Business Finance			D	D			D		D	
BUS 4080	International Business			D	D		D	D		D	
ISS 4072	Internship in Information Systems			D	D	M	M	D,M	M	D	
MGT 4088	Strategic Management			M	M		M	M		M	
MAJOR SPECIFIC REQUIREMENTS											
CSC 1043	Introduction to Computer Programming	I	I		I	I		I	I		I
CSC 1054	Object-Oriented Programming	D	D		D	D	I	I	D		D
CSC 2052	Data Structures in C++	D	D		D	D	I	D	D		D
CSC 3014	Operating Systems		D		D	D		D			D
ISS 3042	Project Management and Quality Assurance						D	D			M
ISS 3073	Networking and Security		M		D	D					
ISS 4003	Information and Computer Security		M		M	M	M	M	M		
ISS 4014	Data Base Systems and Web Integration	M	M		M	M		M	M		D
ISS 4072	Internship in Information Systems					M		D			M
ISS 4081	Senior Seminar in Information Systems				M	M	M		M		M

Fermanian School of Business - International Development 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.

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
- 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		
MKT 2032	Principles of Marketing	I,D	I,D	D	I,D	I,D				
MTH 2003	Introduction to Statistics	I,D	I,D							
BUS 3010	Data Driven Decision Making	D	D	D	D					
BUS 3013	Administrative Communication			D	D	D				
FIN 3035	Business Finance	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 4070	Contemporary Development Planning	D	D	D	D		D		D	
MGT 4070	Nonprofit Organization Management	D	D	D	D		M	D, M		
Select two of the following:										
ECO 4040	The Economics of Race, Class and Gender	D	D		D	D	D			
ECO 4090	Special Studies in Economics						D			
FIN 4035	International Finance	D	D	D	D	D		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.

Supply Chain Concentration Program Learning Outcome

- F4. Analyze the essential elements of a supply chain.

MANGAGEMENT		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO F1	PLO F2	PLO F3	PLO F4
Course	Course Title									
General Education Courses				I	I	I				
CORE BUSINESS COURSES										
BUS 1000	Introduction to Business	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					
ACC 2001	Principles of Financial Accounting	I,D	I,D		I,D					
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	I, D	I,D		
MKT 2032	Principles of Marketing	I,D	I,D	D	I,D	I,D				
MTH 2003	Introduction to Statistics	I,D	I,D							
BUS 3010	Data Driven Decision Making	D	D	D	D					
BUS 3013	Administrative Communication			D	D	D				
FIN 3035	Business Finance	D	D		D	D				
BUS 4080	International Business	D	D	D	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	D	D, M		
MAJOR SPECIFIC REQUIREMENTS										
MGT 3074	Human Resources Management	D	D	D	D	D	D, M	D		
MGT 3020	Organizational Behavior	D	D	D	D	D	D	D		
MGT 4084	Operations Management	D	D	D	D		M	M		
MGT 4012	Leadership Theory and Practice	D		D	D	D	D, M			
ENTREPRENEURSHIP REQUIREMENTS										
MGT 3081	Creativity and Innovation	D	D			D	D		I, D	
MGT 3082	Applied Entrepreneurship	D	D	D		D	D	D	D, M	
SUPPLY CHAIN REQUIREMENTS										
MGT 3061	Sourcing Management	D	D	D			D			I, D
MGT 3062	Logistics Management	D	D	D			D			D, M

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	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		
MKT 2032	Principles of Marketing	I,D	I,D	D	I,D	I,D		
MTH 2003	Introduction to Statistics	I,D	I,D					
BUS 3010	Data Driven Decision Making	D	D	D	D			
BUS 3013	Administrative Communication			D	D	D		
FIN 3035	Business Finance	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		M	D, M

Fermanian School of Business - BBA Management and 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.

Management Concentration-Specific Program Learning Outcomes

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

Marketing Concentration-Specific Program Learning Outcomes

- G1. Exhibit an in-depth knowledge of marketing theory and concepts.
- G2. Evaluate an integrated marketing communication plan using marketing knowledge and concepts.

MANAGEMENT CONCENTRATION		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO A1	PLO A2	PLO G1	PLO G2
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	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		I	I		
BBU 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		
MAT 1013/CC TSFR	College Algebra	I,D	I,D							
MAT 1093/CC TSFR	Basic 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			D	I,D
BBU 4080	International Business	D	D	D	D	D	D	D		
BBU 4089	Internship in Business	D, M	D	M	D, M	D			D	D
BMG 4088	Strategic Management	M	M	M	M	M	D	D, M		
OTHER COURSES										
BBU 3010	Data-Driven Decision Making	D	D	D	D			D		D
BLD 4060	Leading Innovation	D	D			D	D	D		
ETH 4011 (3001/4001)	Organizational Ethics	I, D	D		D, M					
MANAGEMENT CONCENTRATION SPECIFIC REQUIREMENTS										
BLD 4012	Leadership Theory and Practice	D		D	D	D	D, M	M		
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 4084	Operations Management	D	D	D	D		M	M		
MARKETING CONCENTRATION SPECIFIC REQUIREMENTS										
BMK 3033	Consumer and Organizational Buying Behavior		D	D	D	D			D, M	D
BMK 3036	Integrated Marketing and Sales Communications	D	D	D		D			M	D, M
BMK 3050	Digital Marketing Essentials	D	D						M	D
BMK 4050	Digital Marketing Content	D	D	D		D			M	D