

# **Learning Outcomes for Clayton State School of Business Required Courses**

**2009-2010**

## **Learning Outcomes for Area F Courses:**

### **Learning Outcomes for ACCT 2101:**

1. Recognize and explain the purpose of the general purpose financial statements (i.e., Income Statement, Statement of Retained Earnings, Balance Sheet, and Cash Flows Statement), differentiate and compute various elements of the general purpose financial statements.
2. Recognize, interpret, and calculate financial ratios pertaining to the analysis of the general purpose financial statements.
3. Determine the impact of specific business transactions or errors on the financial statements.
4. Recognize, explain, and apply basic accounting principles and accounting practices pertaining to cash, receivables, merchandise inventory, assets, liabilities, and stockholders' equity.
5. Know the process by which business transactions are recorded and processed for the preparation of financial statements in service and merchandising companies.

### **Learning Outcomes for ACCT 2102:**

1. Identify the purpose of the general purpose financial statements (i.e., Income Statement, Statement of Retained Earnings, Balance Sheet, and Cash Flows Statement), and differentiate and compute various elements of the general purpose financial statements, in particular Statement of Cash Flows.
2. Recognize, interpret, and calculate financial ratios and other measures pertaining to the analysis of the general purpose financial statements.
3. Distinguish various cost classifications and calculate manufacturing costs of products and jobs.
4. Define, interpret, and apply cost analysis, cost-volume-profit analysis and budgeting techniques for the purpose of planning for required resources to achieve company goals.
5. Measure the performance of subunits with the company using standard costs and other performance measures pertaining to the decentralized companies.
6. Evaluate investment projects and perform differential analysis for the purpose of choosing among competing alternatives.

## **Learning Outcomes for Principles of Macroeconomics ECON 2105:**

The overall objective of this course is to familiarize the student with an understanding of the macroeconomic environment, macroeconomic problems and macroeconomic policy. Also, student should learn basic economic concepts and more about the economic system in which we live. Upon successful completion of this course, the student should:

1. Relate to, identify and be able to use the economic concepts such as scarcity, opportunity cost, and choice.
2. How to apply economic models such as production possibilities, supply and demand, and other diagrams to express economic relationships and to predict the consequences of changes in relevant variables.
3. Relate to and calculate macroeconomic variables and concepts such as nominal and real GDP, unemployment rate and inflation, identify and analyze fiscal and monetary policies, the banking system and the exchange rates.

## **Learning Outcomes for Principles of Microeconomics ECON 2106:**

The overall objective of this course is to familiarize the student with the microeconomic tools necessary to understand the strengths and weaknesses of market processes in guiding the allocation of scarce resources. Also, student should learn basic economic concepts and more about the economic system in which we live. Upon successful completion of this course, the student should:

1. Relate, identify and be able to use Economic concepts such as scarcity, opportunity cost, and choice.
2. How to apply economic models such as production possibilities, supply and demand, and other diagrams to express economic relationships and to predict the consequences of changes in relevant variables.
3. Relate to and calculate microeconomic concepts and variables such as elasticity, marginal and average costs, and marginal and average productivity, examine and analyze consumer decision making, firm theory, market structures, labor markets and basic international trade.

## **Learning Outcomes for BLAW 2106**

1. To have students know the nature of law, its sources and functions; the relationship between law and government, law and society, law and business; the effect of law in the protection of human rights and freedoms as well as in the creation of duties and obligations.
2. To have students know what the role of the judicial system is; the effect of the law, courts, and legal system upon the individual as citizen, employer, employee, taxpayer,

and consumer; and the process by which law is applied to resolve conflicts in human society.

3. To have students know the alternatives to litigation.
4. To have students know about the legal problems a manager may incur in his daily activities, and when professional consultation is warranted in preventing, as well as resolving legal difficulties.

### **Learning Outcomes for CPTG 2201:**

1. Use and apply current IT discipline-related concepts and practices.
2. Communicate effectively and efficiently.

### **Learning Outcomes for Business Core Courses:**

#### **Learning Outcomes for BUSA 3101:**

Upon successful completion of this course, the student should:

1. Know various statistical topics, such as frequency distribution, elementary probability theory including discrete and continuous probability distributions, estimation, hypothesis testing, and regression analysis.
2. Be able to apply the gained knowledge to the solution of practical problems in the business and economics areas through evaluation and selection of appropriate statistical techniques.
3. Be able to use statistical software, such as Microsoft<sup>®</sup> Excel, to solve business and economic problems.
4. Know how to read and interpret computer-generated statistical outputs.

#### ***Learning Outcomes for MGMT 3101:***

1. Understand and explain the major theories and perspectives used to examine management.
2. Recognize critical issues in organizations and apply course concepts, models, and theories when dealing with such problems.
3. Analyze organizational systems, processes, and structures from multiple perspectives.
4. Understand the basic principles of ethics and ethical behavior in organizations
5. Work effectively in teams

#### **Learning Outcomes for MKTG 3101:**

1. This introduction to marketing course is designed to increase students' knowledge of the marketing business environment. More specifically this course is designed to expand students' knowledge in the following areas:
  - a. The importance of product in marketing
  - b. The importance of pricing in marketing
  - c. The importance of distribution in marketing
  - d. The importance of promotion in marketing
2. This course is designed to increase students' awareness of the ethical implications of marketing decisions.

### **Learning Outcomes for FINA 3101:**

Corporate Finance (FINA3101) is an introductory course in finance. The basic theme of this course is valuation. Students will learn the basic valuation techniques and apply them in a variety of contexts. The main learning objectives of the course are:

1. Time value of money concepts.
2. Valuation of financial investments. This section covers valuation of Bonds and Stocks.
3. How to quantify and price risk in order to find the value of risky cash flows.
4. How to value real investments. This section covers basic concepts of capital budgeting.
5. How to estimate the minimum required return on funds raised through debt and equity to finance projects.

### **Learning Outcomes for MKTG 3420:**

1. This global business course is designed to increase students' knowledge of the global business environment. More specifically this course is designed to expand students' knowledge in the following areas:
  - 1a. The importance of the international political, legal and regulatory environment
  - 1b. The importance of the international social and cultural environment
  - 1c. The importance of the international economic environment
  - 1d. The importance of international finance
  - 1e. The importance of international management
  - 1f. The importance of international marketing
  - 1g. The importance of national culture
2. This course is designed to increase students' critical thinking skills through the discussion of business cases
3. Finally, in this course students will become familiar with business ethics and social responsibility as they apply to the international business environment.

### **Learning Outcomes for MGMT 3102 Performance/Quality Management**

The learning outcomes for MGMT 3102 support the mission statement for the School of Business and expected learning outcomes for the B.B.A. Upon completion of this course, the student should:

1. have a comprehension of the problems and opportunities faced by the operations manager in manufacturing and service operations,
2. have developed an ability to apply operations management concepts in a variety of settings,
3. have developed an understanding of operations management techniques in order to be able to evaluate recommendations made by technical specialists in the field, and

### **Learning Outcomes for MGMT 3120 Managerial Communications**

1. Know, comprehend, and apply four principles of effective business communication:
  - a. building goodwill,
  - b. adapting the message to the audience,
  - c. making writing easy to read, using a process to plan, compose, revise, and edit a message.
2. Demonstrate written communication skills by writing a clear, concise, and grammatically correct memo that accomplishes a given purpose and meets the seven criteria for effective writing as defined by the grading rubric.
3. Demonstrate oral presentation skills by preparing and delivering a persuasive oral presentation using PowerPoint® that meets criteria in five performance elements as defined by the grading rubric.

### **Business Capstone**

### **Learning Outcomes for MGMT 4750 Strategic Management**

- A. Know, comprehend, and apply the three parts of the strategic management process:
  1. Establishing Vision and Leadership
  2. Analyzing Environments
    - Evaluating external opportunities and threats
    - Evaluating internal strengths and weaknesses
  3. Selecting a Strategy
    - Developing business-level strategies
    - Developing multiproduct strategies
    - Acquiring and integrating businesses
    - Competing across borders
- B. Apply the strategic management process and integrate knowledge from previous coursework by running a company as part of a management team, competing against other companies in a simulated business environment
- C. Demonstrate business judgment and analytical skills by managing a company individually for four simulated years, competing against three computer-managed companies
- D. Demonstrate interpersonal skills and appreciation for diversity by leading and managing collaborative activities and working effectively in teams that have a diverse membership

## **Learning Outcomes for Required Courses in Accounting:**

### **Learning Outcomes for ACCT 3110 Managerial Cost Accounting**

By the end of the course, the student should know:

1. Manufacturing and non-manufacturing costs and the way they are recorded and reported in the financial statements.
2. The process by which cost of manufacturing a product or rendering a service is computed and reported under job order costing, process costing, and standard costing.
3. How to conduct cost analysis through determination of the behavior of costs and expenses.
4. Methods used to measure and report performance through analysis of cost variances.
5. Methods used to allocate overhead (shared or common) costs, joint costs, and service department costs using appropriate criteria.

### **Learning Outcomes for ACCT 3250 Taxation of Individuals (3-0-3)**

1. Students will demonstrate knowledge and understanding of inclusions and exclusions from gross income.
2. Students will demonstrate knowledge and understanding of deductions and losses.
3. Students will demonstrate knowledge and understanding of cost recovery calculations.
4. Students will demonstrate knowledge and understanding of nontaxable transactions.
5. Students will demonstrate knowledge and understanding of property transactions.
6. Students will demonstrate knowledge and understanding of tax credits and prepayments

### **Learning Outcomes for ACCT 3351 Intermediate Financial Accounting I**

- (1) Accounting input—comprehension of principles and pronouncements to form guidance in accounting theory and practice for asset and income determination.
- (2) Accounting throughput—identification and classification of key fundamentals in the recording, adjusting, reporting, and disclosure process for asset and income determination.
- (3) Accounting output—conceptual application of risk, strengths, and limitations of an entity's financial output on asset and income measures via communication of critical thoughts.

### **Learning Outcomes for ACCT 3352 Intermediate Financial Accounting II**

- (1) Accounting input—comprehension of principles and pronouncements to form guidance in accounting theory and practice for liability, equity, and income determination.

(2) Accounting throughput—identification and classification of key fundamentals in the recording, adjusting, reporting, and disclosure process for liability, equity, and income determination.

(3) Accounting output—conceptual application of risk, strengths, and limitations of an entity's financial output on liability, equity, and income measures via communication of critical thoughts.

### **Learning Outcomes for ACCT 4330 Accounting Information Systems**

1. Identify and explain the functions of Accounting Information Systems (AIS), the goals, processes, procedures, journal entries, internal controls, forms, accounting principles, and other documents pertaining to major subsystems of accounting information systems.
2. Identify and explain the fundamental concepts pertaining to the external auditing and assurance services such as audit objectives and responsibilities, audit reports, professional ethics, legal liabilities, audit planning, and analytical procedures.
3. Design and implement a relatively simple computerized general ledger system based on Peachtree and QuickBooks.
4. Apply essential aspects of Access (i.e., Table, Form, Query, and Report) for the design of a relatively simple accounting system based on database management systems.
5. Construct systems flowcharts for graphical representation of the processes, logic flows, inputs, outputs, and files with accounting systems using Visio.
6. Apply several helpful features of Excel for processing and reporting accounting information and performing analytical procedures for auditing purposes.

### **Learning Outcomes for ACCT 4480 Auditing and Assurance Services**

(1) Accounting, auditing, and assurance services input—comprehension of principles and pronouncements to form guidance in accounting and assurance services theory and practice.

(2) Accounting, auditing, and assurance services throughput—identification, classification, and workpaper documentation of key fundamentals in the recording, adjusting, financial statement reporting, disclosure, and independent accountant processes through balance sheet and risk-based cycle perspectives for asset, liability, equity, and income determination.

(3) Accounting, auditing, and assurance services output—conceptual application of risk, strengths, and limitations of an entity's financial output on asset, liability, equity, and income measures with demonstration of independence, professional objectivity, and appropriate management advocacy via communication of critical thoughts.

### **Learning Outcomes for Required Courses in Management:**

#### **Learning Outcomes for MGMT 4101, Human Resource Management**

1. define the strategic function of human resource management in an organization
2. describe and illustrate the specific elements of an effective staffing program

3. analyze the implications of theories of motivation and behavior on the effectiveness of human resource management programs
4. explain relationships among organizational and environmental characteristics and human resource management decisions

### **Learning Outcomes for MGMT 4102 Organizational Behavior**

1. Understand and recognize the problems and opportunities in organizational behavior which confront managers.
2. Know those techniques which have been demonstrated to be effective.
3. Choose and apply effective and validated techniques to solve these problems.

### **Learning Outcomes for MGMT 4111 Leadership**

- Students will be able to identify and explain the basic theories and concepts of leadership.

In addition to the primary learning outcome, the course will enhance students' ability to

- Think critically by applying the leadership theories and concepts to specific problem and case situations through critical thinking.
- Demonstrate leadership skill development (e.g., use of reinforcement theory, managing conflict, goal setting) through participation in business simulations and role-play exercises.

### **Learning Outcomes for Required Courses in Marketing:**

#### **Learning Outcomes for MKTG 4104:**

1. This marketing research course is designed to increase students' knowledge of the marketing business environment. More specifically this course is designed to expand students' knowledge in the following areas:
  - a. Translate company and management problems into marketing research questions
  - b. Understand marketing research concepts and methods
  - c. Understand the limitations and biases of marketing research
2. Use technology to understand and apply various statistical methods for analyzing marketing data.
3. Improve students' oral and written communication skills. A group marketing project has to be written and presented.

## **Learning Outcomes for Marketing 4207**

1. This sales marketing course is designed to increase students' knowledge of the marketing business environment. More specifically this course is designed to expand students' knowledge in the following areas:
  - b. Understand the concept of FAB (features, advantages and benefits)
  - c. Understand and demonstrate the various methods of dealing with objections
  - d. Understand and demonstrate the various methods of closing a sale
2. Improve students' oral communication skills. Two oral sales presentations have to be completed.

## **Learning Outcomes for MKTG 4750**

1. This capstone marketing course is designed to increase students' knowledge of the marketing business environment. More specifically this course is designed to expand students' knowledge in the following areas:
  - a. The importance of product planning in marketing
  - b. The importance of pricing in marketing
  - c. The importance of distribution in marketing
  - d. The importance of promotion in marketing
  - e. The importance of strategic marketing
2. This course aims to increase students' critical thinking skills through the analysis and discussion of marketing cases
3. This course is designed to cultivate students' oral and written communication skills.