



Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: BA292 Entrepreneurial Capstone Course Outcomes	i Identify appropriate ethical and legal procedures for a small business	ii Recognize and evaluate opportunities in the global market place	iii Employ appropriate and effective business communication skills in virtual and interpersonal environments	iv Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	v Develop financial recordkeeping systems and interpret results	vi Develop and evaluate marketing strategies for a small business	vii Explore entrepreneurial potential and develop a business plan
Demonstrate concepts and processes associated with successful entrepreneurial performance	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Presentation of Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing
Demonstrate ability to transfer learning to new situations	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Presentation of Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing
Model professional communication skills	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Presentation of Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing
Assemble and present portfolio	Program summative	Program summative	Presentation of Program summative	Program summative assessment: E-	Program summative	Program summative	Program summative



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demonstrating evidence of learning using appropriate strategies and technology	assessment: E-Portfolio contains evidence of learning and reflective writing	assessment: E-Portfolio contains evidence of learning and reflective writing	assessment: E-Portfolio contains evidence of learning and reflective writing	Portfolio contains evidence of learning and reflective writing	assessment: E-Portfolio contains evidence of learning and reflective writing	assessment: E-Portfolio contains evidence of learning and reflective writing	assessment: E-Portfolio contains evidence of learning and reflective writing
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Course: AC2764 Small Business Accounting	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Employ accounting standards	Collaborative discussions, case analysis, quizzes		Collaborative discussions, case analysis, quizzes	Collaborative discussions, case analysis, quizzes	Discussions, quizzes, assignments, journals, portfolios, individual or group activities/ case analysis , exams,		Discussion, Collaborative discussions, case analysis, quizzes
prepare and interpret financial statements	Collaborative discussions, case analysis, quizzes		Collaborative discussions, case analysis, quizzes	Collaborative discussions, case analysis, quizzes	Discussions, quizzes, assignments, journals, portfolios, individual or group activities/ case analysis , exams,		Discussion, Collaborative discussions, case analysis, quizzes
Estimate cash flow needs	Collaborative discussions, case analysis, quizzes		Collaborative discussions, case analysis, quizzes	Collaborative discussions, case analysis, quizzes	Discussions, quizzes, assignments, journals, portfolios, individual or group activities/ case analysis , exams,		Discussion, Collaborative discussions, case analysis, quizzes
Calculate and interpret	Collaborative		Collaborative	Collaborative	Discussions,		Discussion,



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financial rations	discussions, case analysis, quizzes		discussions, case analysis, quizzes	discussions, case analysis, quizzes	quizzes, assignments, journals, portfolios, individual or group activities/ case analysis , exams,		Collaborative discussions, case analysis, quizzes
Determine and deposit payroll taxes	Collaborative discussions, case analysis, quizzes		Collaborative discussions, case analysis, quizzes	Collaborative discussions, case analysis, quizzes	Discussions, quizzes, assignments, journals, portfolios, individual or group activities/ case analysis , exams,		Discussion, Collaborative discussions, case analysis, quizzes
Set up a computerized accounting system	Collaborative discussions, case analysis, quizzes		Collaborative discussions, case analysis, quizzes	Collaborative discussions, case analysis, quizzes	Discussions, quizzes, assignments, journals, portfolios, individual or group activities/ case analysis , exams,		Discussion, Collaborative discussions, case analysis, quizzes
Implement a systematic approach to recording and using financial information	Collaborative discussions, case analysis, quizzes		Collaborative discussions, case analysis, quizzes	Collaborative discussions, case analysis, quizzes	Discussions, quizzes, assignments, journals, portfolios, individual or group activities/ case analysis , exams,		Discussion, Collaborative discussions, case analysis, quizzes
Design procedures to protect business assets	Collaborative discussions, case		Collaborative discussions, case	Collaborative discussions, case	Discussions, quizzes,		Discussion, Collaborative



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	analysis, quizzes		analysis, quizzes	analysis, quizzes	assignments, journals, portfolios, individual or group activities/ case analysis , exams,		discussions, case analysis, quizzes
Compute and record payroll expenses and liabilities	Collaborative discussions, case analysis, quizzes		Collaborative discussions, case analysis, quizzes	Collaborative discussions, case analysis, quizzes	Discussions, quizzes, assignments, journals, portfolios, individual or group activities/ case analysis , exams,		Discussion, Collaborative discussions, case analysis, quizzes



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Course: <u>BA101 INTRO TO BUSINESS</u>	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Evaluate various business disciplines and career opportunities	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations			Case analysis, weekly or term papers/ project/ discussions, presentations
Examine the role of corporate social responsibility in the business environment	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations			Case analysis, weekly or term papers/ project/ discussions, presentations
Describe the financial, legal, and administrative procedures involved in starting new business ventures	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations		Case analysis, weekly or term papers/ project/ discussions, presentations
Discuss the forces (economic, political, international, environmental) that shape the business and economic structure of the U.S.	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations			Case analysis, weekly or term papers/ project/ discussions, presentations
Demonstrate investment strategies			Case analysis, weekly or term papers/ project/ discussions,	Individual or team competition / collaborative group	Case analysis, weekly or term papers/ project/		Case analysis, weekly or term papers/



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			presentations	project	discussions, presentations		project/ discussions, presentations
Identify a target market and apply an appropriate marketing strategy		Individual or team competition / collaborative group project		Individual or team competition / collaborative group project		Collaborative, group project / presentation	Case analysis, weekly or term papers/ project/ discussions, presentations
Use basic financial computations (i.e. profit, return on investment, sales volume, and breakeven point).				Case analysis, weekly or term papers/ project/ discussions, presentations	Discussion, assignment, case project		Case analysis, weekly or term papers/ project/ discussions, presentations



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Course: <u>BA120 LEADERSHIP DEVELOPMENT</u>	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Demonstrate basic leadership techniques	Case analysis, weekly or term papers/ project/ discussions, presentations		Case analysis, weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Case analysis, weekly or term papers/ project/ discussions, presentations
Articulate an understanding of the principles, practices, styles, and values of diverse cultures in developing their own approach to leadership	Case analysis, weekly or term papers/ project/ discussions, presentations		Case analysis, weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Case analysis, weekly or term papers/ project/ discussions, presentations
Discuss culturally grounded practices, values and beliefs, and explain how they influence people's leadership styles	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Case analysis, weekly or term papers/ project/ discussions, presentations
Distinguish between leadership and management and how to use both to your advantage situational within your organization	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Case analysis, weekly or term papers/ project/ discussions, presentations
Recognize leadership opportunities on the job and in personal life	Reflective journaling / paper		Reflective journaling / paper	Reflective journaling / paper			Case analysis, weekly or term papers/



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Course: BA150 INTRO TO ENTREPRENEURSHIP	i Identify appropriate ethical	ii Recognize and evaluate	iii Employ appropriate and effective	iv Develop critical thinking and decision	v Develop financial recordkeeping	vi Develop and evaluate	vii Explore entrepreneurial
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Course Outcomes	and legal procedures for a small business	opportunities in the global market place	business communication skills in virtual and interpersonal environments	making skills as an individual, a team member, and a leader of an organization	systems and interpret results	marketing strategies for a small business	potential and develop a business plan
Evaluate entrepreneurial strengths and weaknesses	Collaborative discussions/ projects, presentation, quizzes	Interviews, collaborative discussions/ projects, presentation	Interviews, collaborative discussions/ projects, presentation, quizzes	Reflective writing, Collaborative discussions/ projects, presentation, quizzes			Reflective writing, group activity, peer reviews
Establish goals and objectives for a business	Collaborative discussions/ projects, presentation, quizzes	Interviews, collaborative discussions/ projects, presentation	Interviews, collaborative discussions/ projects, presentation, quizzes	Reflective writing, Collaborative discussions/ projects, presentation, quizzes			Reflective writing, group activity, peer reviews
Describe leadership skills for operating a small business	Collaborative discussions/ projects, presentation, quizzes	Interviews, collaborative discussions/ projects, presentation	Interviews, collaborative discussions/ projects, presentation, quizzes	Reflective writing, Collaborative discussions/ projects, presentation, quizzes			Reflective writing, group activity, peer reviews
Identify legal and ethical issues related to small business.	Collaborative discussions/ projects, presentation, quizzes	Interviews, collaborative discussions/ projects, presentation	Interviews, collaborative discussions/ projects, presentation, quizzes	Reflective writing, Collaborative discussions/ projects, presentation, quizzes			Reflective writing, group activity, peer reviews
Establish goals and objectives for a business	Collaborative discussions/ projects, presentation, quizzes	Interviews, collaborative discussions/ projects, presentation	Interviews, collaborative discussions/ projects, presentation, quizzes	Reflective writing, Collaborative discussions/ projects, presentation, quizzes			Reflective writing, group activity, peer reviews

Course:	i	ii	iii	iv	v	vi	vii
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BA156 Economic Essentials Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Apply the tools of economic analysis	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			
compare and contrast the four principle market structures	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			
Describe the functioning of the U.S. economy	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			
Evaluate the social consequences of macroeconomic instability, including the differential impact of inflation and unemployment	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			
Analyze the effects of macroeconomic stabilization policies	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			



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		quizzes					
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BA203 INTERNATIONAL BUSINESS	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Course Outcomes							
Employ international business vocabulary	Discussion, collaborative group activities, case analysis quizzes	Summative assessment: collaborative feasibility analysis project	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation	Collaborative group activities, project presentation	Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations
Integrate basic concepts of international business into a marketing plan	Discussion, collaborative group activities, case analysis quizzes	Summative assessment: collaborative feasibility analysis project	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation	Collaborative group activities, project presentation	Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations
Identify major governmental and non-governmental sources of information and trading assistance	Discussion, collaborative group activities, case analysis quizzes	Summative assessment: collaborative feasibility analysis project	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation	Collaborative group activities, project presentation	Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations
Reference sources of information on international cultures and business practices	Discussion, collaborative group activities, case analysis quizzes	Summative assessment: collaborative feasibility analysis project	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation	Collaborative group activities, project presentation	Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations
Use concepts of global business management	Discussion, collaborative group activities, case analysis quizzes	Summative assessment: collaborative feasibility	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation	Collaborative group activities, project presentation	Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations



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Course: BA205 Solving Communication Problems with Technology Course Outcomes	i Identify appropriate ethical and legal procedures for a small business	ii Recognize and evaluate opportunities in the global market place	iii Employ appropriate and effective business communication skills in virtual and interpersonal environments	iv Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	v Develop financial recordkeeping systems and interpret results	vi Develop and evaluate marketing strategies for a small business	vii Explore entrepreneurial potential and develop a business plan
Communicate personal and organizational information using standard business documents, formats, and business presentation techniques and tools.			Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			
Research, write, and edit business documents using on- line and library resources and business software applications common to the contemporary business environment			Summative collaborative project, peer assessment, reflective journals	Collaborative group activities, project presentation			
Select and use appropriate technology for business communication needs			Summative collaborative project, peer assessment, reflective journals	Collaborative group activities, project presentation			
Work collaboratively with teams to communicate business information in a project environment			Summative collaborative project, peer assessment, reflective journals	Collaborative group activities, project presentation			
Create a professional quality resume and			Weekly or term papers/ project/	Collaborative group activities, project			



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cover letter			discussions, presentations	presentation			
Discuss strategies to work cooperatively with peers and diverse cultural backgrounds.			Summative collaborative project, peer assessment, reflective journals	Collaborative group activities, project presentation			

Course: BA206 MANAGEMENT	i Identify appropriate ethical	ii Recognize and evaluate	iii Employ appropriate and effective	iv Develop critical thinking and decision	v Develop financial recordkeeping	vi Develop and evaluate	vii Explore entrepreneurial
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FUNDAMENTALS	and legal procedures for a small business	opportunities in the global market place	business communication skills in virtual and interpersonal environments	making skills as an individual, a team member, and a leader of an organization	systems and interpret results	marketing strategies for a small business	potential and develop a business plan
Course Outcomes							
Identify the four basic fundamental managerial functions, their impact on productivity, and techniques to improve each of these functions	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation	Summative project; reflective paper			Summative project; reflective paper
Discuss the contemporary problems faced by the managers of today, including ethics, culture, ethnic diversity, age, and gender.	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation	Summative project; reflective paper			Summative project; reflective paper
Develop the skills needed to manage for productivity through interpersonal communication and motivation	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation	Summative project; reflective paper			Summative project; reflective paper
Recognize different management and leadership styles	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation	Summative project; reflective paper			Summative project; reflective paper
Discuss basic concepts and methodologies of quality management	Case analysis, weekly or term papers/ project/ discussions, presentations	Case analysis, weekly or term papers/ project/ discussions,	Collaborative group activities, project presentation	Summative project; reflective paper			Summative project; reflective paper



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		presentations					
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Course:	i	ii	iii	iv	v	vi	vii
BA213 Managerial Accounting	Identify appropriate ethical and legal procedures for a	Recognize and evaluate opportunities in the global	Employ appropriate and effective business communication skills	Develop critical thinking and decision making skills as an individual, a team	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a	Explore entrepreneurial potential and develop a



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Course Outcomes	small business	market place	in virtual and interpersonal environments	member, and a leader of an organization		small business	business plan
Use basic job and process costing concepts to analyze relevant costs	Discussion, collaborative group activities, case analysis quizzes		Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		Collaborate Discussion, case analysis
Apply cost-volume-profit analysis	Discussion, collaborative group activities, case analysis quizzes		Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		Collaborate Discussion, case analysis
Implement budgeting concepts to develop a flexible budget and perform variance analysis	Discussion, collaborative group activities, case analysis quizzes		Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		Collaborate Discussion, case analysis
Prepare and analyze responsibility accounting reports	Discussion, collaborative group activities, case analysis quizzes		Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		Collaborate Discussion, case analysis
Prepare and evaluate differential analysis reports for a variety of managerial decisions	Discussion, collaborative group activities, case analysis quizzes		Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case		Collaborate Discussion, case analysis



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					analysis, quizzes		
Employ capital budgeting strategies	Discussion, collaborative group activities, case analysis quizzes		Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes	Discussion, collaborative group activities, case analysis quizzes	Collaborate Discussion, case analysis

Course: BA222 FINANCE	i Identify appropriate ethical and legal procedures for a small business	ii Recognize and evaluate opportunities in the global market place	iii Employ appropriate and effective business communication skills in virtual and	iv Develop critical thinking and decision making skills as an individual, a team member, and a leader	v Develop financial recordkeeping systems and interpret results	vi Develop and evaluate marketing strategies for a small business	vii Explore entrepreneurial potential and develop a business plan
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Course Outcomes			interpersonal environments	of an organization			
Understand the characteristics of money markets and capital markets	Discussion and collaborative group activities	Discussion and collaborative group activities, quizzes	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		Discussion and collaborative group activities, quizzes
Understand the relationship between interest rates and bonds	Discussion and collaborative group activities, quizzes	Discussion and collaborative group activities, quizzes	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		Discussion and collaborative group activities, quizzes
Calculate taxes	Discussion and collaborative group activities, quizzes	Discussion and collaborative group activities, quizzes	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		Discussion and collaborative group activities, quizzes
Calculate the time value of money		Discussion and collaborative group activities, quizzes	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		Discussion and collaborative group activities, quizzes
Formulate the decision process of capital budgeting and risk management			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes	Discussion and collaborative group activities, quizzes	Discussion and collaborative group activities, quizzes



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Calculate financial ratios			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes	Discussion and collaborative group activities, quizzes	Discussion and collaborative group activities, quizzes
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Course: BA223 MARKETING	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan



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			environments				
Identify and evaluate the 4Ps of marketing	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation		Summative project; abbreviated marketing plan	Collaborative discussions/ projects, presentation
Discuss the impact of marketing concepts in organizational decision making	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation		Summative project; abbreviated marketing plan	Collaborative discussions/ projects, presentation
Demonstrate marketing strategies that make the customer the focus of marketing	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation		Summative project; abbreviated marketing plan	Collaborative discussions/ projects, presentation
Describe key stages of the market planning	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation		Summative project; abbreviated marketing plan	Collaborative discussions/ projects, presentation



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Course: BA224 Human Resource Management	I	ii	iii	iv	v	vi	vii
Course Outcomes	identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Discuss various human resource management perspectives	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Summative term project – develop code of ethics
Develop both objective and subjective indicators of performance and measurements for an employee performance evaluation	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Summative term project – develop code of ethics
Evaluate options for and develop a performance improvement plan	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Summative term project
Demonstrate conflict resolution strategies	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Summative term project – develop code of ethics
Develop job descriptions employing job analysis and task identification processes	Discussion, collaborative group activities, case analysis quizzes		Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Summative term project – develop code of ethics



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Analyze and differentiate current federal, state, and local regulations pertaining to employment	Discussion, collaborative group activities, case analysis quizzes		Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Summative term project – develop code of ethics
Evaluate the various aspects of motivation as they relate to job satisfaction, compensation, and security	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			Summative term project – develop code of ethics



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Course: BA230 Business Law	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Describe basic concepts of the legal environment for businesses	Discussion, collaborative group activities, case analysis quizzes		Weekly or term papers/ project, oral presentation	Collaborative group activities, project presentation			
Apply basic legal knowledge to business problems	Discussion, collaborative group activities, case analysis quizzes		Weekly or term papers/ project, oral presentation	Collaborative group activities, project presentation			
Communicate using standard business and legal terminology	Discussion, collaborative group activities, case analysis quizzes		Weekly or term papers/ project, oral presentation	Collaborative group activities, project presentation			



Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: BA233 E-MARKETING	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Write an e-Marketing plan for a new or existing product or business	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation		Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation
Identify primary social media channels used by corporations and analyze the function of each channel in order to participate in channel decisions and discussions within marketing teams	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation
Use terminology related to use of social media in a marketing context	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation
Develop both proactive and reactive strategies to manage corporate messaging in a social media environment	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation
Identify and respond to significant legal and ethical issues related to social media	Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation



Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: BA238 SALES	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Discuss the psychology of selling and the social, ethical and legal issues involved	Collaborative discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes		Reflective writing, role play presentations	Reflective writing, role play presentations
Demonstrate the art of communication and persuasion	Collaborative discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes		Reflective writing, role play presentations	Reflective writing, role play presentations
Demonstrate prospecting, product positioning, and planning	Collaborative discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes		Reflective writing, role play presentations	Reflective writing, role play presentations
Discuss the impacts of time, territory, and self-management on sales	discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes		Reflective writing, role play presentations	Reflective writing, role play presentations
Demonstrate effective sales practices	discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes		Reflective writing, role play presentations	Reflective writing, role play presentations
Analyze the situation and choose the appropriate sales presentation method	discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes		Reflective writing, role play presentations	Reflective writing, role play presentations



Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: BA239 ADVERTISING	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Develop a marketing and advertising plan	Collaborative discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes
Evaluate advantages and disadvantages of the different types of media	Collaborative discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes
Explain the social, ethical, and regulatory aspects of advertising	Collaborative discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes		Collaborative discussions/ projects, presentation, quizzes	Collaborative discussions/ projects, presentation, quizzes



Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: BA250 ENTREPRENEURSHIP	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Discuss the importance of small businesses in the economy	Collaborative discussions	Collaborative discussions	Collaborative discussions	Collaborative discussions	Collaborative discussions	Collaborative discussions	Collaborative discussions
Assess business feasibility through research and planning	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis
Prepare a business plan	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis
Identify resources available for entrepreneurial businesses	Summative assessment: business planning and analysis	Summative assessment: business planning and analysis	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis; presentation	Summative assessment: business planning and analysis



Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: BA277 Business Ethics	I	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Compare and contrast major ethical perspectives	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			
Evaluate various business strategies for corporate social responsibility	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			
Apply an ethical decision-making framework to specific cases or practices in business and personal situations	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			
Discuss the ethical issues inherent in the dynamic business environment, including information technology issues	Discussion, collaborative group activities, case analysis quizzes	Discussion, collaborative group activities, case analysis quizzes	Weekly or term papers/ project/ discussions, presentations	Collaborative group activities, project presentation			



Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: BA280 CWE Bus. Admin	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Demonstrate knowledge of workplace expectations and behavior	Reflective journaling, term paper, employer/supervisor or evaluation		Reflective journaling, term paper, employer/supervisor evaluation	Reflective journaling, term paper, employer/supervisor evaluation			Reflective journaling, term paper, employer/supervisor evaluation
Identify employer's organization policies and procedures	Reflective journaling, term paper, employer/supervisor or evaluation		Reflective journaling, term paper, employer/supervisor evaluation	Reflective journaling, term paper, employer/supervisor evaluation			Reflective journaling, term paper, employer/supervisor evaluation
Apply learned knowledge and skills to workplace duties	Reflective journaling, term paper, employer/supervisor or evaluation		Reflective journaling, term paper, employer/supervisor evaluation	Reflective journaling, term paper, employer/supervisor evaluation			Reflective journaling, term paper, employer/supervisor evaluation
Demonstrate problem solving techniques to achieve assigned objectives	Reflective journaling, term paper, employer/supervisor or evaluation		Reflective journaling, term paper, employer/supervisor evaluation	Reflective journaling, term paper, employer/supervisor evaluation			Reflective journaling, term paper, employer/supervisor evaluation



Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: BA284 Job Readiness	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Discuss the uses of a professional portfolio			Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations			Weekly or term papers/ project/ discussions, presentations
Demonstrate strategies to keep the portfolio current			Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations			Weekly or term papers/ project/ discussions, presentations
Identify appropriate content to be included in a professional portfolio			Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations			Weekly or term papers/ project/ discussions, presentations
Present the completed ePortfolio			Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations			Weekly or term papers/ project/ discussions, presentations
Report on career research in field aligned with student goals			Weekly or term papers/ project/ discussions, presentations	Weekly or term papers/ project/ discussions, presentations			Weekly or term papers/ project/ discussions, presentations



Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: BA292 Entrepreneurial Capstone	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Demonstrate concepts and processes associated with successful entrepreneurial performance	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Presentation of Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing
Demonstrate ability to transfer learning to new situations	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Presentation of Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing
Model professional communication skills	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Presentation of Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing



Discipline Outcomes Assessment Tools Map
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Assemble and present portfolio demonstrating evidence of learning using appropriate strategies and technology	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Presentation of Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing	Program summative assessment: E-Portfolio contains evidence of learning and reflective writing
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Discipline Outcomes Assessment Tools Map
Program/Discipline: AAS Small Business Management/Entrepreneurship
2014-2015

Course: MTH82 BUS MATH	i	ii	iii	iv	v	vi	vii
Course Outcomes	Identify appropriate ethical and legal procedures for a small business	Recognize and evaluate opportunities in the global market place	Employ appropriate and effective business communication skills in virtual and interpersonal environments	Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization	Develop financial recordkeeping systems and interpret results	Develop and evaluate marketing strategies for a small business	Explore entrepreneurial potential and develop a business plan
Use correct mathematical terminology, notation, and symbolic processes			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		
Execute arithmetic operations with signed numbers			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		
Simplify and evaluate algebraic expressions			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		
Execute mathematical operations with algebraic expressions			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case		



Discipline Outcomes Assessment Tools Map
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					analysis, quizzes		
Solve linear equations			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		
Use basic algebra concepts to solve applied business problems related to discounts, buying and selling, banking, simple and compound interest, payroll, inventory management, financial statements, taxes, and depreciation problems			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		
Evaluate reasonableness of application solutions			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		
Interpret and clearly communicate application solutions			Collaborative discussions/ projects, presentation	Collaborative discussions/ projects, presentation	Homework assignments as review, Collaborative discussions/ projects , case analysis, quizzes		