# Business Administration Program Student Learning Outcome Mapping

**Course (CLO), Program (PLO), Institutional (ILO)**

**Program Description**: This program is designed to provide students with knowledge, skills and proper work habits/attitudes necessary for entry/intermediate level positions in the field of business administration. In addition, the program provides a foundation for those interested in starting and managing a small business.

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| **Program Learning Outcomes** | **Institutional Learning Outcomes** |
| 1. **Business Communications**: Students will be able to effectively communicate business concepts and in writing to organizational stakeholders. 2. **Business Ethics**: Students will have an understanding of ethical perspectives, and an ethical and legal framework for decision making. 3. **Problem Solving**: Through active learning and experiential education, students will acquire business knowledge and develop skills to analyze and solve complex managerial problems. 4. **Information and Communication Technology**: Student will be able to use information technologies to access, analyze, and report business information. 5. **Applying culture, legal, economic, climate change, and political forces in business operations**: Students will be able to combine the influences and generate conclusions based on the cultural, legal, economic, climate change, and geopolitical influences of business operations in a global economy. 6. **Critical Thinking**: Students will be able to understand, analyze, and use the accounting/financial information generated by organizations for their stakeholders, and will understand financial theories, analysis, and markets. | 1. **Critical Thinking and Problem Solving**: Analyze and solve problems by using informed judgment based on evidence, sound reasoning, and/or creativity to differentiate facts from opinions and to specify solutions and their consequences. 2. **Communication**: Effectively communicate, both orally and in writing, thoughts in a clear, well-organized manner to persuade, inform and/or convey ideas in academic, work, family and community settings. 3. **Quantitative and Technological Competence**: Use mathematical skills appropriate to our technological society by analyzing and solving problems that are quantitative in nature and use technology for informational, academic, personal and professional needs. 4. **Diversity**: Understand and appreciate differences in cultures and behaviors between the self and others by demonstrating respect, honesty, fairness, and ethical principles in both personal and professional life. 5. **Civic Responsibility**: Apply the principles of civility and morality to situations in the contexts of a healthy family, work, community, environment and world. 6. **Aesthetics**: Apply numerous means of inquiry to experience and appreciate the values of arts and nature. |

# PLO-ILO Mapping

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| **PLOs** | **ILOs** | | | | | |
| **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| **PLO 1** | **X** | **X** | **X** | **X** | **X** |  |
| **PLO 2** | **X** | **X** | **X** | **X** | **X** |  |
| **PLO 3** | **X** | **X** | **X** | **X** | **X** |  |
| **PLO 4** | **X** | **X** | **X** | **X** | **X** |  |
| **PLO 5** | **X** | **X** | **X** | **X** | **X** | **X** |
| **PLO 6** | **X** | **X** | **X** | **X** | **X** |  |

**CLO-PLO-ILO Mapping**

**BU110 - Introduction to Business**

This is an introductory course designed to introduce students to the many aspects of the business sector. It is designed to introduce students to various topics both in the public and private enterprises. Topics will include large and small business operations, such as management, internal controls, marketing, budgets, pricing strategies, human resources, and financing.

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| **CLO** | **PLO** | | | | | |  | **ILO** | | | | | |
| Students will be able to: | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** |  | **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| 1. Differentiate between public and private enterprises in both the past and the present, and how they contribute and affect  the economy that we live in. | **X** | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 2. Identify and discuss the similarities between large and small businesses in terms of management and control. | **X** | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 3. Explain the various aspects of business operations and concepts appropriate at the introductory level. | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 4. Identify global factors influencing business. | **X** | **X** |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |

# BU 120 - Business Management

This course is an overview of management theory that introduces students to various management styles, models, and concepts, and helps them to understand the roles and duties of managers in today’s businesses. Contemporary concepts of streamlined organizations, teamwork, and employee empowerment are emphasized, as well as more traditional hierarchical management methods and organizations.

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| **CLO** | **PLO** | | | | | |  | **ILO** | | | | | |
| Students will be able to: | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** |  | **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| 1. Gain a complete understanding of what a manager stands for, along with his/her responsibility to the people and organization as a whole. |  | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 2. Effectively identify and explain the importance of planning and the factors that determine an effective decision as a result from plans done by the manager. |  | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 3. Describe, explain, and apply the different distinctions and parts of organizations within a society, and the different strategies applied by managers to effectively achieve an organization’s goal. | **X** | **X** |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 4. Effectively acknowledge the importance of teamwork and control within an organization and how they contribute to the effectiveness of an organization’s goal. | **X** | **X** |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 5. Comprehend the concept of productivity in terms of work performance. |  | **X** |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |

**BU 158 - Principles of Microeconomics**

This course is an overview of management theory that introduces students to various management styles and concepts and helps them to understand the roles and duties of managers in today’s business. Contemporary concepts of streamlined organizations, teamwork, and employee empowerment are emphasized as well as more traditional hierarchical management methods and organizations.

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| **CLO** | **PLO** | | | | | |  | **ILO** | | | | | |
| Students will be able to: | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** |  | **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| 1. Understand the basic principles and methods of economics and its implications to society of economic scarcity, knowledge of supply and demand, principle of market equilibrium, elasticity,  and how prices are determined in competitive markets. |  | **X** | **X** | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** |  |
| 2. Demonstrate knowledge of production costs and how firms make decision to maximize  profit. |  | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 3. Demonstrate knowledge of various market structures: perfect competition, monopoly,  monopolistic competition, and oligopoly. |  |  | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 4. Demonstrate knowledge of resource market and evaluate firm and market behavior from the perspective of the firm as  buyer of inputs. | **X** |  |  | **X** |  |  |  | **X** | **X** | **X** | **X** | **X** |  |
| 5. Demonstrate knowledge on economic efficiency and the role of governments. |  |  | **X** | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** |

# BU159 - Principles of Macroeconomics

This course is an analysis of the structure and function of the American economy. Particular attention is given to the manner in which scarce resources and products are allocated in a mixed capitalist economy. The topics of national output, income, employment, and inflation are discussed. The basics of national banking and monetary policy are introduced.

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| **CLO** | **PLO** | | | | | |  | **ILO** | | | | | |
| Students will be able to: | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** |  | **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| 1. Identify, apply, and integrate economic concepts and problems relating to the global  economy (including Palau). |  |  |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 2. Develop both written and oral  skills in communicating economic concepts and issues. | **X** |  |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 3. Solve economic problems and  issues using both mathematical and statistical skills. |  |  | **X** | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 4. Identify and apply international perspectives in making economic decisions. |  |  |  | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** |  |

# BU213 - Basic Business Finance

This course covers the finance function in business; procurement and utilization of funds, costs and problems associated with getting funds, added profits gained through their use, and the organization necessary to carry out the finance function in business.

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| **CLO** | **PLO** | | | | | |  | **ILO** | | | | | |
| Students will be able to: | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** |  | **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| 1. Analyze the goals and functions of financial management and the role of the financial market. |  | **X** |  | **X** |  | **X** |  | **X** | **X** | **X** |  | **X** |  |
| 2. Understand the fundamental accounting concepts, financial analysis and forecasting, operating and financial leverage, and the relationships among the primary financial statements. |  | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** |  | **X** |  |
| 3. Examine financial aspects of working capital management and various methods for managing cash, marketable securities, receivables, inventory, and other sources of short-term funds. |  | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** |  | **X** |  |
| 4. Calculate the time value of money, rates of return, and cost of capital. |  | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** |  | **X** |  |
| 5. Understand the concept of a capital market, investment banking, long-term debt and lease financing, common and preferred stock financing, dividend policy and retained earnings. |  | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** |  | **X** |  |

# BU214 - Introduction to Business Law

This is an introductory course in civic law, specifically in the area of business law. Emphasis is placed upon the study of contracts, agency, negotiable instruments, personal property, sales, forms of business organization, partnership, corporations, security transactions, business torts, current ownership of land and of goods and real property.

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| **CLO** | **PLO** | | | | | |  | **ILO** | | | | | |
| Students will be able to: | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** |  | **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| 1. Understand an overview of the American and Palau legal system and history, a definition of “law” and its application to the business environment. | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** |
| 2. Understand the distinctions between the civil and criminal law systems. |  | **X** |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 3. Develop both written and oral skills in communicating business legal concepts and issues. | **X** | **X** |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 4. Understand procedures applicable to the administrative, civil, and criminal law systems. |  | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |
| 5. Understand contract law, including sales contracts. |  | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |  |

# BU 219 - Human Resources Management

This course examines the tools, practices and challenges of human resource management in today’s organizations. The roles of the human resource professional such as with recruitment, training advancement, disciplinary actions, retention, and employment termination as well as planning and decision making within the organization are examined. Laws on hiring and employment in various business environments, especially recruitment of expatriate workers and working permits will be discussed. Benefits, contracts, and employee handbooks which help in understanding the relationship between the business entity and its employees are also covered.

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| **CLO** | **PLO** | | | | | |  | **ILO** | | | | | |
| Students will be able to: | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** |  | **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| 1. Compare the ROP labor laws to that of USA Civil Rights Laws and other regulations and identify and explain rules that the business industries follow to hire foreign or guest workers. | **X** | **X** |  | **X** | **X** |  |  | **X** | **X** |  | **X** | **X** |  |
| 2. Explain the importance of job analysis and job design, and describe the process of planning, recruiting, selecting, orientating and socializing new employees. |  | **X** |  | **X** | **X** | **X** |  | **X** | **X** |  | **X** | **X** |  |
| 3. Explain the importance of employee training, and identify and explain incentive and benefits disciplinary methods and termination policies. |  | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** |  | **X** | **X** |  |
| 4. Identify and describe performance appraisals, the functions and characteristics of effective appraisals, pitfalls to avoid, methods used in appraisals, and legal issues relating to performance appraisals. |  | **X** |  | **X** | **X** | **X** |  | **X** | **X** |  | **X** | **X** |  |
| 5. Compare Standard Operating Procedures (SOP), which guide the establishment and staff to accomplish goals and improve attitudes toward work and relationships. | **X** | **X** |  | **X** | **X** | **X** |  | **X** | **X** |  | **X** | **X** |  |

# BU 220 - Marketing

Basic marketing concepts will be covered including market segments, demographics, and promotion. The various instruments of marketing will be presented. The specific challenges of marketing to the world, nation, and community will also be discussed.

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| **CLO** | **PLO** | | | | | |  | **ILO** | | | | | |
| Students will be able to: | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** |  | **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| 1. Define and recognize applicability of marketing. | **X** | **X** |  | **X** |  |  |  | **X** | **X** | **X** | **X** |  |  |
| 2. Explain the principles and theories of marketing, including a market plan. | **X** | **X** |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |  |  |
| 3. Explain consumer analysis as well as respond to diversity in the marketplace. |  |  | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |  |  |
| 4. Understand how to promote products through advertising techniques, such as the company brands, brochures, billboards and displays, collaterals, and advertising, and identify personal selling methods and techniques. | **X** | **X** |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |  | **X** |
| 5. Identify and apply basic techniques and methods of pricing, including seasonal pricing index. | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |  |  |

# BU 223 – Internship

This course provides the student with practical training in the field of business administration. With the assistance of an instructor-coordinator, the student is assigned to work under a supervisor in a governmental department or a private business firm in order to learn through actual work experience.

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| **CLO** | **PLO** | | | | | |  | **ILO** | | | | | |
| Students will be able to: | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** |  | **ILO 1** | **ILO 2** | **ILO 3** | **ILO 4** | **ILO 5** | **ILO 6** |
| 1. Demonstrate proper employee  behaviors and work habits | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** |
| 2. Perform business administrative tasks as assigned by a site supervisor. | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** |