

Business TAG Manual

Ohio Transfer Module:		
Ohio Transfer Module (OTM) Requirements: 36-40 semester hours. Students should select courses within the OTM that complement the selected major and meet any specific general education requirements. Students are encouraged to complete the OTM to ensure maximum transferability and application of credits.		
Required Disciplines	Minimum Required Hours	Recommended Courses
Area I. English Composition	3 Semester Hours	<u>Courses below are required of all Business majors</u> Business Calculus (TMM013) or Calculus I (TMM005) Microeconomics (OSS004) & Macroeconomics (OSS005)
Area II. Mathematics	3 Semester Hours	
Area III. Arts & Humanities	6 Semester Hours	
Area IV. Social Sciences	6 Semester Hours	
Area V. Natural & Physical Science	6 Semester Hours	
Additional courses beyond the minimum required hours, from any of the disciplines listed above, will count toward the completion of the OTM (36-40 semester hours). The courses listed as part of the OTM are required of all Business majors seeking transfer into a baccalaureate program. Any or all of the classes so noted may be required in order to be admitted into the program.		

Major Courses – Hours/Courses listed below that count toward the major or pre-major requirements	
OBU004 – Legal Environment of Business	Credits: 3 Semester Hours
Advising Notes:	
OBU005 – Business Communications	Credits: 3 Semester Hours
Advising Notes:	
OBU006 – Principles of Marketing Management	Credits: 3 Semester Hours
Advising Notes: One course emphasizing microeconomics as a prerequisite	
OBU009 – Business Statistics	Credits: 5-6 Semester Hours
Advising Notes:	
OBU010– Introduction to Financial Accounting	Credits: 3-4 Semester Hours
Advising Notes:	
OBU011 – Introduction to Managerial Accounting	Credits: 3-4 Semester Hours
Advising Notes:	
OBU012 – Management and Organizational Behavior	Credits: 3 Semester Hours
Advising Notes:	

Transfer Assurance Guides Total Guaranteed Credits (Range)	
Ohio Transfer Module (OTM)	36 – 40 Semester Hours
Pre-major/Major	0 – 23 to 26 Semester Hours

Institutional Requirements: For entrance and graduation, a transfer student must meet all institutional requirements which would include, but may not be limited to: minimum grade point average, residency requirements, upper division credits attained, minimum grades in specific courses, performance requirements (ex. dance, music) and other requirements of native students from the same institution.

Pathway: Business

Competencies and Learning Outcomes:

- 1) Legal Environment of Business
 - a) Demonstrate the following:
 - i) Familiarity with legal language and concepts as they relate to business,*
 - ii) Demonstration of an understanding of ethical behavior and social responsibility in the global environment in which business operates,*
 - iii) General understanding of stakeholder and shareholder theories in the business decision-making process,*
 - iv) General understanding of the legal system in the United States as it relates to business,*
 - v) Understanding of the basic law of contracts, torts and property as it relates to business,*
 - vi) Ability to apply regulatory provisions to business situations,*
 - vii) Ability to comprehend basic legal reasoning,* and
 - viii) Application of critical thinking to the legal implications present in business activities.*
 - b) Summary of Body of Knowledge Requirements:
 - i) Business and the Legal System
 - (1) Business ethics and social responsibility*
 - (2) The nature of law and sources of law in the United States*
 - (3) The structure and procedures of the legal system of the United States and Alternative Dispute Resolution (ADR)*
 - ii) Civil Foundations of Legal Environment of Business
 - (1) The basic torts relating to business enterprises*
 - (2) Different types of contracts and the requirements for a binding legal agreement*
 - (3) The importance of property in the legal environment of business*
 - iii) Regulatory Environment of Business in the United States (Cover at least six of the ten topics listed under Category III)*
 - (1) Debtor—Creditor Relationships
 - (2) Agency
 - (3) Forms of Business Organizations
 - (4) Employment Relationship and Employment Discrimination
 - (5) Environmental Law
 - (6) Antitrust Law
 - (7) Securities Regulation
 - (8) Consumer Protection
 - (9) International Business Law
 - (10) Sales Law
- 2) Business Communication
 - a) Summary of Learning Outcomes and Academic Skills:
 - i) Select and utilize appropriate formats for professional writing*
 - ii) Plan, edit, and revise written work consistent with professional standards*

- iii) Write executive summaries
 - iv) Design and present oral communication skills*
 - v) Select and use appropriate graphic aids
 - vi) Utilize computer resources to achieve communication objectives*
 - vii) Write various business correspondences, including internal and external to the business organization*
 - viii) Conduct and report business research
 - ix) Develop correspondence appropriate to the job search
- 3) Principles of Marketing
- a) Prerequisite or Co-requisite: Microeconomics (OSS004)
 - b) Students who successfully complete a Principles of Marketing course are expected to demonstrate all of the following:
 - i) Working knowledge and application of marketing terminology, concepts, activities, and strategies*;
 - ii) Understanding of marketing functions within the organization and external environments and marketing's contributions to organizational attainment of goals and objectives*;
 - iii) Quantitative and qualitative analytical awareness through application of marketing concepts, theories and tools to setting strategies and solving marketing problems*; and
 - iv) Recognition of the importance of creative and critical thinking and written and oral communication in the marketing profession.*
 - c) Body of Knowledge
 - i) Customer-driven marketing concept and activities*
 - ii) Concepts of strategic planning*
 - iii) Analysis of external environments*
 - (1) Competitive
 - (2) Economic
 - (3) Political/Legal
 - (4) Social/Cultural
 - (5) Technological
 - iv) Marketing in domestic and global settings*
 - v) Ethical reasoning and social responsibility*
 - (1) Ethical decision making
 - (2) Sustainability
 - (3) Social responsibility
 - vi) Segmentation analysis, selection of target markets, and positioning*
 - vii) Marketing research*
 - (1) Research of markets, competition, and customers
 - (2) Information systems and decision support
 - viii) Consumer and organizational buying behavior*
 - (1) Differences between consumer and organizational markets
 - (2) Factors affecting consumer behavior
 - (3) Consumer decision process

- (4) Organizational decision process
- (5) Customer relationship management
- ix) Management of product offerings*
 - (1) Characteristics of products
 - (2) Product development and management
 - (3) Branding
 - (4) Packaging
 - (5) Value chain
- x) Management of services*
 - (1) Market strategies for services
 - (2) Characteristics of service
 - (3) Non-profit services
 - (4) Service quality
- xi) Management of distribution and marketing channels*
 - (1) Roles of wholesalers and distributors
 - (2) Retailing
 - (3) Supply chain and logistics management
 - (4) Electronic channels
- xii) Management of integrated marketing communications*
 - (1) Advertising
 - (2) Sales promotion
 - (3) Direct marketing
 - (4) Digital marketing
 - (5) Personal selling and sales management
- xiii) Management of pricing decisions*
 - (1) Competitive and economic factors
 - (2) Psychological factors
 - (3) Cost and profit perspectives
 - (4) Pricing strategies
- 4) Business Statistics
 - a) Prerequisite: A college algebra or business algebra course that includes exponential and logarithmic functions. Note: Some schools require business calculus or calculus as a prerequisite for business statistics. Transfer students are advised to check the specific prerequisites for business statistics at their destination school.
 - b) OBU009 may be met by a single course or by a sequence of courses covering the business statistics learning outcomes.
 - c) The American Statistical Association has developed a set of six recommendations for the teaching of introductory statistics – these recommendations are known as the “Guidelines for Assessment and Instruction in Statistics Education.” The recommendations are as follows:
 - i) Emphasize statistical literacy and develop statistical thinking
 - ii) Use real data
 - iii) Stress conceptual understanding rather than mere knowledge of procedures

- iv) Foster active learning in the classroom
- v) Use technology for developing conceptual understanding and analyzing data
- vi) Use assessments to improve and evaluate student learning
- d) Summary of Learning Outcomes and Academic Skills: Any introductory course of study in business statistics meeting the requirements for OBU009 must use business related materials to develop the following general learning outcomes and academic skills. It is expected that courses will support the use of technology and technology should be fully integrated in the course, especially in graphical depictions and regression analysis:
 - i) Give an overview of various types of sampling and the importance of randomization
 - ii) Understand how to organize and summarize data by using descriptive statistics and appropriate statistical graphics
 - iii) Understand the concept of probability and its applications in a business context
 - iv) Understand discrete and continuous random variables and be able to use their distributions to compute probabilities
 - v) Understand the concept of sampling distributions
 - vi) Understand how to estimate population parameters using point and interval estimates
 - vii) Use hypothesis testing as a tool for statistical decision making in a business context
 - viii) Use hypothesis testing to compare two populations within the business context
 - ix) Understand and be able to test the hypothesis of independence of two categorical variables
 - x) Understand and interpret simple linear regression analysis and use it in business decision making
 - xi) Understand and apply multiple linear regression analysis in a business context
 - xii) Understand and apply Analysis of Variance in a business context
- e) Summary of Body of Knowledge Requirements for OBU009: Any introductory course of study in business statistics meeting the requirements for OBU009 must provide coverage of the following learning outcomes.
 - i) Give an overview of various types of sampling and the importance of randomization
 - (1) Understand selecting a simple random sample*
 - (2) Distinguish between observational and experimental studies*
 - (3) Understand basic principles of survey sampling*
 - ii) Understand how to organize and summarize data by using descriptive statistics and appropriate statistical graphics
 - (1) Use graphical methods to display a distribution of a variable and show relationships between two variables*
 - (2) Compute and interpret measures of central tendency and spread (variation), e.g., mean, median, mode, range, variance, standard deviation, percentiles and quartiles*
 - (3) Describe the shape of a distribution. Understand and apply the Empirical Rule for symmetric data and applications*
 - iii) Understand the concept of probability and its applications in a business context
 - (1) Understand the concept of probability and the properties that probabilities must satisfy. Perform computation using the rules of probability; addition and multiplication rules*

- (2) Use conditional probability to understand the association between two categorical variables in two-way crosstabulation tables. Interpret statistical independence of two variables*
- (3) Understand Bayes' Rule and use it to compute probabilities
- (4) Understand the concept of statistical independence and use it to compute probabilities*
- iv) Understand discrete and continuous random variables and be able to use their distributions to compute probabilities
 - (1) Understand discrete random variables and use their distributions to compute probabilities*
 - (2) Understand, compute, and interpret the expected value, variance, and standard deviation of a discrete random variable; in particular, discuss the binomial distribution and some of its business applications*
 - (3) Discuss Poisson, Geometric and Hypergeometric distributions and some of their business applications
 - (4) Understand the concept of a continuous random variable and density curve; find probabilities and percentiles for uniform and normal densities; use the normal probability distribution and some of its business applications, such as control charts*
 - (5) Discuss exponential distributions and some of its business applications
- v) Understand the concept of sampling distributions
 - (1) Discuss sampling distributions for sample means and sample proportions. Use simulation to illustrate sampling distributions*
 - (2) Compute and interpret the mean and standard error of the sample mean and sample proportion*
 - (3) Use the Central Limit Theorem to understand the shape of a distribution and use it to compute probabilities*
- vi) Understand how to estimate population parameters using point and interval estimates
 - (1) Compute point estimates of a population mean and population proportion and understand their properties*
 - (2) Understand the concept of a confidence interval for a population mean including its margin of error and level of confidence*
 - (3) Compute and interpret a confidence interval for a population mean (z-based and t-based intervals)*
 - (4) Compute and interpret a z-based confidence interval for a population proportion*
 - (5) Be able to determine the sample size needed to give a specific margin of error and confidence level when estimating a population mean or proportion inference*
- vii) Use hypothesis testing as a tool for statistical decision making in a business context
 - (1) Understand the concept and steps of performing a hypothesis test*
 - (2) Use both a critical value and p-value to test a hypothesis about a population mean and proportion*
- viii) Use hypothesis testing to compare two populations within the business context
 - (1) Understand testing procedures for comparing two population means or two population proportions*

- (2) Use independent samples and paired sample test procedures to compare two population means*
- ix) Understand and be able to test the hypothesis of independence of two categorical variables
 - (1) Understand the Pearson test of independence and the Chi-Square sampling distribution*
 - (2) Interpret non-dependence in the contingency table when the hypothesis of independence is rejected*
- x) Understand and interpret simple linear regression analysis and use it in business decision making
 - (1) Use a scatter plot to assess the appropriateness of performing a simple linear regression. Understand the distributional assumptions of a linear regression model*
 - (2) Find and interpret the least squares estimates of the intercept and slope. Use the least squares line to make predictions*
 - (3) Find and interpret the correlation coefficient and the coefficient of determination. Understand the distinction between correlation and causation*
 - (4) Use inferential techniques to test the significance of the slope*
 - (5) Understand the residuals and use residual plots to test the assumptions of the model*
 - (6) Construct and interpret confidence intervals for the mean response and prediction intervals for future responses
- xi) Understand and apply multiple linear regression analysis in a business context
 - (1) Understand the assumptions of a multiple linear regression model*
 - (2) Estimate and interpret the model parameters*
 - (3) Test the significance of model parameters and use a linear model to make predictions*
 - (4) Find and interpret the multiple coefficient of determination, R-squared, and adjusted R-squared*
 - (5) Construct and interpret confidence intervals for the mean response and prediction intervals for future responses
- xii) Understand and apply Analysis of Variance in a business context
 - (1) Understand the assumptions of an ANOVA model
 - (2) Understand the F-procedure for testing the equality of population means in a one-way ANOVA
 - (3) In the case when the test is rejected, understand the use of multiple comparison methods
- xiii) Understand basic principles of statistical process control and interpreting control charts
- 5) Introductory Financial Accounting
 - a) Learning Outcomes and Academic Skills:
 - i) Comprehend the broad role that accounting information plays in the economy*
 - ii) Comprehend the nature, purposes and use of basic financial statements by all stakeholders*
 - iii) Use the language of accounting and apply the important concepts on which financial reporting is based*
 - iv) Analyze the impact of basic business transactions on the financial statements of a business corporation*

- v) Compile basic financial statements for a simple corporate business entity*
- vi) Evaluate the financial performance of a simple corporation on the basis of its financial statements*
- b) Body of Knowledge Requirements:
 - i) The Environment of Accounting
 - (1) The Role of Accounting in Society
 - (a) Financial information and resource allocation
 - (b) Accounting and the corporation
 - (c) Auditing and credibility in reporting
 - (d) Structure of the accounting profession
 - (e) Ethics, reputation, and legal liability in accounting*
 - (f) Types of business organizations
 - (2) Accounting Standards and Regulation Structures
 - (a) Financial statements and generally accepted accounting principles*
 - (b) The FASB and financial accounting standards
 - (c) Introduction of International Financial Reporting Standards (IFRS)
 - (d) Government oversight of accounting and auditing
 - ii) The Accounting Model
 - (1) The Basic Corporate Financial Statements
 - (a) Income statement*
 - (b) Statement of stockholders' equity*
 - (c) Balance sheet*
 - (d) Statement of cash flows*
 - (e) Other elements of the corporate annual report
 - (2) Analysis of Business Activity
 - (a) The basic accounting equation*
 - (b) Income measurement and accrual accounting*
 - (c) Impact of simple transactions on the accounting equation*
 - (d) Debits and credits
 - (e) Accounting records (journals, ledgers, computer systems)
 - (3) Preparation of Corporate Financial Statements
 - (a) The accounting cycle (trial balances, adjustments, closing)*
 - (b) Income statement*
 - (c) Statement of stockholders' equity*
 - (d) Balance sheet*
 - (e) Statement of cash flows
 - iii) Accounting for Key Domains of Business Activity
 - (1) Revenues and Receivables
 - (a) Accounting for service and merchandise revenues*
 - (b) Reporting customer receivables - allowances and write-offs*
 - (2) Merchandising and Inventory
 - (a) Accounting for the cost of purchases and sales of merchandise*

- (b) Inventory records (perpetual, periodic)
 - (c) Inventory accounting methods (FIFO, LIFO, etc.)*
 - (d) Lower of cost or market valuation
- (3) Working Capital
 - (a) Classification of current assets and liabilities*
 - (b) Accounting for current liabilities
 - (c) Management of working capital
 - (d) Measures of working capital use (current ratio, etc.)
 - (e) General internal control procedures*
- (4) Long-Lived Assets
 - (a) Acquisition cost*
 - (b) Depreciation accounting and depreciation methods*
 - (c) Accounting for disposition of assets
 - (d) Accounting for natural resources
 - (e) Intangible assets
- (5) Long-Term Debt Financing
 - (a) The nature of liabilities*
 - (b) Accounting for long-term debt*
 - (c) Effective interest or straight-line method for discount or premium amortization
 - (d) Time value of money
- (6) Equity Financing
 - (a) Debt vs. equity
 - (b) Types of equity (preferred, common, treasury)
 - (c) Accounting for stock (issuance, dividends)*
 - (d) Book value vs. market value
- iv) Using Financial Statements
 - (1) Analysis of Financial Statements
 - (a) Objectives of financial statement analysis
 - (b) Sources of company information
 - (c) Financial ratios*
 - (d) The Annual Report
 - (e) Accounting elements of annual report
 - (f) Management elements of annual report
 - (g) SEC reporting requirements
 - (2) Intercorporate Investments
 - (a) The nature of long-term investments
 - (b) Purchased goodwill
- 6) Introductory Managerial Accounting
 - a) Learning Outcomes and Academic Skills:
 - i) Recognize the differing information needs of internal management and external users of financial information*

- ii) Comprehend the various roles of managerial accounting in planning, controlling, making decisions, and evaluating performance*
 - iii) Define and describe the basic terminology and concepts of managerial accounting*
 - iv) Apply managerial accounting techniques, including planning, controlling, decision making and performance evaluation to problem solving and decision making*
 - v) Analyze and provide information to other disciplines for planning, controlling, decision making and performance evaluation*
- b) Body of Knowledge Requirements:
- i) Overview of Managerial Accounting
 - (1) Managerial Accounting and Business Organizations
 - (a) Distinction between financial accounting and managerial accounting*
 - (b) Information needs of internal users
 - (c) Cost benefit principle for information and reporting
 - (d) Ethics and integrity in today's organizations*
 - ii) Cost Measurement and Decisions
 - (1) Cost Concepts
 - (a) Costs and cost drivers*
 - (b) Variable, fixed and mixed costs*
 - (c) Direct and indirect costs*
 - (d) Cost functions and cost behavior*
 - (e) Prime and conversion costs
 - (2) Cost-Volume-Profit
 - (a) Contribution margin and contribution margin ratio*
 - (b) Use cost-volume-profit analysis to find break-even points and target profit volumes*
 - (c) Sales mix analysis
 - (3) Cost Behavior
 - (a) Methods of measuring cost functions (regression, high-low, etc.)
 - (b) Use of cost equations to express and predict costs*
 - (c) The value chain
 - (4) Cost Accounting Systems
 - (a) Cost accumulation and cost assignment*
 - (b) Categories of manufacturing cost*
 - (c) Product and period costs*
 - (d) Activity-based costing (ABC) systems
 - (e) Cost of goods manufactured*
 - (5) Cost Decisions
 - (a) Relevant and irrelevant costs in decision contexts*
 - (b) Special order decisions
 - (c) Adding and dropping products
 - (d) Using limited resources
 - (e) Cost-plus pricing and target costing

- (f) Make or buy decisions
- (g) Processing joint products
- (h) Influence of performance measures on production decisions
- (6) Capital Investment Decisions
 - (a) Discounted cash flow analysis*
 - (b) Evaluation of individual projects - payback, return on investment, and net present value*
 - (c) Comparison of alternative projects*
 - (d) Equipment replacement decisions
 - (e) Income taxes and cash flow analysis
- iii) Planning and Control
 - (1) Budgeting
 - (a) Preparation of the master/operational budget*
 - (b) Budgets and organizational behavior
 - (c) Financial planning models
 - (2) Flexible Budgets and Variance Analysis
 - (a) Static and flexible budgets*
 - (b) Standard costs and prime cost variance analysis*
 - (c) Standard costs and overhead variance analysis
 - (d) Standard cost journal entries
 - (3) Performance Evaluation
 - (a) Centralized vs. decentralized organizations
 - (b) Responsibility accounting—cost centers, revenue centers, profit centers, investment centers
 - (c) Goal congruence, managerial effort and motivation
 - (d) Performance measurement—residual income and return on investment
 - (e) Non-financial measures of performance and the balanced scorecard
 - (f) Transfer prices
- iv) Product Costing
 - (1) Cost Allocation
 - (a) Cost objects and allocations*
 - (b) Allocation of service department costs
 - (c) Allocation of joint costs
 - (d) Allocation of corporate support costs
 - (e) Strengths and weaknesses of allocations in decision contexts
 - (2) Accounting for Overhead Costs
 - (a) Overhead rates*
 - (b) Accounting for manufacturing overhead*
 - (c) Variable and absorption costing
 - (d) Overhead variance analysis
 - (3) Job Costing and Process Costing Systems
 - (a) Manufacturing inventories

- (b) Distinction between job-order and process systems*
 - (c) Job costing and accounting for manufacturing costs*
 - (d) Process costing
- 7) Management and Organizational Behavior
- a) Management Fundamentals: Learning Outcome 1. Demonstrate knowledge of fundamental concepts and principles for managing organizations and employees.*
 - i) Topics:
 - (1) Why study management?
 - (2) Organization strategy as context
 - (3) Human and social capital
 - (4) Historical perspectives
 - (5) Roles of leaders and managers
 - (6) Functions of management (Planning, Leading, Organizing, and Controlling)
 - (7) Management levels and disciplines
 - (8) Management challenges
 - (9) Themes across management (communication, globalization, diversity, ethics)
 - b) Groups and Teams: Learning Outcome 2. Demonstrate knowledge of individual and group behavior, as well as the functioning of work teams.*
 - i) Topics:
 - (1) Advantages and disadvantages of teams
 - (2) Team effectiveness
 - (3) Groups vs. teams (types of teams and groups)
 - (4) Communication
 - (5) Stages of team development
 - (6) Team development and building
 - (7) Team concepts and characteristics
 - (8) Team decision-making approaches
 - (9) Dynamics and challenges
 - (10) Managing conflict
 - c) Decision Making and Ethics: Learning Outcome 3. Illustrate an awareness of factors that influence individual and group decision-making processes for managers and organizations.*
 - i) Topics:
 - (1) Rational decision making models
 - (2) Intuitive decision making models
 - (3) Evidence-based decisions [HV2]
 - (4) Avoiding biases and traps
 - (5) Individual decisions
 - (6) Group decisions
 - (7) Ethical considerations such as social responsibility, economic performance, and culture
 - d) Motivation and Engagement: Learning Outcome 4. Describe the major theories of motivation and apply them to work situations.*
 - i) Topics:

- (1) Intrinsic and extrinsic motivation
 - (2) Work motivation
 - (3) Needs theories Behavioral approaches
 - (4) Process theories
 - (5) Engagement models
- e) Structure and Design: Learning Outcome 5. Understand the relationship of organizational structure and design to complement the organization's strategy and its industry.*
- i) Topics:
 - (1) Types of structures
 - (2) Contingency factors affecting organization design
 - (3) Organization design concepts
 - (4) Learning organization
- f) Planning Change and Innovation: Learning Outcome 6. Describe the techniques for leading change and innovation.*
- i) Topics:
 - (1) Assessment and need for change
 - (2) Change models and research
 - (3) Change processes and approaches
 - (4) Overcoming resistance to change
 - (5) Challenges of managing change
 - (6) Fostering innovation
- g) Human Resource Management: Learning Outcome 7. Demonstrate knowledge of human capital management practices including talent acquisition, performance management, and talent development.*
- i) Topics:
 - (1) Importance of human resources
 - (2) Attracting and recruiting human resources
 - (3) Techniques for selecting human resources
 - (4) Orientation, training and development
 - (5) Retaining employees through compensation and benefits
 - (6) Performance appraisals
 - (7) Contemporary issues in HRM
 - (8) Legal issues in HR
 - (9) Coaching and employee development
- h) Leadership: Learning Outcome 8. Demonstrate knowledge of leadership theories and the impact leaders have on organizations.*
- i) Topics:
 - (1) Leaders versus managers
 - (2) Behavioral and traits theories
 - (3) Power and politics
 - (4) Contingency models
 - (5) Contemporary approaches

- i) Organizational Culture: Learning Outcome 9. Demonstrate an understanding of the nature and components of organizational culture, as well as an understanding of how culture can impact individual, group, and organizational performance.*
 - i) Topics:
 - (1) Typologies of organizational culture
 - (2) Communication dynamics and implications
 - (3) Levels and functions of culture
 - (4) Organizational strategy and values
 - (5) Building an ethical culture
 - (6) Establishing, changing, and maintaining culture
- j) Individual Differences: Learning Outcome 10. Demonstrate an understanding of the concepts of individual differences, diversity, and related behavioral issues in the workplace, as well as how they impact organizational performance.*
 - i) Topics:
 - (1) Personality
 - (2) Emotional intelligence
 - (3) Communication styles
 - (4) Perceptual differences, errors, and attributions
 - (5) Attitudes, behavior, and performance
 - (6) Measurement of employee attitudes
 - (7) Diversity

General Education Requirements

- 1) Business Calculus
 - a) Prerequisite: A college algebra (TMM 001), business algebra or precalculus (TMM 002) course that includes polynomial, rational, exponential and logarithmic functions.
 - b) In a Business Calculus course, students should:
 - i) Develop mathematical thinking and communication skills and learn to apply precise, logical reasoning to problem solving
 - ii) Be able to communicate the breadth and interconnections of the mathematical sciences through being presented key ideas and concepts from a variety of perspectives, a broad range of examples and applications, connections to business and other subjects, and contemporary topics and their applications
 - iii) Experience geometric as well as algebraic viewpoints and approximate as well as exact solutions
 - iv) Use computer technology to support problem solving and to promote understanding, as most calculus students, especially those who may take only one semester, profit from the use of a graphing utility and a tool for numerical integration
 - v) Adapted from the MAA/CUPM 2004 Curriculum Guide

- c) The successful Business Calculus student should be able to apply the following competencies to a wide range of functions, including piecewise, polynomial, rational, algebraic, exponential and logarithmic:
- i) Demonstrate an understanding of limits and continuity
 - (1) Determine limits analytically, numerically and graphically including one-sided limits and limits at infinity*
 - (2) Analyze the limit behavior of a function at a point in its domain to determine if the function is continuous at that point; determine intervals in which a function is continuous; analyze and classify the discontinuities of a function*
 - ii) Demonstrate an understanding of derivatives and the ability to compute derivatives
 - (1) Use the limit definition of the derivative to determine the existence and to find the derivative of a given function*
 - (2) Find the derivative of a function by identifying and applying the appropriate derivative formula*
 - (3) Find higher order derivatives*
 - iii) Understand the interpretation of derivatives and their applications in a business environment
 - (1) Interpret the derivative as a rate of change*
 - (2) Find the slope of the tangent line to the graph of a function at a given point*
 - (3) Use the first derivative to determine intervals on which the graph of a function is increasing or decreasing and to determine critical points of the function*
 - (4) Use the second derivative to determine intervals on which the graph of a function is concave upwards or concave downwards and to determine points of inflection*
 - (5) Find and classify relative extrema and, on a closed interval, absolute extrema of a function*
 - (6) Solve applied problems including marginal analysis applications*
 - (7) Explain the relationship between marginal cost and average cost*
 - (8) Determine and discuss the elasticity of demand for a product
 - iv) Understand the concept of integration and demonstrate ability to find indefinite and definite integrals apply those results to the business setting
 - (1) Construct antiderivates analytically*
 - (2) Find indefinite integrals using integration formulas and the method of substitution*
 - (3) Find indefinite integrals using integration by parts
 - (4) Identify definite integrals of functions as the areas of regions between the graph of the function and the xaxis*
 - (5) Estimate the numerical value of a definite integral using a Riemann sum
 - (6) Understand and use the Fundamental Theorem of Calculus to evaluate definite integrals*
 - (7) Use definite integrals to calculate the area of the region under a curve and the area of the region between two curves*
 - (8) Determine present value and future value for an investment with interest compounded continuously*

- (9) Determine the average value of a function on an interval
- (10) For given supply and demand functions find and interpret the consumer's surplus and the producer's surplus*
- v) Demonstrate an understanding of functions of two variables
 - (1) Find the domain of a function of two variables
 - (2) Interpret contour diagrams for functions of two variables
 - (3) Compute partial derivatives of functions of two variables algebraically
 - (4) Determine critical points for functions of two variables
 - (5) Use the second derivative test to determine the nature of critical points of a function of two variables
 - (6) Use the method of Lagrange multipliers to determine extreme values of functions of two variables subject to constraints
 - (7) Solve applied problems involving the Cobb-Douglas production functions
- 2) Principles of Microeconomics
 - a) Outcomes marked with an asterisk are essential and must be taught.
 - i) Understand how economics is a social science that draws conclusions based on hypotheses, theories, and data in order to understand human behavior
 - ii) Understand basic microeconomics terms and concepts, including scarcity and choice, equilibrium, efficiency and equity, positive and normative economics, comparative advantage, and specialization*
 - iii) Understand the fundamental economic question of allocating scarce resources*
 - iv) Comprehend the concepts of opportunity cost and the production possibility frontier*
 - v) Comprehend supply and demand, the function of prices in markets, and how markets work and sometimes don't work, for example market failure and externalities*
 - vi) Comprehend the effects of government intervention in markets*
 - vii) Comprehend how consumers make choices*
 - viii) Comprehend production theory*
 - ix) Comprehend the costs of production*
 - x) Comprehend firm behavior in competitive markets*
 - xi) Comprehend firm behavior in imperfect markets*
 - xii) Comprehend elasticity and its application
 - xiii) Comprehend how the markets for resources operate and the determination of wage rates, interest, and rent
 - xiv) Understand the determination of income distribution, including poverty and discrimination
 - xv) Comprehend the determinants of international trade flows
 - xvi) Apply economic reasoning to better understand and critically evaluate real world circumstances and events
- 3) Principles of Macroeconomics
 - a) Outcomes marked with an asterisk are essential and must be taught.
 - i) Understand how economics is a social science that draws conclusions based on hypotheses, theories, and data in order to understand human behavior

- ii) Understand basic macroeconomic terminology and concepts, including the distinction between real and nominal magnitudes*
- iii) Understand the national income accounts*
- iv) Comprehend the nature of the business cycle*
- v) Comprehend the determinates of important macroeconomic variables, including the level of income, the level of employment, the unemployment rate, the natural rate of unemployment, the price level, the inflation rate, productivity and the rate of interest*
- vi) Comprehend the supply and demand for money*
- vii) Comprehend the Federal Reserve System*
- viii) Comprehend the development of, and be able to apply aggregate demand and aggregate supply*
- ix) Comprehend the effects of fiscal and monetary policies*
- x) Comprehend the basics of theories of macroeconomic instability*
- xi) Comprehend unemployment and inflation tradeoffs*
- xii) Comprehend the effects of the federal government's budget deficit
- xiii) Comprehend the concept of long run growth and policies to affect growth
- xiv) Comprehend comparative advantage
- xv) Comprehend the determinants of foreign trade flows and exchange rates, and their effects on the domestic economy
- xvi) Apply economic reasoning to better understand and critically evaluate real world circumstances and events