

2008

BUSINESS ADMINISTRATION

Program Student Learning Outcomes and
Assessments



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Columbia College
BUSINESS ADMINISTRATION
Program Student Learning Outcomes and Assessments

The overarching thrust of any well designed Business Administration program leading to a certificate or degree must include at least introduction to and the survey of the business activities in: Management, Marketing, Human Resource Development, Production, Economics, and Finance, Accounting, and Computer Science applications relevant to each area.

The value to students who successfully complete the program(s) will be found in the variety of courses and the all important connective theme of the subjects. A broadly based working knowledge of the principles required in operating a business should enhance the opportunity and careers of those who acquire a balanced understanding of the process.

A.S. Emphasis in Business Administration (Professional)

The Associate in Science degree with the “Professional” designation is comprised of transfer courses articulated with upper division colleges and accommodates those students who wish to advance and earn a Bachelors degree.

(SLO) As students successfully complete the courses they will not only acquire the knowledge of the lower-division course content but will be qualified to be accepted as juniors entering a four year college upper-division schedule.

(Assessment) Documentation of the number of program completers who transfer to upper-division schools by reviewing Columbia College graduation data and enrollment reports from the four year colleges.

A.S. Emphasis in Business Administration (Occupational)

The Associate in Science degree with the “Occupational” designation is intended for those who wish to development enough awareness concerning business operations to become competent employees in the local market.

(SLO) Especially local employers will appreciate the student achievement in basic skills addressed in this degree program and completion will be evidence of their preparedness and qualifications to enter or re-enter the work force.

(Assessment) Follow up study regarding job placement, advancement and retention of employment using service delivery area employment data.

A.S.O.E (Accounting, Management)

The Associate in Science (Occupational Education): Accounting and Management will generally follow the pattern of courses in the certificates with the added general

education requirements intended to provide the student with depth and breadth in the learning experience.

(SLO) Students completing the ASOE degree with the added compliment of the general education courses should provide a better-rounded worker and prospective employee.

(Assessment) Job placement data and possibly employer satisfaction (retention) of specifically those students who matriculated in the O E degree program could be gathered via survey instruments.

Certificate of Achievement in Business Administration (Accounting, Management)

The full two year Certificates of Achievement: Accounting and Management, offer the core within the Business discipline and allow students to quickly move through the program without the general education requirement. These certificates acknowledge the competencies in the concentrated area and prepare students for successes beyond entry level positions.

(SLO) A Student completing the full two year certificate programs engineered to move quickly through the variety of courses within the core of business activities should gain knowledge that will expedite their employment in positions above the traditional entry level.

(Assessment) Counselors, advisers, and faculty need to acquire feed back regarding the transition by students who participated in this short term comprehensive training by follow up questionnaires targeted to those actual completers of this certificate.

Certificate of Achievement in Business Administration (Account Clerk, Organizational Behavior, Payroll Clerk, Small Business Management, Tax Clerk)

The one year “Fast Track” certificates; Account Clerk, Tax Clerk, and Payroll Clerk, focus specifically on tasks required for entry into employment positions within the respective job descriptions.

(SLO) A Student completing a one year “Fast Track” certificate receives industry specific training regarding tasks within the body of work. Usually recognized as part of the job description and/or scope of duties the award should enhance job performance and help students/employees advance in responsibility and reward.

(Assessment) Track student’s successful completion of courses within a given “Fast Track” certificate.

Ida Ponder

SLO CMPSC 30, Financial Worksheets on Computers

Successful students will:

- *Express themselves clearly when writing or speaking about electronic spreadsheets*
- *Demonstrate knowledge of electronic spreadsheets terminology and understanding of major electronic spreadsheets concepts*
- *Given the text, direct instruction and hands on practice students will learn electronic spreadsheet techniques that will allow them to produce a professional, meaningful electronic spreadsheet and gain skills that will assist them in careers requiring financial spreadsheets.*
- *Students will produce a professional electronic spreadsheet for presentation at the end of the semester.*

SLO BUSAD 24, Human Relations in Organizations

Successful students will:

- *Express themselves clearly when writing or speaking about human relations*
- *Demonstrate knowledge of human relations terminology and understanding of major human relations concepts*
- *Effectively translate and convey information*
- *Accurately interpret other people's emotions*
- *Cooperate with others to meet objectives (teamwork)*

SLO BUSAD 30, Principles of Marketing

Successful students will:

- *Express themselves clearly when writing or speaking about Marketing*
- *Demonstrate knowledge of Marketing terminology and understanding of major Marketing concepts*
- *Describe how marketing creates utility explain its role in the global market place*
- *Explain the shift from transaction-based marketing to relationship marketing*
- *Know the relationship between ethical business practices, social responsibility and marketplace success.*

SLO BUSAD 40, Principles of Management

Successful students will:

- *Express themselves clearly when writing or speaking about Management*
- *Demonstrate knowledge of Management terminology and understanding of major Management concepts*
- *Describe the differences in management levels in terms of skills needed and functions performed*
- *Compare the three levels of moral development*

SLO BUSAD 150, Small Business Management

Successful students will:

- *Express themselves clearly when writing or speaking about Small Business Management*
- *Demonstrate knowledge of Small Business Management terminology and understanding of major Small Business Management concepts*
- *Know what it takes to start a small business and the foundation to start a small business*

SLO BUSAD 158, Payroll Accounting

Successful students will:

- *Express themselves clearly when writing or speaking about the payroll accounting process*
- *Demonstrate knowledge of payroll accounting terminology and understanding of major payroll accounting concepts*
- *Describe various laws that effect employers in their payroll operations*
- *Apply the procedures used in atypical payroll accounting system*
- *Explain the employment procedures generally followed in a Human Resources Department*

SLO BUSAD 121, Adobe Acrobat Essentials

Successful students will:

- *Express themselves clearly when writing or speaking about Adobe Acrobat PDF files*
- *Demonstrate knowledge of Adobe Acrobat PDF file terminology and understanding of major Adobe Acrobat PDF file concepts*
- *Given the text, direct instruction and hands on practice students will learn Adobe Acrobat PDF file creation techniques that will allow them to produce professional, meaningful Adobe Acrobat PDF files and gain skills that will assist them in careers requiring PDF file creation.*

SLO BUSAD 51, Management Information Systems

Successful students will:

- *Express themselves clearly when writing or speaking about management information systems*
- *Demonstrate knowledge of basic management information systems terminology and understanding of major management information systems concepts*

SLO BUSAD 52, E-Commerce

Successful students will:

- *Express themselves clearly when writing or speaking about electronic commerce*
- *Demonstrate knowledge of basic management electronic commerce terminology and understanding of major electronic commerce concepts*

SLO BUSAD 53, Project Management

Successful students will:

- *Express themselves clearly when writing or speaking about project management*
- *Demonstrate knowledge of basic project management terminology and understanding of major project management concepts*

SLO BUSAD 54, Data Mining

Successful students will:

- *Express themselves clearly when writing or speaking about data mining*
- *Demonstrate knowledge of basic data mining terminology and understanding of major data mining systems concepts*

Dr. Michal Hill

SLO BA 18 Bus Law

Through proper analysis be able to recognize and communicate those factors in the business environment that will be affected by legal requirements and select appropriate procedures to comply.

SLO BA 163 Bus Math

Demonstrate a working knowledge of the practical applications of mathematics as it applies to business and consumer situations by analyzing and determining necessary procedures in producing accurate quantified information.

SLO BA 161A Small Bus Acctng

Discover an appreciation regarding “HOW” and “WHY” the topics in the course are interrelated, interdependent and operate in concert with the topics in other courses in the business program.

SLO BA 161B Small Bus Acctng

Discover the connection between the role of financial measurement and interpretation and the decision making process used to manage a small business.

SLO BA 1A Prin of Acctng

Acquire a systematic approach to personal and professional development through participation, exploration and investigation in the relationship between those who produce financial information and those who depend on its accuracy, validity, reliability, and consistency.

SLO BA 1B Prin of Acctng

Students must realize that managers can not solve problems and make decisions without valid information that is presented in the language of business (accounting) and is complete, accurate and on time.

SLO BA 164 Income Tax

Students must learn to accept that maintaining competencies in tax preparation will require continual and continuous adaptation and understanding cause by the ever changing tax code and its rules and regulations.

SLO BA 151 Finance and Investments

The world requires that students must be able to analyze and select from various complicated systems for handling finances both personally and in commerce in the short, intermediate and long term and to understand the possible consequences of their decisions.

Randy Barton

SLO ECON 10, Principles of Economics-Macro

Students will be able to differentiate between monetary and fiscal policies and identify when it may be appropriate to use a given policy.

SLO ECON 11, Principles of Economics-Micro

Students will be able to identify the different market structures (e.g. perfect competition, monopolistic competition, oligopolistic, and monopoly) and discuss the effects these structures have on price and competition.

SLO BUSAD 20, Principles of Business

Explain and describe the human side of business, such as: (1) Leadership and communications in business, (2) Management of individuals and teams in business, and (3) Organizational structure and culture in business.

SLO BUSAD 90, Business Administration Computer Applications Lab

Students will be able to read, interpret and apply information from written materials relevant to the course.

SLO BUSAD 131, Computerized Accounting (Peachtree)

Successful students will be able to:

- *Demonstrate basic knowledge of computerized accounting software and understanding of fundamental accounting concepts.*
- *Students will be able to recognize and analyze common patterns of transactions to enter transactions into a computerized accounting software package.*

SLO BUSAD 133, Computerized Accounting (Quicken)

Successful students will be able to:

- *Demonstrate basic knowledge of computerized accounting software and understanding of fundamental accounting concepts.*
- *Students will be able to recognize and analyze common patterns of transactions to enter transactions into a computerized accounting software package*

SLO BUSAD 135, Computerized Accounting (QuickBooks)

Successful students will be able to:

- *Demonstrate basic knowledge of computerized accounting software and understanding of fundamental accounting concepts.*
- *Students will be able to recognize and analyze common patterns of transactions to enter transactions into a computerized accounting software package.*

SLO BUSAD 137, Computerized Accounting (M.Y.O.B)

Successful students will be able to:

- *Demonstrate basic knowledge of computerized accounting software and understanding of fundamental accounting concepts.*
- *Students will be able to recognize and analyze common patterns of transactions to enter transactions into a computerized accounting software package.*

SLO BUSAD 138, Excel Spreadsheets

Students will be able to demonstrate ability to navigate multiple worksheets in a workbook and identify and access common formats.

Students will be able to construct worksheets comprising of formatting, formulas, custom layouts and accepted conventions.

Students will be able to use spreadsheet tools for data analysis.

SLO BUSAD 152, Computerized Accounting (QuickBooks)

Successful students will be able to:

- *Demonstrate knowledge of computerized accounting terminology and understanding of fundamental accounting concepts*
- *Through proper analysis, students will be able to accurately enter transactions into a computerized accounting system.*
- *Apply setup procedures in creating a chart of accounts for a company setup using “wizards” and software features to record collected data.*

SLO BUSAD 153, Computerized Accounting (M.Y.O.B)

Successful students will be able to:

- *Demonstrate knowledge of computerized accounting terminology and understanding of fundamental accounting concepts*
- *Through proper analysis, students will be able to accurately enter transactions into a computerized accounting system.*
- *Apply setup procedures in creating a chart of accounts for a company setup using “wizards” and software features to record collected data.*

SLO BUSAD 154, Computerized Accounting (Peachtree)

Successful students will be able to:

- *Demonstrate knowledge of computerized accounting terminology and understanding of fundamental accounting concepts*
- *Through proper analysis, students will be able to accurately enter transactions into a computerized accounting system.*
- *Apply setup procedures in creating a chart of accounts for a company setup using “wizards” and software features to record collected data.*

SLO BUSAD 155, Computerized Accounting for Business

Successful students will be able to:

- *Demonstrate knowledge of computerized accounting terminology and understanding of fundamental accounting concepts*
- *Through proper analysis, students will be able to accurately enter transactions into a computerized accounting system.*
- *Properly apply setup procedures in creating a chart of accounts for a new company setup as well as an analysis of an existing company's accounts.*

Work Experience

SLO BA 96 Work Experience in Business and Commerce

- *Demonstrate their ability to transfer classroom learning to a job site.*
- *Students will demonstrate ability to relate and interact effectively in teams consisting of individuals with different interests, genders, backgrounds and professions.*
- *Demonstrate their progress toward becoming self-reliant and independent learners*

SLO BA 97 Work Experience in Business and Commerce

- *Demonstrate their ability to transfer classroom learning to a job site.*
- *Students will demonstrate ability to relate and interact effectively in teams consisting of individuals with different interests, genders, backgrounds and professions.*
- *Demonstrate their progress toward becoming self-reliant and independent learners*