

All B. B. A. and B. S. majors are required to complete the interdisciplinary College of Business Core with grades of C or higher in each of the following courses:

BUL 4421 (Business Law I)	MAN 3506 (Operations Management)
ENC 3213 (Writing for Management)	MAN 4720 (Global Strategy & Policy)
FIN 3403 (Principles of Financial Management)	QMB 3600 (Quantitative Methods in Administration)
ISM 3011 (Management Information Systems)	MAR 3023 (Marketing Management)
MAN 3025 (Introduction to Management & Organizational Behavior)	

CONTENT KNOWLEDGE (Declarative Knowledge): Students will demonstrate knowledge of fundamental concepts in several areas of business, including:

- **Finance:** capital budgeting, cash flows, cost of capital, valuation,
- **Management:** managing structure and design, managing organizational culture and change, managing teams, human resource management, managing employee diversity, motivation, and leadership, and
- **Marketing:** segmenting and targeting customers; elements of a marketing mix.
- **Operations:** product and process design, supply chain management, service operations, and quality management
- **Information Systems:** information technology use in organizations, types of large scale systems, ethical issues

In FIN 3403, ISM 3011, MAN 3025, MAN 4720, and MAR 3023, students will be assessed via examinations and/or course projects that cover the content of these disciplines.

CONTENT KNOWLEDGE (Technical skills): Students will demonstrate proficiency in the use of computer software programs (word processing, presentation, spreadsheet, and databases) and their applications to business practices. Students will also demonstrate proficiency in the use of quantitative methods and decision-making tools and techniques for business.

In ISM 3011, students will take exams and complete assignments in which they will use spreadsheets and databases. In QMB 3600, student will use both probabilistic and

deterministic decision making tools and techniques. In MAN 3506, students will apply mathematical and statistical techniques to address issues in inventory control, project management, statistical process control, and forecasting.

COMMUNICATION (Written Communication, Team/Collaborative Communication): Students will produce traditional business documents (e.g., memos, letters, reports) that are clear, well-written, and follow standard conventions in style, punctuation, grammar, spelling, sentence structure, paragraph formation, and appropriate word choice. Students will demonstrate collaborative writing skills by serving as peer reviewers for each others' work and by working with other students to write a business proposal.

In ENC 3213, students will produce drafts, revise, edit, and submit several types of documents related to business correspondence such as letters, memos, and reports. Students will serve as peer reviewers for each other's work and will collaborate with peers to write a proposal on a contemporary issue facing businesses.

CRITICAL THINKING (Analytical Skills): Students will apply business models to complex fact patterns. Students will demonstrate their ability to process financial information and to conduct a critical analysis that applies this information to financial decisions.

In MAN 4720, students will demonstrate analytic/critical thinking through their ability to apply relevant business models and/or strategic concepts and tools in a research project on a firm and/or industry. In FIN 3403, students will apply financial math and valuation principles to value securities, capital projects, and other assets. Students will interpret financial information and use it in decision making.

CONTENT KNOWLEDGE (Declarative Knowledge) and CRITICAL THINKING (Analytical Skills): Students will demonstrate an understanding of business law and business ethics, managerial responsibilities within the law, and the legal and economic implications of noncompliance.

In BUL 4421, students will complete an examination in which they must demonstrate their knowledge and understanding of business law. Students will also complete an examination in which they will demonstrate their knowledge and understanding of business ethics.

CONTENT KNOWLEDGE (Declarative Knowledge, Research Skills, Technical Skills) and COMMUNICATION SKILLS (Written Communication, Oral Communication, Graphic Skills, Team/Collaborative Skills), and

CRITICAL THINKING SKILLS (Analytical Skills, Practical Skills). Students, working in teams, will prepare and submit a documentation package for a proposed computer-based system for an organization.

In ISM 4133 (Advanced Systems and Design Analysis), students will work in teams of 4 or 5 to prepare and submit a written comprehensive systems analysis and design project documentation package for a proposed computer-based system for an organization. Successful completion of the project requires that students understand and integrate database and software development concepts. Each project member will deliver in-class oral presentations on the design project. Projects will be assessed using the rubric below. In addition, a representative from the organization will evaluate each documentation package by indicating the company's plans to implement all or any portion of the project, the quality and usefulness of the project to the organization, and the quality and usefulness of the documentation.

Analytical and Practical Skills.

Documentation will be rated as Superior, Adequate, or Inadequate based on these criteria:

The document identifies and clearly and fully defines the problem that the system is being designed to solve.

The content is relevant to the business problem reviewed.

The content demonstrates appropriate application of database, telecommunication, and software development concepts.

The content demonstrates in-depth analytical procedures to solve the problem.

Written Communication and Graphic Skills.

Documentation will be rated as Superior, Adequate, or Inadequate based on these criteria

The language of the document is concise and easy to read.

There is clarity and coherent organization of the project documentation.

The document reflects superior command of grammar and diction.

The document incorporates appropriate, useful, and accurate graphic representations.

Oral Communication.

Presentations will be rated as Superior, Adequate or Inadequate based on these criteria:

Comments demonstrate insights and knowledge about the contents of the project documentation package.

The presenter effectively communicates the organizations' problem(s), solution(s), and methodologies used to obtain solution(s).

Creativity - The presenter uses innovative presentation methods.

Overall Project – The project generates substantial interest from other members of the class.

Team/Collaboration Skills.

Presentations will be rated as Superior, Adequate, or Inadequate based on these criteria:

The contributions to the project have been equitably shared among team members.

An individual team member's contribution is positively assessed by other team members.