

CURRICULUM MAP – A.A.S. DEGREE MANAGEMENT, OPTION IN MARKETING

Program Name: A.A.S. Degree Management , Option in Marketing	Outcomes	ACC 101 Principles of Accounting I	ACC 102 Principles of Accounting II	BUS 101 Introduction to Organization and Management	BUS 104 Legal Environment of Business	ECO 202 Microecon. Principles	MGT 103 Principles of Management	MGT 104 Marketing
Program Outcome #1	Develop a broad understanding of the role of various components of marketing and business	Define internal controls and identify the characteristics of an effective system of control		Understand the role of business and capitalism in the economy		Describe and critique the role of government in a market economy	Understand the role of management and its impact upon the economy	Describe the different structures and forms of marketing
Program Outcome #3	Demonstrate knowledge o today's business environment (legal, financial and economic)	Prepare financial statements and evaluate the performance of a business	Identify the benefits of budgeting and prepare the components of the master budget	Describe current issues in business and use course concepts to analyze them	Demonstrate knowledge of terms and facts of this subject	Use economic terminology, concepts and theories to analyze "real world" scenarios and current events	Describe current issues in business and use course concepts to analyze them	Describe current issues concerning marketing and use course concepts to analyze them
Program Outcome #2	Discuss ethical implications in relation to marketing			Discuss ethical implications of business policy	Demonstrate professional and ethical behavior		Describe ethical implications of managerial policy	Discuss ethical implications in relation to marketing
Program Outcome #4	Provide an understanding of the impacts of current social issues, diversity, and globalization on marketing					Understand the role of business and capitalism in the economy	Describe current issues in business and use course concepts to analyze them	Understand the various types of decisions faced by marketers today