

Cob Course Maps

BSBA Program Course Mapping

	ECON 101	ACCT 100	ACCT 101	DS 212	IBUS 330	FIN 350	BUS 300	ISYS 363	MGMT 405	DS 411	DS 412	MKTG 431	BUS 682	BUS 690
1) Students have basic competencies in	A	A	A	A	A	A		A	A	A	A	A	A	A
2) Students demonstrate effective written and oral communication skills.							A						A	A
3) Students demonstrate analytical, quantitative, and critical thinking skills.	A	A	A	A	C	A		C	C	A	A	C	C	A
4) Students develop team skills that facilitate achievement of organizational goals.							A	A		A	A		A	A
5) Students understand the ethical issues related to the operation of business including									C		C		A	C
6) Students understand the issues related to the operation of global business.					A								C	C

BAE Program Course Mapping

Goals	Econ 301	Econ 302	Econ 311	Econ 312	Econ 690
1A) Content Knowledge - Microeconomics	A				
1B) Content Knowledge - Macroeconomics		A			
2A) Analytical Skills					A
2B) Quantitative Skills			C	A	A
3A) Oral communication					A
3B) Written communication					A

MBA Program Course Mapping

Learning goals	IBUS815	MGMT84	BUS884	MKTG860	ACCT831	DS856	FIN819	ISYS814	BUS890
1) Functional and enterprise knowledge									
a. The enterprise as a whole.	A	C	A		C	C		C	A
b. The interrelationships of the disciplines within a	A	C	A	C	C			C	A
c. Emerging knowledge in business disciplines,	A	C	A	C	C		C	C	A
2) Ethical, global and social awareness									
a. Identify, articulate and disseminate the core	A	C	A	C	C	C	C		C
b. Evaluate the ethical, global and social issues of each	A	C	A	C	C	C		C	C
c. Make business decisions consistent with stakeholder	A	C	A	C	C	C	C	C	A
3) Problem solving and critical thinking skills – Each									
a. Master qualitative and quantitative techniques to	C	A	C	C	A	A	A	A	A
b. Exhibit critical thinking and analytical ability in solving	A	A	C	C	A	A	C	A	A
c. Apply current and emerging business knowledge and	A	C	C	C	C	A	C	A	A
4) People skills – Each student will be able to									
a. Exhibit leadership when appropriate.	C	C	C	C	C	C	C	C	A
b. Demonstrate the ability to work effectively in teams.	C	A	C	C	C	C	A	A	A
c. Understand the perspective of others and treat them in	C	C	C	C	C	C			A
5) Communication skills – Each student will demonstrate									
a. Create and deliver effective business presentations to	A	C	A	A	A	C	C	A	A
b. Organize and write professional documents	A	C	A	A	A	A	A	A	A

EMBA Program Course Mapping

Learning Goals	BUS 884	BUS 885	BUS 886	BUS 887
1. Knowledge of business theory and practice	A	A	A	A
2. Strategic thinking	C	A	A	C
3a. Written communication skills	A	C	C	A
3b. Oral communication skills	A	C	C	A
4. Interpersonal skills	C	C	A	C
5. Ethical, global and social awareness	A		C	

MSA Program Course Mapping

Learning goals	ACCT 800	ACCT 801	ACCT 802	ACCT 804	ACCT 807	ACCT 818	ACCT 848	ACCT 890
1a. Proficiency in accounting standards	C	A		C		C		
1b. Relate accounting to functional areas			A		C		C	
1c. Current issues in accounting practice			A	C		C	C	C
2a. Deliver an effective oral presentation			A				C	
2b. Collaborate effectively in a team	C						C	A
2c. Create a clear, well organized paper					C			A
3a. Identify and analyze accounting issues	C	C	C	C	A	C	C	C
3b. Utilize information technology	C	C			A		C	
4a. Ethical dilemmas and codes of conduct					C	A		
4b. Awareness of global issues			A	C			C	

MAE Program Course Mapping

Goals	Econ 701	Econ 702	Econ 825	Econ 830
1A) Microeconomic Knowledge	A			
1B) Macroeconomic Knowledge		A		
2A) Analytical Skills			A	A
2B) Quantitative Skills			A	A
3A) oral communication			A	A
3B) written communication			A	A

BSHTM Program Course Mapping (revised in 2015)

Program Learning Goal	HTM 100	HTM 120	HTM 300	HTM 424	HTM 457	HTM 458	HTM 515	HTM 531	HTM 560	HTM 561	HTM 577	HTM 590
1A) Oral Communication			X		X							X
1B) Written Communication			X	X			X		X	X		X
2) Critical Thinking						X		X				X
3) Teamwork/ Collaboration					X						X	
4) Ethics		X							X			
5) Leadership			X				X				X	
6) Hospitality	X				X		X	X				X