

## Sample Curriculum Mapping for a Business program

Business Administration Map	Econ 207	Econ 208	CS 214	Eng 200	Math 1165	Busi 201	Busi 203	Busi 211	Busi 231	Busi 241	Busi 251	Busi 252	Busi 281	Busi 371	Busi 411
	Macro-Economics	Micro-Economics	Microcomp App for Bus	Writing for Bus	Pre-Calc (Bus)	Intro to Bus	Bus Statistics	Prin Mgmt	Prin Mktg	International Bus	Prin Acctg I	Prin Acctg II	Bus Law I	Mgl Finance	Bus Policy
<b>Writing Competencies</b>															
Identify a subject and formulate a thesis statement						I			R						E
Organize ideas to support a position				I		R			R				R		E
Write in a unified and coherent manner appropriate to the subject matter				I		R			R				R		E
Use appropriate sentence structure and vocabulary				I		R			R				R		E
Document references and citations according to an accepted style manual						I			R				R		E
<b>Critical Thinking Competencies</b>															
Identify business problems and apply creative solutions								I	R	R	R	R		R	E
Identify and apply leadership techniques								I						R	E
Translate concepts into current business environments								I	R	R	R	R		R	E
Analyze complex problems by identifying and evaluating the components of the problem								I			R	R	R	E	E
<b>Quantitative Reasoning Competencies</b>															
Apply quantitative methods to solving real-world problems					I		R				R	R		E	
Perform necessary arithmetic computations to solve quantitative problems					I		R				R	R		E	
Evaluate information presented in tabular, numerical and graphical form					I		R				R	R		E	E
Recognize the reasonableness of numeric answers					I		R				R	R		E	E
<b>Oral Communications Competencies</b>															
Organize an oral argument in logical sequence that will be understood by the audience						I		R	R	R					E
Use visual aids effectively to support an oral presentation						I		R	R	R					E
Demonstrate professional demeanor, speak clearly in well-modulated tone, and engage the audience						I		R	R	R					E
Exhibit good listening skills when others are speaking						I		R	R	R					E

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<b>Technology and Information Literacy</b>															
Identify problem/topic						I		R						R	
Demonstrate familiarity with information resources and technologies						I		R						R	
Conduct search query						I		R						R	
Evaluation sources of information						I		R						R	
<b>Computer Literacy</b>															
Demonstrate computer literacy in preparation of reports and presentations			I						R					E	E
Demonstrate ability to use software application to solve business problems							I				R	R		E	
Conduct search queries through the use of the Internet						I		R	R					E	
<b>Values Awareness</b>															
Recognize ethical issues						I		R	R	R				E	E
Identify ethical issues						I		R	R	R				E	E
Identify theoretical frameworks that apply to corporate social responsibility						I		R	R	R			R	R	E
Translate ethical concepts into responsible behavior in a business environment						I		R	R	R				R	E
Develop values awareness						I		R	R	R					E
<b>CONTENT-SPECIFIC COMPETENCIES</b>															
<b>Global Business Competencies</b>															
Demonstrate knowledge of contemporary social, economic, and political forces; their interrelationship; and their impact on the global business environment	I	I				I		R	R	RE				R	R
Identify the integration of global markets from both financial and product/service perspectives.						I			R	RE				R	R
Incorporate diverse cultural perspectives into business decisions						I		R	R	RE					R
<b>Accounting Competencies</b>															
Understand the role of the accounting information system within an organization's overall information system											I	R		R	
Demonstrate knowledge of the accounting cycle and the ability to perform necessary procedures at each step of the cycle for both corporate and non-corporate entities											I	R			
Describe, prepare and interpret comparative financial statements using analytical techniques such as ratios and common-size statements											I	R		E	

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Understand the differences between financial and managerial accounting																
Understand the role of managerial accounting analysis, control and planning of costs within the corporation											I	R				
<b>Finance Competencies</b>																
Integrate knowledge of economics, accounting, and quantitative analysis in the process of making financial decisions	I	I													IRE	
Access and interpret financial market data using both Internet and print sources						I		R	R	R					RE	
Apply basic computational techniques and/or spreadsheet software to solve financial problems							I				R	R			E	
Compute return and risk measures for basic financial assets (stocks and bonds)															I	
Analyze corporate financial statements to pinpoint strengths and weaknesses.											I	R			E R	
Identify the impact of investment, financing and dividend policy decisions on the value of an enterprise															I	
Use financial tools for life decisions about items such as housing, credit, retirements, and investments															I	
<b>Management Competencies</b>																
Define basic terms used in management						I		E								R
Develop a basic strategic planning process for an organizational unit						I		E								R
Derive policies and practices that meet the cultural and global challenges of a changing work force						I		E								R
Translate productivity, quality and efficiency concepts to current business environments						I		E								R
<b>Marketing Competencies</b>																
Identify, evaluate and translate basic marketing problems into powerful business solutions									IRE							
Analyze buyer behavior									IRE							
Utilize a marketing information system to achieve a competitive advantage									IRE							
Improve ability to develop new products and evaluate pricing, promotional and distribution strategies									IRE							
<b>I=Introduce; R=Reinforce; E=Emphasize</b>																
<i>Developed by Business Administration faculty at New Jersey City University</i>																