



PROPOSED UNDERGRADUATE CURRICULUM IMPROVEMENTS: REPORT OF THE UNDERGRADUATE CORE COURSE TASK FORCE

Prepared by:

Dr. John McGee, Chair – Finance & Economics

Prof. Sherry Ross – Accounting

Dr. Susan Kirby – Management

Dr. Ray Fisk – Marketing (CBAC Representative)

Dr. Randy Cook – CIS/QM

Dr. John Bible – McCoy Curriculum Committee (Ex-officio)

Dr. Mike Keeffe – McCoy Assessment Committee (Ex-officio)

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**PROPOSED UNDERGRADUATE CURRICULUM IMPROVEMENTS
UNDERGRADUATE CORE COURSE TASK FORCE
FALL 2008**

BACKGROUND

In the fall of 2007 the McCoy College of Business Administration Undergraduate Curriculum Committee conducted a review of the Core Curriculum to insure that the college is imparting the skills and knowledge that every BBA graduate should possess. After extended discussion, the Curriculum Committee made several recommendations, including increasing the coverage of certain topics in existing core courses, revising prerequisites, and developing better communication about College goals among faculty and departments. The program improvement suggestions of this task force are based largely on those recommendations.

The faculty-led Undergraduate Core Course Task Force is part of an overall process for actively managing the curricula in the McCoy College of Business Administration (See Appendix A). The curriculum management process includes development and monitoring by the elected Undergraduate Curriculum Committee, occasional evaluation and implementation by an *ad hoc* task force, and assessment of learning by the Assessment Committee. In accordance with this process, the Task Force first reviewed every college core course for accuracy in terms of Course Objectives/Goals and the knowledge/skills expected of students upon entering and leaving the course (See Appendix B). Each course was mapped to the 6 college goals and flow diagrams were developed to illustrate how each course objective supports the college goals (See Appendix C). The McCoy College Goals Coverage Grid was revised accordingly (See Appendix D). The Task Force then addressed specific Curriculum Committee recommendations.

THE RECOMMENDATIONS

- Provide a clearer sense of direction to faculty who are charged with implementing teaching strategies and techniques that convert college goals to learning outcomes

In the course of mapping course objectives to college goals many objectives were reviewed, discussed and amended for clarity. In some cases, new objectives were added. The Strategic Management faculty provided input with regard to gaps/overlaps in student skills. The fifteen core course coordinators provided invaluable assistance in writing new objectives and making the existing objectives easier to understand. The resulting objectives should also prove easier to assess.
No further action required.

- Review important topic areas; address any deficits in coverage by providing additional coverage within existing courses.

The primary topics discussed were Ethics and Globalization. Significant discussion among the faculty indicated that we are already providing significant coverage in existing courses, much of which has not been sufficiently documented in our core course objectives. For example, in Mgt 4335 the faculty teaching the course realized that there was no specific course objective expressing their significant coverage of Ethics. Further discussion with the course coordinator resulted in a new course objective for Mgt 4335 that reflects the important Ethics component of the course. Likewise, in Economics 2314 the economic basis for trade and the impact of international trade are important topics, along with tariffs, quotas, and protectionism, but the course objectives did not clearly demonstrate the importance of Global Issues in the course. Now they do.

No further action required.

- Teach Ethics as a component of several core courses and at least one major course in each department.

Core courses in all five Departments include Ethics in their curriculum. Accounting includes the ethical expectations that underlie the preparation of financial documents and asks students to apply ethical values to various situations. Business Law explores the ethical implications of personal and business decisions. Management analyzes how ethics and social responsibility impact stakeholders of a firm and teaches students to recognize an ethical dilemma and resolve it. Marketing requires students to understand socially-responsible marketing, and CIS includes the ethical issues surrounding the use of information.

The task force considered a proposal for a Concentration in Ethics/Legal Studies but decided not to recommend the Concentration at this time. If it so chooses, the College could substantially increase coverage of Ethics and Global topics in the future without new courses by enhancing Ethics coverage in Blaw 2361 and requiring Blaw 3363 (International Law) as part of a new Ethics/Legal Studies Concentration.

No further action required.

- Increase Global coverage in core courses.

As mentioned earlier, our Economics courses repeatedly apply core ideas involving international trade and articulate macroeconomic policy objectives and the policy tools used to achieve them. Management demonstrates the importance of communication in a global business environment and requires students to comprehend the complex interplay of culture, diversity and globalization on managerial activities. Marketing asks students to understand the external and internal forces which provide the global, political, economic, legal, competitive and regulatory context for planning marketing strategies both for profit and non-profit organizations and the consumer/organizational buyer as central to marketing decision-making in today's diverse society.

Assuming that the intent of the Curriculum Committee in requesting more Global coverage is to empower future managers with a broader perspective about the role of the corporation in the world, our focus should be on the emerging field of Sustainability. Sustainable development, corporate social and environmental impact management, economic development, social entrepreneurship, and emerging market venture development are issues gaining increased attention among companies worldwide, and the next generation of business leaders must be prepared to manage business performance and strategy in this changing environment. The United Nations' Global Compact, sister program Principles of Responsible Management (PRME), and AACSB's Sustainability Conference and sponsorship of PRME provide evidence of the important role business academia plays in shaping future corporate leaders and their understanding of important global sustainability issues. In December, the McCoy College will be represented at the 1st Global Forum on PRME. As a PRME signatory college we have made a commitment to take the lead in the area of sustainability.

Sustainability is also being discussed outside the Core. For example, the instructors in Mgt 4330 (Production/Operations Management) are looking at textbooks that examine Operations from the perspective of Supply Chain Management. Operations Management includes the four areas of Sustainability: viewing products/services from a societal standpoint with regard to product and/or process selection, economic issues involving materials management and supplier analysis, environmental issues in connection with recycling in the process/product selection, and ethical issues when discussing decision making in general and when applied to global issues.

Action required.

1. Continue to use development funds to increase faculty and student knowledge and understanding of corporate citizenship and the implementation of the sustainability agenda of PRME.
2. Core Course Coordinators should work with course instructors to look for ways to incorporate sustainability issues into existing courses. In many instances, simply using ethical or global case examples will enhance coverage of these topics without disrupting an existing course.

- Teach students how to work in teams to enhance leadership skills rather than simply use team projects in core courses.

The Management Department believes they already do this by asking students to understand the role of teams in an organizational context and requiring them to demonstrate knowledge of group dynamics and teamwork in a business setting.
No further action required.

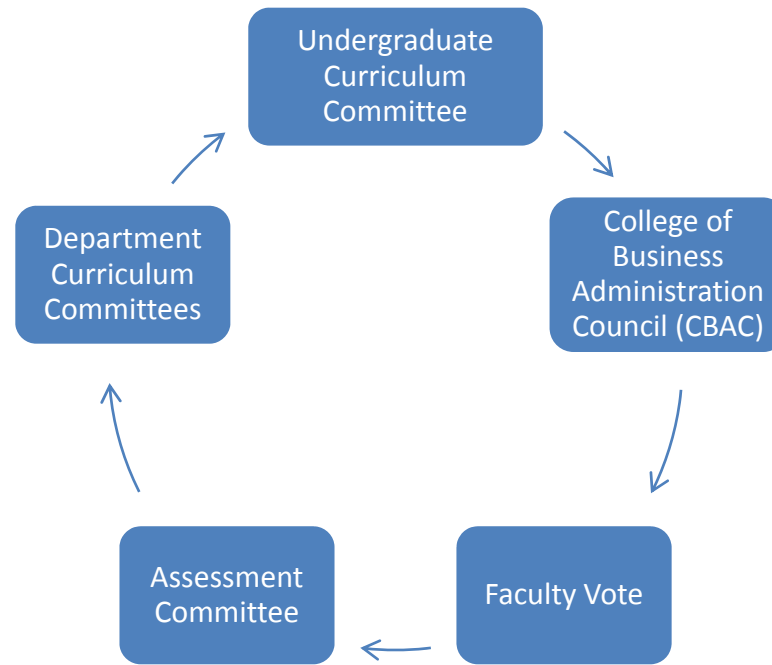
- In order to encourage students to take the course earlier, make Mgt 3353 a prerequisite or co-requisite for all writing intensive courses and for additional core courses.

The faculty are frustrated that students entering upper-level classes do not have adequate writing skills and would like them to take Mgt 3353 before enrolling in other upper-level classes; hence the recommendation to make it a prerequisite. However, there are many practical problems with this solution: 1) limited seating in Mgt 3353 would keep students from moving forward with other courses while they wait for a seat in 3353 (current students have to wait for this course until the semester before they graduate), 2) there are insufficient instructors available for more writing labs, so the limited seating will continue; and 3) there is no evidence that taking 3353 increases the kind of writing skills that are lacking in the upper-level classes.

Action Required:

1. Provide resources to substantially increase the number of seats offered in Mgt 3353 over a period of a few years to allow juniors and seniors to take the course sooner.
2. Have advisors encourage students to take Mgt 3353 at their earliest opportunity
3. Have the Undergraduate Curriculum Committee review all Writing Intensive (WI) courses to determine if the WI designation (most several years old) is still appropriate and, if so, whether the instructors want Mgt 3353 as a prerequisite to their course.
4. Encourage each department to have one required WI course. This would allow students to automatically satisfy university WI requirements without further College obligation.
5. Review the advisability of having Eng 1310 and 1320 as prerequisites, since the English Department teaches more grammar than writing.

Appendix A
McCoy College Curriculum Management Process
(Shows how the Curriculum Management Process produces New or Revised Curricula)



Appendix B

McCoy College Curriculum Alignment Matrices
(Shows How College Goals are Supported by Individual Course Objectives)

Class Acc 2361

College Learning Goals	Course Learning Objectives	Assessment Tasks
	Upon entering this course, students should be able to:	
	Perform basic college algebra; Reason Mathematically; Calculate simple interest; Solve word problems; Use Excel (or, willingness to learn the software); Use word-processors <u>PREREQUISITE:</u> MATH 1319 or equivalent	
	On successful completion of this course, students should be able to:	
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	Critically analyze and solve basic accounting problems, including the use of accounting methods for evaluating, recording, classifying and presenting information using alternative information technologies. Understand and use financial statements for making decisions. Understand the limitations and inaccuracies inherent in the accounting process and in financial statements.	Comprehensive Departmental Final Exam: 13/78 =16.7% Homework: 20/191 = 10.5%
Use information technology skills in decision-making	Present information using alternative information technologies	Exams: 0% Excel: 12/191 = 6.3%
Apply general concepts of ethical behavior in dealing with stakeholders	Understand the role and nature of accounting, the social, political, legal and regulatory environment of accounting in the U.S., and the issues and principles that underlie the preparation of financial statements, including the ethical expectations.	Comprehensive Departmental Final Exam: 3/78 questions = 3.8% Homework: 20/191 =10.5%

Class Acct 2362.

College Learning Goals	Course Learning Objectives	Assessment Tasks
	<p>Upon entering this course, students should be able to: Perform basic algebra; Read; Problem-solve; Possess a basic knowledge of MS Office, in particular, MS Excel.</p> <p><u>PREREQUISITES:</u> ACC 2361, Introduction to Financial Accounting with a minimum grade of D</p> <p>Plus 3 hours from any of the following courses with a minimum grade of D: MATH 1319; MATH 1315; MATH 2471; MATH 2321; MATH 1329; HON 3391</p> <p>On successful completion of this course, students should be able to:</p>	(See the partial Business Accounting Assessment below)
<p>Use critical thinking skills to evaluate information, solve problems, and make sound decisions</p>	<p>Understand the nature and purpose of internal uses of accounting information.</p> <p>Understand the management cycle and the managerial decisions stemming from this cycle.</p> <p>Understand the fundamental concepts and techniques for planning, control and decision-making applicable to various types of business entities.</p> <p>Be familiar with current theory and practice in management accounting.</p> <p>Within the business decision-making environment, students will effectively demonstrate skills in critical thinking/problem solving.</p>	<p>Homework: 9/60 or 15% Homework & Project Points: 9/110 = 8%</p> <p>Comprehensive Departmental Final Exam: 32%</p>
<p>Use information technology skills in decision-making</p>	<p>Prepare the information and reports that support decisions pertaining to management cycle.</p>	<p>Exams: 0% 5.7% overall grade 36.4% of Homework & Project Points</p>
<p>Apply general concepts of ethical behavior in dealing with stakeholders</p>	<p>Within the business decision-making environment, students will effectively demonstrate skills in applying ethical values to various situational issues.</p>	<p>Chap 1: 20% Ethics; 2% of total text coverage is Ethics; Homework: 3/60 = 5%; 3/110 = 2.7% (homework & project points)</p>

Class Blaw 2361

College Learning Goals	Course Learning Objectives	Assessment Tasks
	Entering this course, students should be able to:	Exams 100%
	Reason and discern issues from factual situations.	
	Possess a vocabulary and the attendant ability to read and write the English language as necessary to function as an intelligent undergraduate student. Read significant amounts of information and assimilate that information	
	On successful completion of this course, students should be able to:	
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	<p>Understand the Texas and federal legal systems.</p> <p>Understand the rationale for the law of torts, its benefits and detriments, and specific knowledge of selected torts applicable to individuals and business</p> <p>Understand the elements of contract and how to analyze and apply contractual concepts</p> <p>Review a factual statement and determine the presence or absence of contract</p> <p>Understand the concept and application of the law of agency</p> <p>Distinguish between an agent and independent contractor and their respective benefits and liabilities</p> <p>Understand the law of sales and some of the distinctions of sales from that of common law contract</p>	
Apply general concepts of ethical behavior in dealing with stakeholders	Understand the competing interests inherent in the law and the ethical implications resulting from both personal and business decisions	

Class CIS 1323

Course Learning Goals	Course Learning Objectives	Assessment Tasks
	On entering this course, students should be able to:	
	Have one high-school credit of technology applications	
	PREREQUISITES: None	
	On successful completion of this course, students should be able to:	
Use information technology skills in decision-making	Develop proficiency in the use of advanced spreadsheet techniques for use in organizational data analysis and decision making.	special hands-on assessment quiz for measuring IT skills
	Develop proficiency in the use of database technology for storage, retrieval and presentation of organizational information.	
	Develop proficiency in the use of presentation software to communicate information about organizational products and services.	
		<u>100%</u>

Class CIS 3380

College Learning Goals	Course Learning Objectives
	On entering the course, students should be able to:
	know software applications including spreadsheet software
	know spreadsheet calculating and graphing capabilities
	perform basic statistical analysis including descriptive and inferential analysis and display output results graphically
	<u>PREREQUISITES:</u> CIS 1323 or equivalent; QMST 2333 or equivalent
	On successful completion of this course, students should be able to:
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	understand integrated enterprise information systems
	understand the difference between data, information, and intelligence (or knowledge)
	understand the role of integrated data and business intelligence in organizational strategy
	understand the importance of making organizational decisions based on data and analysis
	understand the detrimental effects of poor quality information on decision making
Use information technology skills in decision-making	move data between integrated software applications
	query a database and create reports to display queried results
	identify sources of data and retrieve and analyze the data using information technologies and applications to address organizational problems
	demonstrate enhanced abilities in the use of current database and data modeling technologies
Apply general concepts of ethical behavior in dealing with stakeholders	understand the ethical and security issues surrounding the use of information

Class Eco 2314

College Learning Goals	Course Learning Objectives
	<p>On entering this course, students should be able to:</p> <p>use and understand algebra.</p> <p>solve word problems.</p> <p>Understand relationships using graphs and tables.</p> <p><u>PREREQUISITE:</u> MATH 1319 or equivalent</p> <p>On successful completion of this course, students should be able to:</p>
<p>Use critical thinking skills to evaluate information, solve problems, and make sound decisions</p>	<p>Be familiar with the strategies of firms as they make decisions on production, pricing and the allocation of resources.</p> <p>Analyze the role of demand and supply in determining market equilibrium.</p> <p>Distinguish between the different kinds of competitive environments in which firms and households interact, from perfect competition to monopoly</p> <p>Determine the role of profit in directing the allocation of resources in a market-based economy.</p> <p>Give examples of market inefficiency, how these inefficiencies can be corrected, and the role of government.</p>
<p>Understand the importance of culture and diversity</p>	<p>Repeatedly apply some of the core ideas and concepts of the discipline, including scarcity, opportunity cost, marginalism, and efficiency.</p>

Class Eco 2315

College Learning Goals	Course Learning Objectives	Assessment Tasks
	On entering this course, students should be able to:	
	Use and understand algebra, including solving word problems and interpreting graphs	
	Interpret, in nonmathematical language, relationships presented in mathematical form	
	Reading, writing, and listening skills	
	Understand the concept of scarcity and opportunity costs	
	Understand the interaction of demand and supply in determining market equilibrium	
	<u>PREREQUISITES:</u> ECO 2314, and MATH 1315 or 1319 (or the equivalents).	
	On successful completion of this course, students should be able to:	
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	draw conclusions or make inferences from data	Exams <u>100%</u>
	critically analyze core macroeconomic concepts, including	
	economic growth, business cycles, inflation and unemployment	
	Develop critical thinking, reasoning, and decision making skills	
	through the understanding, application and analysis of	
	fundamental economic concepts, and the use of technology	
Understand the importance of culture and diversity	articulate macroeconomic policy objectives, understand the policy tools used to achieve them, and critically analyze their socio-economic implications	

Course Fin 3312

College Learning Goals	Course Learning Objectives
	On entering this course, students should be able to:
	PREREQUISITES: ACC 2362; CIS 1323; MATH 1329; and completion of, or concurrent enrollment in, QMST 2333, ECO 2314, ECO 2315.
	On successful completion of this course, students should be able to:
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	Understand and discuss overall firm management from a finance perspective
	Understand the relationships between financial markets and the price of money
	Understand the role of financial statements in both managing firms and analyzing firms
	Understand firms' use of bonds and the determinants of bond value
	Understand firms' use of common stock and the determinants of stock value
	Understand the relationship between risk and return.
Use information technology skills in decision-making	Describe the purpose and mechanics of capital budgeting, and understand the importance of cost of capital
	Understand the value of cash flows and work with a financial calculator

Course Mgt 3303

College Learning Goals	Course Learning Objectives	Assessment Tasks
	On entering this course, students should be able to:	
	<p>Think critically; Read, understand and synthesize material</p> <p>Be open-minded; Be aware of global and cultural diversity</p> <p>Have a strong work ethic</p> <p><u>PREREQUISITES</u>: Admission to the McCoy College of Business Administration or non-business majors (usually business minors) who have attained junior/senior status, satisfied individual course prerequisites, and who are in good academic standing (not on probation).</p>	
	On successful completion of this course, students should be able to:	
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	<p>Understand the fundamental processes and functions of management in organizations, including planning, organizing, leading and controlling</p> <p>Know and understand modern management theories and concepts, as well as the major historical events and contributors to management theory</p> <p>Learn how planning, strategy and innovation affect decision making in modern organizations</p> <p>Explain how leaders use motivation and communication to guide organizations</p> <p>Learn how the management of information helps an organization maintain control</p>	<p>Approved Textbooks</p> <p>Hardcover: Chuck Williams, <i>Management</i> (5th edition), Thomson/South-Western Publishing Company, 2009, or</p> <p>Softcover: Chuck Williams, <i>MGMT</i>, Thomson/South-Western Publishing Company, 2008,</p>
		<p>Written test/quiz</p> <p>Questions</p> <p><u>100%</u></p>

Apply general concepts of ethical behavior in dealing with stakeholders	analyze how ethics and social responsibility impact stakeholders of a firm	
Understand the importance of group dynamics in achieving organizational goals and use the skills needed for effective teamwork	understand the role of teams and group dynamics within an organizational context	
Understand the importance of culture and diversity	comprehend the complex interplay of culture, diversity and globalization on managerial activities	

Course Mgt 3353

College Learning Goals	Course Learning Objectives	Assessment Tasks
	On entering this course, students should be able to:	
	<p>use effective writing skills, proofread documents, and identify basic grammatical errors; use word processing software; prepare PowerPoint slides; apply fundamentals of oral presentations; use the Internet for assignments; follow instructions and apply guidelines to specific assignments; analyze and synthesize material.</p> <p><u>PREREQUISITES:</u> ENG 1310, ENG 1320, and COMM 1310</p> <p>Junior status and admission to the College of Business Administration; students should also be in good academic standing (not on probation).</p> <p>On successful completion of this course, students should be able to:</p>	
Conceptualize a complex issue into a coherent, persuasive written or oral statement	<p>Demonstrate understanding of how well-written communication contributes to good business practices, including format, organization, style, ethics, and appropriate use of technology.</p> <p>Demonstrate knowledge of job-search communication skills through use of resumes, application letters, interviewing, and other job-related communication.</p>	Grading rubric used for written analytical report with conclusions and recommendations; grading rubrics used for memos, letters, and e-mail (based on correct usage of four organizational patterns: direct requests, good news, negative news, persuasive requests).
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	Demonstrate knowledge of communication theories and models, and problems associated with communication in business.	
Understand the importance of group dynamics in achieving organizational goals and use the skills needed for effective teamwork	Demonstrate knowledge of group dynamics and teamwork in a business setting.	
Understand the importance of culture and diversity	Demonstrate knowledge of the importance of communication in a diverse (global) business environment and of how to adapt communication to different audiences	

Course Mgt 4335

College Learning Goals	Course Learning Objectives	Assessment Tasks
	On entering this course, students should be able to:	
	<p>Understand quantitative and behavioral science as they apply to management study</p> <p>Understand the role of consumer, marketing institutions, and the social and legal environment of business</p> <p>Understand financial analysis, time value of money, capital budgeting, financial decisions, and working capital management</p> <p>Use descriptive and inferential statistic techniques for business and economic decision making</p> <p>Understand financial accounting concepts and their application to the accounting process for business organizations</p> <p>Use accounting information as an aid to management decision making, budgeting, and the control process</p> <p>Understand technical and non-technical aspects of microcomputer systems.</p> <p>Be familiar with college algebra, finite mathematics, and elementary differential calculus that apply to business and economics</p> <p><u>Prerequisites:</u> MGT 3303; MKT 3343; FIN 3312; QMST 2333. Capstone course and open only to seniors in business</p>	
Conceptualize a complex issue into a coherent, persuasive written or oral statement	On successful completion of this course, students should be able to:	
	<p>Develop well-written reports, memos, and letters that explain findings, organize ideas into a coherent train of thought, and justify a conclusion or recommendation.</p> <p>Make effective oral presentations that explain findings, organize ideas into a coherent train of thought, and justify a conclusion or recommendation</p>	<p>Written Case Analyses <u>50%</u></p> <p>Oral Case Analyses <u>50%</u></p>
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	<p>Synthesize and evaluate the relevance of data</p> <p>Demonstrate critical and reflective thinking skills in exploring new questions, analyzing complex issues from multiple perspectives, and arriving at reasoned conclusions.</p>	<p>Exams <u>20%</u></p> <p>Written Case Analyses <u>30%</u></p> <p>Oral Case Analyses <u>20%</u></p>
Apply general concepts of ethical behavior in dealing with stakeholders	Recognize an ethical dilemma and resolve it using an evaluative framework.	

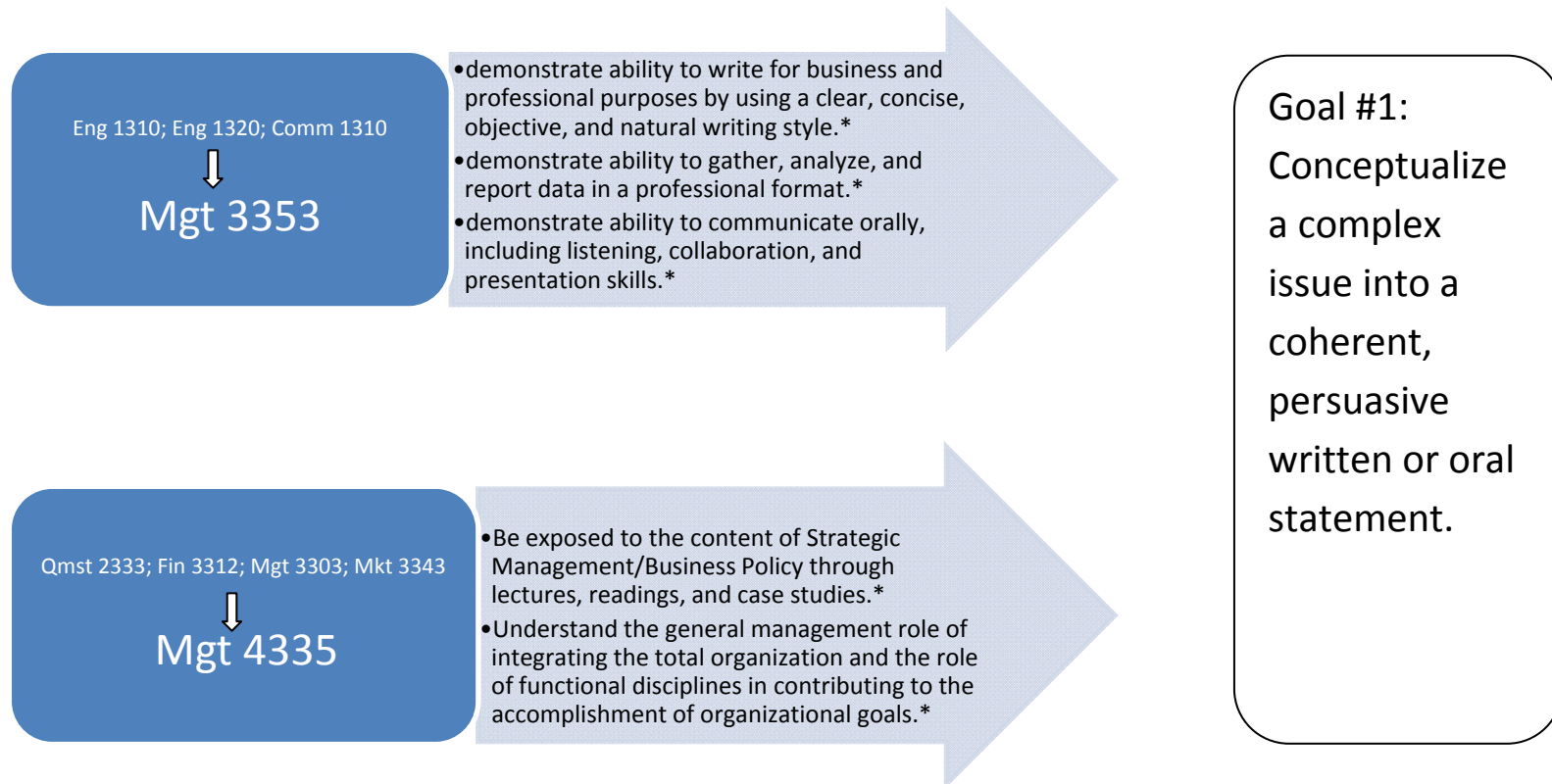
Course Mkt 3343

College Learning Goals	Course Learning Objectives	Assessment Tasks
	On entering this course, students should be able to:	
	Perform basic math skills Perform reading comprehension skills Perform time management skills Perform academic skills (e.g., note-taking, professional conduct) necessary to achieve a junior standing. <u>PREREQUISITE</u> : Junior standing.	
	On successful completion of this course, students should be able to:	
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	Understand the functions (4 P's) of domestic and international marketing and how these functions create value for consumers and organizational buyers through the integrated production and distribution of goods, services, ideas, and experiences. Understand strategic market planning, implementation, and control.	Multiple-choice test questions <u>100%</u>
Apply general concepts of ethical behavior in dealing with stakeholders	Understand individual responsibilities in organizations and society, including ethical and socially-responsible marketing.	
Understand the importance of culture and diversity	Understand the external and internal forces which provide the global, political, economic, legal, competitive, and regulatory context for planning marketing strategies both for profit and non-profit organizations. Understand the consumer and/or organizational buyer as central to marketing decision-making in today's diverse society.	

Course QMST 2333

College Learning Goals	Course Learning Objectives	Assessment Tasks
	On entering this course, students should be able to:	
	solve word problems read algebra for meaning solve algebra equations calculate factorials Have <u>Knowledge</u> of MS Office products use MS Excel's formulas, functions, and graphing capabilities <u>PREREQUISITES:</u> CIS 1323 & MATH 1329 On successful completion of this course, students should be able to:	
Use critical thinking skills to evaluate information, solve problems, and make sound decisions	Use probability to solve business problems Compute and interpret descriptive statistics Compute and interpret confidence intervals Conduct and interpret hypothesis tests Perform and interpret simple linear regression	Exam problems, homework problems, in-class quizzes, and/or class projects are utilized to evaluate students' analytical problem solving skills, for each of the course learning outcomes, using a standard set of criteria and assessment grid, developed and approved by faculty teaching the course
Use information technology skills in decision-making	Use MS Excel to analyze and graph statistical data	EXCEL assignments for a common set of applications/topics are utilized to evaluate the students' ability to analyze and graph statistical data, using a standard set of criteria and assessment grid, developed and approved by faculty teaching the course

Appendix C
Curriculum Flow Charts
(Shows How Individual Course Objectives Support Each College Goal)



* = Objective is being assessed

CIS 1323; Math 1329



QMST2333

- Use probability to solve business problems.*
- Compute and interpret descriptive statistics.*
- Compute and interpret confidence intervals.*
- Conduct and interpret hypothesis tests.*
- Perform and interpret simple linear regression.*

Math 1319



Acc 2361

- critically analyze and solve basic accounting problems, including the use of accounting methods for evaluating, recording, classifying and presenting information using alternative information technologies.*
- understand and use financial statements for making decisions.*
- Understand the limitations and inaccuracies inherent in the accounting process and in financial statements.*

Goal #2: Use critical thinking skills to evaluate information, solve problems, and make sound decisions

Acc 2361 plus one
Math course



Acc 2362

- Understand the nature and purpose of internal uses of accounting information.*
- Understand the management cycle and the managerial decisions stemming from this cycle.*
- Understand the fundamental concepts and techniques for planning, control and decision-making applicable to various types of business entities.*
- Be familiar with current theory and practice in management accounting.*
- Within the business decision-making environment, students will effectively demonstrate skills in critical thinking/problem solving.*

Blaw
2361

- Understand the Texas and federal legal systems.
- Understand the rationale for the law of torts, its benefits and detriments, and specific knowledge of selected torts applicable to individuals and business
- Understand the elements of contract and how to analyze and apply contractual concepts
- Review a factual statement and determine the presence or absence of contract
- Understand the concept and application of the law of agency
- Distinguish between an agent and independent contractor and their respective benefits and liabilities
- Understand the law of sales and some of the distinctions of sales from that of common law contract

Goal #2: Use critical thinking skills to evaluate information, solve problems, and make sound decisions

Math 1319



Eco 2314

- be familiar with the strategies of firms as they make decisions on production, pricing and the allocation of resources.*
- analyze the role of demand and supply in determining market equilibrium.*
- distinguish between the different kinds of competitive environments in which firms and households interact, from perfect competition to monopoly.*
- determine the role of profit in directing the allocation of resources in a market-based economy.*
- Understand some of the core ideas and concepts of the discipline, including scarcity, opportunity cost, marginalism, and efficiency.*
- Give examples of market inefficiency, how these inefficiencies can be corrected, and the role of government.*

Math 1319



Eco 2315

- draw conclusions or make inferences from data.*
- critically analyze core macroeconomic concepts, including economic growth, business cycles, inflation and unemployment.*
- Develop critical thinking, reasoning, and decision making skills through the understanding, application and analysis of fundamental economic concepts, and the use of technology.*

Goal #2: Use critical thinking skills to evaluate information, solve problems, and make sound decisions

Acc 2362; CIS
1323; Math
1329; QMST
2333; Eco 2314;
Eco 2315



Fin
3312

- Understand and discuss overall firm management from a finance perspective.*
- Understand the relationships between financial markets and the price of money.*
- Understand the role of financial statements in both managing firms and analyzing firms.*
- Understand firms' use of bonds and the determinates of bond value.*
- Understand firms' use of common stock and the determinates of stock value.*
- Understand the relationship between risk and return.*
- Describe the purpose and mechanics of capital budgeting, and understand the importance of cost of capital.*

CIS 1323; QMST 2333



CIS 3380

- understand integrated enterprise information systems.*
- understand the difference between data, information, and intelligence (or knowledge).*
- understand the role of integrated data and business intelligence in organizational strategy.*
- understand the importance of making organizational decisions based on data and analysis.*
- understand detrimental effects of poor quality information on decision making.*

Goal #2: Use
critical thinking
skills to evaluate
information,
solve problems,
and make sound
decisions

Basic math skills, reading comprehension skills, time management skills, and academic skills (e.g., note-taking, professional conduct) necessary to achieve junior standing.



Mkt 3343

- Understand the functions (4 P's) of domestic and international marketing and how these functions create value for consumers and organizational buyers through the integrated production and distribution of goods, services, ideas, and experiences.*
- Understand strategic market planning, implementation, and control.*

Eng 1310; Eng 1320; Comm 1310



Mgt 3353

- Demonstrate understanding of how well-written communication contributes to good business practices, including format, organization, style, ethics, and appropriate use of technology.*
- Demonstrate knowledge of job-search communication skills through use of resumes, application letters, interviewing, and other job-related communication.*
- Demonstrate knowledge of communication theories and models, and problems associated with communication in business.*

Goal #2:

Use critical thinking skills to evaluate information, solve problems, and make sound decisions

Critical thinking skills; Ability to read, understand and synthesize material; Openmindedness; Awareness of global and cultural diversity; Strong work ethic



Mgt 3303

- understand the fundamental processes and functions of management in organizations, including planning, organizing, leading and controlling .*
- Know and understand modern management theories and concepts, as well as the major historical events and contributors to management theory.*
- learn how planning, strategy and innovation affect decision making in modern organizations.*
- explain how leaders use motivation and communication to guide organizations.*
- learn how the management of information helps an organization maintain control.*

Mgt 3303; Mkt 3343; Fin 3312; QMST 2333



Mgt 4335

- Apply problem solving, decision making, and analytical techniques learned in this and other courses, from team and/or individual perspectives.*
- Develop critical thinking and analytical reasoning through oral and written analyses of complex business situations.*

Goal #2:

Use critical thinking skills to evaluate information, solve problems, and make sound decisions

CIS 1323

- Develop proficiency in the use of advanced spreadsheet techniques for use in organizational data analysis and decision making.*
- Develop proficiency in the use of database technology for storage, retrieval and presentation of organizational information.*
- Develop proficiency in the use of presentation software to communicate information about organizational products and services.*

CIS 1323 & Math 1329



QMST 2333

- Use MS Excel to analyze and graph statistical data.*

Math 1319



Acc 2361

- Present information using alternative information technologies*

Acc 2361 plus one Math course



Acc 2362

- Prepare the information and reports that support the decisions pertaining to management cycle.*

Goal #3:

Use
Information
Technology
Skills in
Decision-
making

↓

Acc 2362; CIS 1323; Math 1329;
QMST 2333; Eco 2314; Eco 2315

Fin 3312

↓

CIS 1323; QMST 2333

CIS 3380

- Compute the present value and future value of single cash flows, annuities, perpetuities, and uneven cash flow streams using a financial calculator.*
- Calculate effective interest rates and understand the relationship between the nominal rate, the effective rate, and the frequency of compounding.*
- Compute NPV and IRR using a financial calculator and explain the decision rules associated with each measure*
- Perform basic cash flow estimation and explain the impact of depreciation on projected cash flows.*

- move data between integrated software applications.*
- query a database and create reports to display queried results.*
- identify sources of data and retrieve and analyze the data using information technologies and applications to address organizational problems.*
- demonstrate enhanced abilities in the use of current database and data modeling technologies.*

Goal #3:

Use
Information
Technology
Skills in
Decision-
making

Blaw 2361

- Understand the competing interests inherent in the law and the ethical implications resulting from both personal and business decisions.*

Goal #4: Apply general concepts of ethical behavior in dealing with stakeholders.



Math 1319



Acc 2361

- Develop an understanding of the role and nature of accounting, the social, political, legal and regulatory environment of accounting in the U.S., and the issues and principles that underlie the preparation of financial statements, including the ethical expectations.

Acc 2361 plus one Math course



Acc 2362

- Within the business decision-making environment, effectively demonstrate skills in applying ethical values to various situational issues.

CIS 1323 ; QMST 2333



CIS 3380

- Understand the ethical and security issues surrounding the use of information.*

Goal #4:

Apply general concepts of ethical behavior in dealing with stakeholders.

critical thinking skills, ability to read,
understand and synthesize material; open-
mindedness; awareness of global and
cultural diversity; strong work ethic



Mgt 3303

- analyze how ethics and social responsibility impact stakeholders of a firm.*

Basic math, reading comprehension , time
management , and academic skills
necessary to achieve junior standing



Mkt 3343

- Understand individual responsibilities in organizations and society, including ethical and socially-responsible marketing..*

Mgt 3303; Mkt 3343; Fin 3312;
QMST 2333



Mgt 4335

- Recognize an ethical dilemma and resolve it using an evaluative framework.*

Goal #4:
Apply general
concepts of
ethical
behavior in
dealing with
stakeholders

Eng 1310; Eng 1320; Comm 1310Mgt

↓
3353

- Demonstrate knowledge of group dynamics and teamwork in a business setting.*

critical thinking skills, ability to read, understand and synthesize material; open-mindedness; awareness of global and cultural diversity; strong work ethic

↓
Mgt 3303

- Understand the role of teams and group dynamics within an organizational context.*

Goal #5

Understand the importance of group dynamics in achieving organizational goals and acquire and use the skills

Math 1319



Eco 2314

- Repeatedly apply some of the core ideas and concepts of the discipline, including scarcity, opportunity cost, marginalism, and efficiency.

Eco 2314; Math 1315/1319



Eco 2315

- articulate macroeconomic policy objectives, understand the policy tools used to achieve them, and critically analyze their socio-economic implications.*

Eng 1310; Eng 1320; Comm 1310



Mgt 3353

- demonstrate knowledge of the importance of communication in a diverse (global) business environment and how to adapt communication to different audiences.*

cis 1323; qmst 2333



CIS 3380

- Comprehend the nature and significance of differences in individuals and groups based on their culture, ethnicity, religion, and other background factors
- Understand the impact of globalism and multiculturalism

Goal #6:

Understand the importance of culture and diversity.

Appendix D

McCoy College Undergraduate (BBA) Program Goals Coverage Grid

Fall 2008

Goals	CIS 1323		QMST 2333		Acc. 2361		Acc. 2362		Eco 2314		Eco 2315		Blaw 2361		Mgt. 3353	
	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.
1. Conceptualize a complex issue into a coherent, persuasive written or oral statement.															Cov.	Assd.
2. Use critical thinking skills to evaluate information, solve problems, and make sound decisions			Cov.	Assd.	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.	Cov.		Cov.	Assd.
3. Use information technology skills in decision-making	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.	Cov.	Assd.								
4. Apply general concepts of ethical behavior in dealing with stakeholders.					Cov.		Cov						Cov.	Assd.		
5. Understand the importance of group dynamics in achieving organizational goals and use the skills needed for effective teamwork.															Cov.	Assd.
6. Understand the importance of culture and diversity.									Cov		Cov.	Assd.			Cov.	Assd.