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| **Program/Discipline Learning Outcomes** | | | | |
| **Academic Year: 2018** | | | | |
| **Program/Discipline: Business Administration - Certificate** | | | | |
| **PROGRAM/DISCIPLINE CONTACT** | | | | |
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| **Learning Outcome:**  **(Successful students will be able to)** | | **Course(s) in which the assessment will be performed** | **Semesters the outcome will be assessed** | **Assessment tools used for learning outcome** |
| 1 | *Examine the key components of a business plan and proposal focused on a unique business idea and expand current knowledge of the challenges facing the contemporary business.* | BUA100 | Fall / Winter / Spring | Course assignments / Final exam |
| 2 | *Reflect on the challenges facing today’s managers and apply management theories and practices to one’s professional and personal lives and your future as a manager.* | BUA220 | Fall / Winter / Spring | Reflection paper / Course assignments containing personal assessments and SWOT analysis |
| 3 | *Develop marketing plan and brand identity focusing on a target market.* | BUA230 | Fall / Winter / Spring | Course project / Final exam |
| 4 | *Recognize legal and ethical issues that today’s organizations face and apply new theories to business conduct and practice to ensure legal compliance in future endeavors.* | BUA250 | Fall / Winter / Spring | Case study reviews / Quizzes |