

*For*

## **Business Administration Program**

- Demonstrate the interpersonal skills required to solve business-related problems.
- Communicate effectively in written and oral form.
- Identify and discuss the relationships between business, government, society, and the economy.
- Articulate a general view of the methods, scope, and techniques of business.
- Demonstrate a useful business vocabulary.
- Identify business career opportunities.
- Apply course-work skills to real-world environments.
- Identify and develop professional traits and behaviors that enhance job performance.
- Demonstrate keyboarding techniques for computer applications.
- Create, edit, and print business memos, letters, and reports.
- Create and use simple spreadsheets to analyze business problems.
- Analyze a target market and develop product, pricing, promotion, and distribution strategies to meet customers' needs at profit.
- Apply problem-solving techniques.
- Choose appropriate action in a supervisory situation requiring application of planning, leading, motivating, and monitoring skills.

- Use microeconomic concepts of supply and demand, costs of production and profitability, and types of competition to explain the working world of an individual business or industry.
- Use macroeconomic concepts of resource scarcity, factors of production, gross domestic product, labor and employment, inflation, and the business cycle to explain the working world on a national level.
- Analyze and record business transactions and prepare general purpose financial statements using a double-entry accounting system.
- Analyze financial statements.
- Apply Generally Accepted Accounting Principles to specific accounting transactions and external financial reports.
- Prepare cash flow, break-even, and budget statements.
- Perform basic computations and approach practical business problems using appropriate mathematical techniques.

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STUDENT LEARNING OUTCOMES

*For*  
**Accounting Program**

- Demonstrate the interpersonal skills required to solve accounting and business-related problems as part of student teams.
- Present and defend their viewpoints (formally and informally) through written and oral assignments.
- Articulate a general view of the methods, scope and techniques of business.

Program Outcomes from 1998

- Given a blank journal and ledger or a microcomputer software package, establish and maintain a double-entry accounting system.
- Perform all tasks required to complete an accounting cycle including payroll, cost accounting, and the preparation of a Balance Sheet, Income Statement, and Cash Flow Statement.
- Demonstrate proficiency in basic mathematics and ten-key calculator by touch.
- Analyze the role of supply and demand in the U.S. economy. Use microeconomics concepts to explain the working world of an individual business or industry and macroeconomics concepts to explain the working world on a national level.
- Analyze the relationship between ethics and the law and describe the sources of the law, the structure of the court system, and different classifications of procedural law, and the different classifications of substantive law.
- Use mathematical procedures to analyze and solve business problems.
- Analyze and interpret data using common statistical procedures.
- Demonstrate appropriate keyboarding skills.
- Given a spreadsheet, word processing and/or data base software, format and prepare business reports and correspondence.

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STUDENT LEARNING OUTCOMES

*For*  
**Accounting Clerk Program  
Certificate of Proficiency**

- Demonstrate the interpersonal skills required to solve accounting and business-related problems as part of student teams.

Program Outcomes from 1998

- Present and defend their viewpoints (formally and informally) through written and oral assignments.
- Articulate a general view of the methods, scope and techniques of business.
- Given a blank journal and ledger or a microcomputer software package, establish and maintain a double-entry accounting system.
- Perform all tasks required to complete an accounting cycle including payroll, and prepare a Balance Sheet and Income Statement.
- Analyze financial statements.
- Apply Generally Accepted Accounting Principles to specific accounting transactions and external financial reports.
- Prepare cash flow, break-even, and budget statements.
- Manually and using a calculator, perform basic computations and approach practical business problems using appropriate mathematical techniques.
- Demonstrate appropriate keyboarding skills.
- Given a spreadsheet, word processing and/or data base software, format and prepare business reports and correspondence.

*For*  
**Marketing Program**

- Demonstrate ability to write appropriate business memos and reports.
- Make marketing presentations to diverse individuals and groups using supporting materials.

- Use proper English and appropriate business terms.
- Articulate a general view of the methods, scope, and techniques of business.
- Develop a marketing plan for a new or existing business.
- Identify the elements of a valid market research plan.
- Analyze a business product in terms of life cycle, branding, packaging practices, product mix, and customer service.
- Compute selling price using various business methods.
- Select channels of distribution.
- Prepare advertising and promotional plans and activities.
- Master the steps in the selling sequence, using sales tools.
- Produce displays and other point-of-purchase materials.
- Use a macroeconomic concepts of resource scarcity, factors of production, gross domestic product, labor and employment, inflation, and the business cycle to explain the working world on a national level.
- Use microeconomic concepts of supply and demand, costs of production and profitability, and types of competition to explain the working world of an individual business or industry.
- Produce a simple budget.
- Compute common business ratios using income statements and balance sheets.
- Calculate profitability and break-even.
- Analyze and record business transactions and prepare general purpose financial statements using a double-entry accounting system.
- Apply basic mathematical tools to business problem solving.

*For*  
**Merchandising Management**

- Write business correspondence using clear, concise, and grammatically correct English.
- Prepare, outline, and deliver oral communication using visual support as necessary.
- Research and compile a business report using statistical information.
- Articulate a general view of the methods, scope, and techniques of business.
- Prepare a written comparison shopping report.
- Research and develop current market profiles and trends.
- Complete and analyze a purchase request and invoice.
- Develop skills necessary to select, price, control, and promote inventory.
- Prepare advertising and promotional plans and activities.
- Demonstrate the steps in the selling sequence, using sales tools.
- Explain the roles of small business and entrepreneurship and their impact upon the community.
- Use macroeconomic concepts of resource scarcity, factors of production, gross domestic product, labor and employment, inflation, and the business cycle to explain the working world on a national level.

- Use microeconomics concepts of supply and demand, costs of production and profitability, and types of competition to explain the working world of an individual business or industry.
- Develop the necessary interpersonal skills to solve merchandising problems one-on-one and as a team member.
- Make merchandising-related decisions based upon identified business ethics.
- Manually and using a calculator solve merchandising problems involving addition, subtraction, multiplication, division, percentages, and discounts.
- Interpret graphs and tables.
- Perform all tasks required to complete and understand the double-entry accounting cycle.

*For*  
**Professional Sales**

- Demonstrate ability to write appropriate business memos and reports.
- Make marketing presentations to diverse individuals and groups using supporting materials.
- Use proper English and appropriate business terms.
- Articulate a general view of the methods, scope, and techniques of business.
- Compute selling and purchase prices using a full range of acceptable pricing techniques.

- Demonstrate buying and inventory control procedures.
- Prepare advertising and promotional plans and activities.
- Demonstrate the steps in the selling sequence, using sales tools.
- Produce displays and other point-of-purchase materials.
- Perform basic market research dealing with relevant activities in the marketplace.
- Identify customer needs, buying motives, and product selection.
- Analyze and record business transactions and prepare general purpose financial statements using a double-entry accounting system.
- Maintain detailed records of business expenditures.
- Apply basic mathematical tools to business problem solving.



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STUDENT LEARNING OUTCOMES

*For*  
**Small Business Management**

- Prepare and present oral and written reports.
- Use principles of group dynamics to interact in the business environment.
- Communicate effectively with individuals and groups from diverse socioeconomic, educational, and cultural background.
- Identify specified challenges faced by entrepreneurs and small business managers.

- Apply business management and problem-solving skills to a small business operation in terms of planning, organizing, directing, and staffing.
- Prepare a feasibility plan.
- Identify and explain the concepts and functions of marketing.
- Develop a marketing plan for a business in the community.
- Develop a promotional plan for a business in the community.
- Design a business plan for a new business.
- Identify and explain the laws which protect the small business and the consumer.
- Apply legal principles of specific issues faced by entrepreneurs and small business managers.
- Identify and explain the recordkeeping requirements of a small business.
- Perform specific accounting procedures that are necessary for the accurate, complete, and appropriate entrepreneurial and small business financial records.
- Perform basic computations and approach practical business problems by choosing appropriately from a variety of mathematical techniques.
- Demonstrate keyboarding skills in the use of business computer hardware and business applications software typically used by entrepreneurs and small business managers.
- Analyze, evaluate, select, and use hardware and software to solve specific small business problems.

*For*  
**Supervisory Management**

- Creatively manage change in a dynamic environment.
- Select the leadership style appropriate to the situation.
- Facilitate employee involvement in achieving desired levels of performance.
- Build and maintain productive working relationships.
- Solve problems using a variety of analytic approaches.
- Regularly analyze and adjust personal performance and development.
- Apply current practices common to business today.
- Communicate effectively in written and oral form.
- Perform basic computations and approach practical business problems using appropriate mathematical techniques.
- Create documents and organize data using word processing and spreadsheet software.