**Program Outcomes for Business Certificates and Degrees**

**Accounting Clerk (CP)**

* Perform all steps of the accounting cycle, using both general and specialized journals.
* Prepare payroll register.
* Analyze and present financial statements.
* Prepare cash flow statements.
* Use a 10-key calculator to perform basic business computations.
* Use accounting software to perform the steps of the accounting cycle.

**Accounting (AAS)**

* Accurately prepare, interpret, and analyze financial statements for service and merchandising businesses.
* Accurately prepare, interpret, and analyze financial statements using computerized systems for service and merchandising businesses.
* Accurately analyze financial data and information to make business decisions.
* Provide accounting data and information for all types and sizes of businesses, including sole proprietorships, partnerships, and corporations.
* Accurately create and maintain payroll records required under federal and state laws.
* Communicate effectively using verbal, non-verbal, and written language with clarity, coherence, and purpose.

**Small Business Management (CP)**

* Analyze a target market.
* Develop product, pricing, promotion, and distribution strategies to meet customers’ needs at a profit.
* Accurately maintain payroll register as required under federal and state laws.
* Accurately prepare, interpret, and analyze financial statements for service and merchandising businesses.
* Prepare a business plan.
* Apply legal and managerial principles related to starting and managing a small business.

**Business Administration (AAS)**

* Communicate effectively, using business terminology in written and verbal language.
* Analyze a target market and develop product, pricing, promotion, and distribution strategies to meet customers’ needs at a profit.
* Identify and demonstrate professional traits and behaviors that apply to job performance in real-world environments.
* Accurately maintain payroll register as required under federal and state laws.
* Accurately prepare, interpret, and analyze financial statements for service and merchandising businesses.
* Use micro- and macroeconomic concepts to analyze domestic and global business situations.
* Demonstrate customer skills (internal and external) to establish a customer-centered business organization.

**Marketing (CP)**

* Successfully manage a buyer-seller relationship to include service follow-up, using professional selling techniques.
* Analyze a target market and develop product, pricing, promotion, and distribution strategies to meet customers’ needs at a profit.
* Create an effective business ad to meet the needs of specific target market(s).
* Use micro- and macroeconomic concepts to analyze domestic and global business situations.

**Marketing (AAS)**

* Successfully manage a buyer-seller relationship to include service follow-up, using professional selling techniques.
* Analyze a target market and develop product, pricing, promotion, and distribution strategies to meet customers’ needs at a profit.
* Create an effective business ad to meet the needs of specific target market(s).
* Use micro- and macroeconomic concepts to analyze domestic and global business situations.
* Accurately maintain payroll register as required under federal and state laws.
* Establish market strategies on the international level.
* Apply legal principles, related to domestic and international marketing.

**Supervisory Management (CP)**

* Effectively manage people and resources to meet organizational and institutional goals.
* Understand and apply managerial techniques for decision making, problem solving, and managing change.
* Apply the understanding of human resource issues and functions, identifying applicable laws.

**Supervisory Management (AAS)**

* Effectively manage people and resources to meet organizational and institutional goals.
* Design a comprehensive management project with given criteria, using software.
* Demonstrate understanding of the legal environments in business.
* Apply the understanding of human resource issues and functions, identifying applicable laws.
* Communicate effectively using verbal, non-verbal, and written language with clarity, coherence, and purpose.
* Apply techniques to improve production and to decrease waste.