

IVY TECH COMMUNITY COLLEGE

PROGRAM OUTCOMES

Business Program

Spring 2015

Program Outcomes	Courses in which program outcomes is achieved
Demonstrate critical and creative thinking	BUSN 120, BUSN 204, ECON XXX, MATH 1XX, MKTG 101, Life/Physical Science elective
Recognize cultural and individual differences and the challenges and opportunities they bring to the workplace.	BUSN 101, BUSN 105, BUSN 120, BUSN 202, MKTG 101,
Demonstrate abilities to effectively communicate in written and oral formats.	COMM 101, ENGL 111, all technical classes
Demonstrate quantitative literacy.	ACCT 101, ACCT 102, BUSN 204, ECON XXX, MATH 1XX, MKTG 101, Life/Physical Science elective
Utilize financial analysis to make sound business decisions.	ACCT 101, ACCT 102, BUSN 204
Recognize the importance of strategic analysis, planning, and goal setting in the business environment.	BUSN 101, BUSN 105, BUSN 204, MKTG 101
Demonstrate the ability to identify opportunities and threats and choose a course of action to continue business operations effectively.	BUSN 101, BUSN 105, BUSN 204, MKTG 101
Utilize knowledge of ethical reasoning in decision making.	All technical courses
Evaluate and formulate strategies related to elements of the marketing mix.	BUSN 101, MKTG 101
Demonstrate knowledge of the managerial functions of planning, leading, organizing, and controlling.	BUSN 101, BUSN 105

Demonstrate knowledge of legal business practices in making reasoned choices and decisions in business situations.	BUSN 102
Demonstrate knowledge of the global competitive market and the opportunities and threats associated with it.	BUSN 101, BUSN 105, BUSN 204, MKTG 101
Demonstrate knowledge of economic concepts and the economic interdependence of nations of the world.	BUSN 101, ECON XXX
Recognize the importance of the human resource to successful organizations and why effective leadership is so necessary to both recruitment and retention.	BUSN 101, BUSN 202
Demonstrate appreciation of entrepreneurship and its importance to the planning and implementation of small business ideas and innovations.	BUSN 101, BUSN 204