

Curriculum Map

Course to Program/Discipline Level Student Learning Outcomes

BS in Accounting, Finance, Management, Marketing

**School of Management, Marketing & International Business
School of Accounting & Finance**

College of Business & Public Management

The business curriculum prepares students to achieve the expected student learning outcomes identified by the program or discipline. The following table demonstrates how learning activities in specific courses map to these learning outcomes.

Key: I-Introduced R-Reinforced M-Mastery A-Assessment evidence collected
1 = Academic Year 2011-2012 2 = Academic Year 2012-2013

Business Core & additional required courses		Program Learning Goals						
		SLO1	SLO2	SLO3	SLO4	SLO5	SLO 6	SLO7
Course Number	Course Name	Effective Communication	Business Technologies	Problem Solving	Ethical Perspective	Global Perspective	KNOWLEDGE: Business Core	KNOWLEDGE: Discipline
ACCT 2200	Principles of Accounting I			M			M	
ACCT 2205	Managerial Accounting			M			M	
BLAW 2051	Business Law I			I	I		M	
FIN 3310	Corporate Finance		R	M, A ¹			M, A ¹	

Kean University

MGS 2030	Principles of Management	R			I	I	M, A ¹	
MGS 2150	Business Statistics	R	R, A ¹	M, A ¹	R		M, A ¹	
MKT 2500	Principles of Marketing	R			I	I	M, A ²	
MGS 3040	Management Information Systems		M, A ¹	S			M, A ¹	
MGS 4010	Operations Management	R	R	M, A ²		R	M, A ²	
MGS 4999	Business Strategy	R, A ¹	R	R, A ¹	R	R	R, A ¹	
ECON 1020	Macro- economics			R		M	M	
ECO 1021	Micro- economics			R			M	
ENG 3090	Business & Professional Writing	M					M	
COMM 3590	Business & Professional Communication	M	R				M	
PHIL 3310	Business Ethics	R		R	M	R	M	

Accounting Major Required Courses		Program Learning Goals						
		SLO1	SLO2	SLO3	SLO4	SLO5	SLO 6	SLO7
Course Number	Course Name	Effective Communication	Business Technologies	Problem Solving	Ethical Perspective	Global Perspective	KNOWLEDGE: Business Core	KNOWLEDGE: Discipline
ACCT 2232	Computerized Accounting Systems		M	I				S

Kean University

ACCT 3210	Intermediate I		I	M				M
ACCT 3220	Intermediate II	I		M	R	I		M
ACCT 3230	Tax I		M	M	R	R		M
ACCT 3231	Tax II			M				M
ACCT 3240	Cost Accounting	I		M	I			M
ACCT 4210	Advanced Accounting			M	I			M
ACCT 4270	International Accounting			M	I	M		M
ACCT 4990	Auditing	R		M	R			M
BLAW 3052	Business Law II			S	R			M

Finance Major Required Courses		Program Learning Goals						
		SLO1	SLO2	SLO3	SLO4	SLO5	SLO 6	SLO7
Course Number	Course Name	Effective Communication	Business Technologies	Problem Solving	Ethical Perspective	Global Perspective	KNOWLEDGE: Business Core	KNOWLEDGE: Discipline
FIN 3311	Corporate Finance II	R		M	I	I		M
FIN 3350	International Finance	R		R	R	M		M
FIN 3380	Derivatives	R	R	M				M
FIN 4300	Investments & Portfolio	R	R	M, A ²				M, A ²
FIN 4310	Financial Institutions	R		R	R	R		M
ECO 3020	Intermediate Micro					M		M
ECO 3021	Intermediate Macro					M		M

Kean University

Management Major Required Courses		Program Learning Goals						
		SLO1	SLO2	SLO3	SLO4	SLO5	SLO 6	SLO7
Course Number	Course Name	Effective Communication	Business Technologies	Problem Solving	Ethical Perspective	Global Perspective	KNOWLEDGE: Business Core	KNOWLEDGE: Discipline
MGS 3013	Entrepreneurship	M, A ²	R	M	S	S		M, A ²
MGS 3030	Human Resources	R		M	S	S		M
MGS 3032	Organizational Behavior	R		M	S	S		M
MGS 3035	International Management	R	R	R	R	M		M

Marketing Major Required Courses		Program Learning Goals						
		SLO1	SLO2	SLO3	SLO4	SLO5	SLO 6	SLO7
Course Number	Course Name	Effective Communication	Business Technologies	Problem Solving	Ethical Perspective	Global Perspective	KNOWLEDGE: Business Core	KNOWLEDGE: Discipline
MKT 3510	Consumer Behavior	R		M	R	R		M
MKT 3550	Marketing Research	M, A ²	M, A ²	M, A ²	R	I		M, A ²
MKT 4220	International Marketing	M		R	M, A ²	M, A ²		M, A ²
MKT 4500	Seminar in Marketing Strategy	M	M	M	R	M		M