

All levels SLOs achievement Business - Home Business-Certificate of Specialization during CCC Fall 2012

SLO Achievement

SLO Text	SLO Level	Course Number	Fully Achieved	Partially Achieved	Failed to Achieve
Assess the practice of management including the evolution of management thought, management's commitment to improvement and the environments that affect the practice of management.	C	MS-C100	72.48 %	10.74 %	16.78 %
Compare and contrast the functions of management and the importance of planning and its impact on the other functions.	C	MS-C100	70.47 %	14.09 %	15.44 %
Articulate the steps for rational decision making and assess the basic decision making techniques.	C	MS-C100	61.74 %	18.12 %	20.13 %
Critique the concept and sources of power and the differences between the formal and informal organization and the value of each.	C	MS-C100	42.28 %	41.61 %	16.11 %
Articulate and differentiate the importance of staffing, communications, and motivation and leadership, team management, and conflict.	C	MS-C100	31.54 %	40.94 %	27.52 %
Articulate the benefits and costs of ethical behavior and social responsibility.	C	BUS-C100	50.00 %	25.36 %	24.64 %
Defend the Marketing Concept and its relationship to customer satisfaction.	C	BUS-C100	43.48 %	31.88 %	24.64 %
Interpret financial information and explain how securities are used to finance an organization.	C	BUS-C100	43.48 %	35.51 %	21.01 %
Compare and contrast the differences between the federal and state court systems and between a civil lawsuit and a criminal prosecution.	C	BUS-C110	46.71 %	42.76 %	10.53 %
Recognize and analyze the basic elements of a contract and differentiate remedies for breach of contract; determine whether a contract may be voided for lack of real consent or lack of capacity.	C	BUS-C110	46.05 %	40.79 %	13.16 %
Identify and articulate an understanding of administrative and regulatory agencies in the areas of consumer law, product liability, and employment law.	C	BUS-C110	33.55 %	39.47 %	26.97 %
Articulate the role of money in an individual's life and the interrelationships with physiological, psychological, and social needs; construct a personal financial plan.	C	BUS-C120	38.52 %	40.00 %	21.48 %
Evaluate the emotional, psychological, and physiological effects of personal financial decisions and planning on personal goals and retirement with respect to investments, taxes, and social security and healthcare.	C	BUS-C120	38.52 %	40.00 %	21.48 %
Assess how human physiology and health are affected by the stress created by social pressure, money, credit, and the financial environment.	C	BUS-C120	38.52 %	40.00 %	21.48 %
Compare and contrast the advantages and disadvantages of various financial options with respect to personal preferences, lifestyle choices, needs, resources, and goals.	C	BUS-C120	49.63 %	28.89 %	21.48 %
Distinguish the merits of electronic commerce (EC) and illustrate its various categories and business models and the benefits to organizations, consumers, and society.	C	BUS-C130	56.52 %	26.09 %	17.39 %
Differentiate the types of e-Commerce and types and roles of intermediaries. Assess the decision-making process of consumer purchasing online and explain how personalization is accomplished.	C	BUS-C130	60.87 %	30.43 %	8.70 %
Interpret the major advertising methods used and the characteristics of the sell-side marketplace, the buy-side marketplace and e- procurement.	C	BUS-C130	65.22 %	21.74 %	13.04 %
Compare and contrast the procurement methods and integration along the supply chain.	C	BUS-C130	52.17 %	21.74 %	26.09 %

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Critique EC security strategies and the strategic planning process, strategy implementation, and the use of metrics.	C	BUS-C130	52.17 %	21.74 %	26.09 %
Validate the nature and importance of marketing from the perspective of a. its role in the economy, b. marketing niches, c. business and non-profit organizations, and d. consumers.	C	BUS-C150	28.28 %	36.55 %	35.17 %
Compare and contrast the critical components of a marketing strategy.	C	BUS-C150	27.59 %	35.17 %	37.24 %
Critique the opportunities and challenges encountered when integrating marketing plans in a global environment.	C	BUS-C150	25.52 %	40.00 %	34.48 %
Articulate an understanding of the reasons why small businesses fail within the first five years.	C	BUS-C222	48.89 %	22.22 %	28.89 %
Outline and interpret the reasons why people decide to venture into the risky world of small business ownership.	C	BUS-C222	48.89 %	22.22 %	28.89 %
Assess the effectiveness of various small business concepts (entrepreneurship, small business ownership, and entrepreneurship) and justify its importance to the overall economy of the U.S. and the world.	C	BUS-C222	50.37 %	20.74 %	28.89 %
Compare and contrast the importance of: a.Social Responsibility and Ethics of small business. b.A Business Plan and how it is constructed. c.Financial and Legal concerns for small business. d.Marketing Products and Services. e.Management and Operations of small business.	C	BUS-C222	50.37 %	20.74 %	28.89 %
Demonstrate ethical civic, environmental, and social responsibility.	I	BUS-C100	76.09 %	8.70 %	15.22 %
Demonstrate ethical civic, environmental, and social responsibility.	I	BUS-C150	61.38 %	13.10 %	25.52 %
Demonstrate ethical civic, environmental, and social responsibility.	I	BUS-C222	68.89 %	7.41 %	23.70 %
Demonstrate ethical civic, environmental, and social responsibility.	I	MS-C100	67.11 %	19.46 %	13.42 %
Demonstrate innovative thinking, and adaptive, creative problem solving skills.	I	BUS-C100	76.81 %	7.97 %	15.22 %
Demonstrate innovative thinking, and adaptive, creative problem solving skills.	I	BUS-C110	84.21 %	7.24 %	8.55 %
Demonstrate innovative thinking, and adaptive, creative problem solving skills.	I	BUS-C120	68.89 %	19.26 %	11.85 %
Demonstrate innovative thinking, and adaptive, creative problem solving skills.	I	BUS-C150	66.21 %	11.72 %	22.07 %
Demonstrate innovative thinking, and adaptive, creative problem solving skills.	I	BUS-C222	71.85 %	6.67 %	21.48 %
Demonstrate innovative thinking, and adaptive, creative problem solving skills.	I	MS-C100	75.17 %	13.42 %	11.41 %
Demonstrate understanding and respect for cultural and global diversity.	I	BUS-C100	61.59 %	21.74 %	16.67 %
Demonstrate understanding and respect for cultural and global diversity.	I	BUS-C130	78.26 %	0.00 %	21.74 %
Demonstrate understanding and respect for cultural and global diversity.	I	BUS-C150	57.24 %	18.62 %	24.14 %
Demonstrate understanding and respect for cultural and global diversity.	I	BUS-C222	67.41 %	9.63 %	22.96 %
Use effective communication and interpersonal skills.	I	BUS-C100	63.77 %	18.12 %	18.12 %
Use effective communication and interpersonal skills.	I	BUS-C110	82.89 %	6.58 %	10.53 %
Use effective communication and interpersonal skills.	I	BUS-C150	66.21 %	8.28 %	25.52 %
Use effective communication and interpersonal skills.	I	BUS-C222	67.41 %	8.15 %	24.44 %
Use effective communication and interpersonal skills.	I	MS-C100	62.42 %	20.13 %	17.45 %
Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information-based approach.	P	BUS-C100	56.52 %	26.09 %	17.39 %
Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information-based approach.	P	BUS-C130	60.87 %	17.39 %	21.74 %

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Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information-based approach.	P	BUS-C150	54.48 %	17.93 %	27.59 %
Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information-based approach.	P	BUS-C222	63.70 %	11.11 %	25.19 %
Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information-based approach.	P	MS-C100	75.17 %	7.38 %	17.45 %
Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.	P	BUS-C100	65.94 %	16.67 %	17.39 %
Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.	P	BUS-C110	77.63 %	9.87 %	12.50 %
Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.	P	BUS-C120	57.78 %	27.41 %	14.81 %
Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.	P	BUS-C130	78.26 %	8.70 %	13.04 %
Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.	P	BUS-C150	64.14 %	13.10 %	22.76 %
Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.	P	BUS-C222	70.37 %	7.41 %	22.22 %
Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.	P	MS-C100	77.85 %	6.71 %	15.44 %
Effectively communicate solutions to business problems using appropriate language and tools and demonstrating understanding of business terms and concepts.	P	BUS-C100	65.22 %	14.49 %	20.29 %
Effectively communicate solutions to business problems using appropriate language and tools and demonstrating understanding of business terms and concepts.	P	BUS-C110	76.32 %	11.18 %	12.50 %
Effectively communicate solutions to business problems using appropriate language and tools and demonstrating understanding of business terms and concepts.	P	BUS-C120	57.78 %	28.15 %	14.07 %
Effectively communicate solutions to business problems using appropriate language and tools and demonstrating understanding of business terms and concepts.	P	BUS-C130	73.91 %	13.04 %	13.04 %
Effectively communicate solutions to business problems using appropriate language and tools and demonstrating understanding of business terms and concepts.	P	BUS-C150	62.76 %	13.79 %	23.45 %
Effectively communicate solutions to business problems using appropriate language and tools and demonstrating understanding of business terms and concepts.	P	BUS-C222	68.15 %	9.63 %	22.22 %
Effectively communicate solutions to business problems using appropriate language and tools and demonstrating understanding of business terms and concepts.	P	MS-C100	60.40 %	22.15 %	17.45 %