

Core Curriculum Matrix (page 1)

Skill-Related Objective

	Written Communication	Oral Communication	Quantitative Analysis	Computer Usage	Critical Thinking
101: Freshman Seminar	Memo format, position memo, business plan	Major focus! Several short presentations, oral midterm, formal presentation of plan	Minimal due to lack of prerequisites	Word processing, E-mail	Problem solving within project context: personal plan, business plan
201: Managerial Communication	Letters, memos, résumés, quizzes, and formal reports	Impromptu, extemporaneous, team reports, team discussions, class discussions	None	Document design and presentation aids.	Problem solving, audience analysis, teamwork
221: Principles of Accounting I	Some assigned problems require a written narrative.	Encourage student response to questions.	Problem solving, computations, analyzing financial transactions		Application of accounting principles to business transactions.
222: Principles of Accounting II	Short article reports pertaining to managerial accounting, written narrative problems in homework	Student presentation of homework problems	Bulk of course is quantitative analysis of managerial accounting problems	Some spreadsheet applications in homework	Problem solving applications to current events
301: Management & Organizations	Case analysis, essay exams, term paper, report, memo. Expectation of few errors	Oral presentations and class/team discussions.	None	Required us of word processing.	Introduction to problem solving and decision making models. Analysis and synthesis required in case studies, essay exams, and presentations. Emphasis on rationality and the scientific method.
311: Information Systems	Three group papers, numerous short E-mail messages, and essay exams.	Small group discussions.	“What-If” spreadsheet analysis provides some minimal optimization techniques.	Extensive: E-mail, Internet & Usenet, Gopher, Lynx, database, spreadsheet.	Analyze & evaluate information used in information systems to support decisions.
331: Operations Management	Seven short group project summaries.	Group interaction through two production simulations and seven group critical thinking projects	In-class problem examples, homework problems, and group critical thinking projects requiring algebra, logarithmic and exponential functions, analytical geometry	In-class demonstration of multi-media presentation, e-mail, file-service, Internet and spreadsheets. Homework and group projects.	Seven group projects emphasizing problem structuring, information sorting, analysis and summation, and two group production simulations.
341: Marketing	Essay portions of exams and written papers.	Regular article and case discussions.	Limited break-even analysis	Word processor for all written work.	Model building, case analysis, and synthesis.
351: Finance	Essay portions of exams, 1 group paper, 3 individual papers.	Participative presentations of cases and problem solutions; discussion and debates.	Problem solving, quantitative analysis, cross-sectional and trend analysis of financial statements.	Some spreadsheet applications in homework.	Case analysis and synthesis, problem solving, position debates.
361: Introduction to Law	Essay portion of examinations.	Class discussions and presentations.	None.	Computer-based exercises.	Case analysis, reasoning by analogy, synthesis of case material, problem solving
474: Senior Seminar	Formal professional reports, team authored reports	Team projects, extensive class discussions, professional level presentation skills.	Use tools to deal with social issues, financial ratios, statistical analysis, graphical representation of data.	Simulation, graphics, spreadsheet, presentation software, word processing.	Focus of course. SWOT analysis, macro-economic analysis, synthesis of functions, creation of strategy, integration of ethics.

Core Curriculum Matrix (page 2)

Qualitative Objectives

	Creative Thinking	International Business	Multicultural Diversity	Ethics	Leadership
101: Freshman Seminar	Synthesis of information from several sources, business plan project	Global/diversity readings, <i>Business week</i> readings	<i>Business week</i> readings, discussions	One of major topics for the course, development of personal code description.	Community service group project, business plan project, class interaction
201: Managerial Communication	Brainstorming and mind mapping for written and oral assignments; innovative presentation techniques	Multicultural business communication issues	Coverage of gender relations and multicultural issues	Coverage of ethical considerations in business communications.	Teams
221: Principles of Accounting I				Assigned reading in each chapter includes brief cases which present ethical dilemmas.	
222: Principles of Accounting II	Application of accounting principles to current events	Annual reports of Big Board companies including overseas subsidiaries	Annual reports, current events and foreign students in course	Text includes ethics material which is included in classroom discussions.	
301: Mgmt & Organizations	Encouraged as part of critical thinking.	Introduction to global marketplace.	Develop appreciation of diversity. Sensitivity to human resource issues of diversity.	Social responsibility. Familiarization via cases, lecture topics, and presentations.	Foundation course--introduction and definitions. Team emphasis for practical application. Management and leadership skills are emphasized throughout.
311: Info-Systems	Develop remedies for problems detected in a business process & suggest alternative information system strategies.	International information system issues		Significant coverage of ethical issues involving information systems: privacy, accuracy, property and access	Small group discussions and group paper assignments.
331: Operations Management	Targeted activities on creativity	Topical discussions regarding global competitive markets & importance of strategic competencies. Japanese production management, ISO 9000	None	Topical discussion of vendor and customer relationships and ethical responsibilities of management	Negligible
341: Marketing	Definitions plus model and applications.	Cases, articles, lectures and discussion.	Lecture, cases, articles and discussion.	Ethics as related to marketing mix.	Extensive discussion of innovation and changes in the marketplace.
351: Finance	Problem solving, brainstorming, position defense.	Text coverage, periodical classroom discussion, lecture.	Classroom coverage when related to other material.	Lecture and discussion.	Team exercises, appellate arguments.
361: Introduction to Law	Case analysis and interpretation.	International legal issues.	Business' interface with civil liberties issues	Making criteria-based judgments	Within study groups
474: Senior Seminar	Integration of ethical and financial success	Significant global focus. Competitive strategy.	Integrated throughout course.	Integrated throughout course. Beginning of course provides thorough overview of ethical framework & case applications.	Integrated throughout course. Team formation & building --tied to outcome assessment.