

ALLEN COMMUNITY COLLEGE

Program Outcomes for Business Management Certificate

- Understand the foundations of business, the basic forms of business organizations, and the implications of ethics in business
- Explain basic principles of human resource management and organizational design
- Examine the importance of management and managers to organizations
- Demonstrate a working knowledge of financial accounting technique and practices and the legal environment of business
- Plan the essential elements of a business and marketing plan

General Education Outcomes

1. Effective Written and Oral Communication
 - 1.1 Compose written work that effectively conveys information.
 - 1.2 Express ideas verbally to convey meaning in a variety of contexts.
2. Mathematics and Analytical Reasoning
 - 2.1 Demonstrate the use of numbers in multiple settings.
 - 2.2 Interpret data to formulate conclusions.
3. Critical Thinking and Problem Solving
 - 3.1 Analyze and evaluate an issue to form a judgment.
 - 3.2 Demonstrate a logical process to reach a conclusion.
4. Social Context in the World
 - 4.1 Evaluate the impact of culture and society on one's daily life.
 - 4.2 Analyze the diversity of culture and opinions in an ever-changing global community.
5. Appreciation of Arts and Humanities
 - 5.1 Identify and appraise the characteristics of artistic expression.
 - 5.2 Identify and analyze the fundamental traits of human culture and beliefs.