

Department of Business and Information Technology
College of Applied Science and Technology
The University of Akron

Program Learning Outcomes

Business Management Technology (BMT)

– **Associate of Applied Business (AAB) Options in:**

- **Accounting**
- **General Business Management**
- **Small Business Management**

1. Identify basic terms, concepts, principles and theories of the disciplines and professions that comprise business organizations (e.g.: accounting, finance, management, human resources, and business mathematics).
2. Demonstrate mathematical and financial skills to interpret and communicate qualitative and quantitative data to management.
3. Apply information technology to research, analyze and solve business and personal financial problems
4. Critically evaluate, analyze and interpret information to solve problems and make business decisions.
5. Demonstrate effective oral and written communication skills in business and work effectively in teams.
6. Recognize and apply knowledge of political, legal, global, and ethical issues in business and in society.
7. Demonstrate an understanding and commitment to cultural diversity.

– **Bachelor of Science (BS) in Organizational Supervision**

1. Develop supervisory skills to become an effective leader.
2. Understand of organizations, their processes, and their interactions.
3. Learn how to meet the challenges of today's rapidly changing workplace.
4. Implement ethical decision-making practices to support the organization and its stakeholders.
5. Develop skills to better engage employees within culturally diverse environments.

Computer Information Systems (CIS)

- **Associate of Applied Business (AAB) Options in:**
 - **Computer Maintenance Networking (Cisco and Microsoft Tracks)**
 - **Programming Specialist**
 - **Web Development**
 - **Bachelor of Science (BS) Options in:**
 - **Networking**
 - **Programming**
 - **Web Development**
 - **Specialized IT Applications**
 - **Digital Forensics**
1. Apply logical thinking and problem solving skills to effectively solve business problems using computer technology.
 2. Demonstrate oral and written communications to collect business process information, clarify business needs and communicate proposed business solutions.
 3. Demonstrate skill proficiency in the chosen CIS degree option.
 4. Analyze and synthesize IT information to apply learned skills to new technologies and software languages beyond the scope of the curriculum.
 5. Demonstrate interpersonal relation skills by working as an effective team member to solve business problems.

Hospitality Management (HM)

- **Associate of Applied Business (AAB) Options in:**
 - **Culinary Arts**
 - **Hotel/Lodging Management**
1. Demonstrate the knowledge of core Hospitality Management courses related to food and beverage production/service, hotel and restaurant operations, and internship.
 2. Develop effective written and verbal communication skills in expressing ideas towards meeting operational and individual goals.
 3. Demonstrate basic numeracy and computer skills for daily operations in the lodging and food service industry.
 4. Locate and identify relevant resources for research, discussion, presentations and scaffolding critical thinking.
 5. Apply ethical practices in and away from the business environment.
 6. Demonstrate ability to function effectively and positively as a team.

Marketing & Sales Technology (MST)

– Associate of Applied Business (AAB) Options in:

- **Advertising & Sales**
- **Retail Fashion**

1. Identify the 4 P's, importance of target markets and how these concepts apply to all aspects of business as well as show an effective understanding of marketing and its' role in society.
2. Analyze and evaluate social, ethical and legal concepts especially as it relates to marketing.
3. Creatively develop professional marketing and sales documents using current technology.
4. Apply knowledge and skills learned in the program to issues in a business environment.
5. Manage projects as a team.