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) in Business Management Technology:**
  - **Accounting** ACBSP Accredited
  - **General Business** ACBSP Accredited
  - **Small Business Management** ACBSP Accredited

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. Demonstrate effective oral and written communication skills and critically evaluate information to solve problems, make decisions in business and work effectively in teams.
5. Recognize and apply knowledge of political, legal, global, ethical and cultural diversity issues in business and in society.

- **Bachelor of Organizational Supervision** ACBSP Accredited

1. Develop supervisory skills to become an effective leader.
2. Understand organizations, their processes, and their interactions.
3. Apply information technology and other analytical skills 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) in Computer Information Systems:**
  - **Cisco Networking track** ACBSP Accredited
  - **Microsoft Networking track** ACBSP Accredited
  - **Programming** ACBSP Accredited
  - **Web Development** ACBSP Accredited
- **Bachelor of Science (BS) in Computer Information Systems:**
  - *Cybersecurity*
  - *Digital Forensics*
  - **Networking** ACBSP Accredited
  - **Programming** ACBSP Accredited
  - **Specialized IT Applications**
  - **Web Development**

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) in Hospitality Management:**
  - **Culinary Arts** ACBSP Accredited
  - **Hotel/Lodging Management** ACBSP Accredited

1. Demonstrate the knowledge of core Hospitality management courses related to food and beverage production/service, hotel and restaurant operations.
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 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 and demonstrate ability to function effectively and positively as a team.

Marketing and Sales (MST)
- **Associate of Applied Business (AAB) in Marketing & Sales Technology:**
  - **Advertising & Sales** ACBSP Accredited
  - **Retail Fashion** ACBSP Accredited

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.