

Small Business Management Certificate Curriculum Map

This curriculum map is designed to show how program learning outcomes are introduced, developed, and mastered across courses in the program. Use the following guidance when completing or reviewing the map:

Introduced: Indicates the course provides students with their first exposure to a concept or skill. At this stage, students are expected to demonstrate only a basic understanding.

Developed: Indicates that students gain more in-depth knowledge, practice, and reinforcement of the concept or skill. Students are expected to begin applying what they have learned with increasing independence.

Mastered: Indicates that students can independently and skillfully apply the outcome, demonstrating a high level of understanding and competence appropriate for graduation and entry into the workforce or a 4-year institution.

Courses are listed in rows and PLOs are in columns	Integrate knowledge of accounting, finance, marketing, and management to create a comprehensive business plan for a new or existing small business.	Apply core management principles and organizational strategies to effectively lead and operate a small business.	Apply foundational accounting principles to perform general bookkeeping and utilize financial statements for a small business.	Develop and implement a basic marketing plan to identify target customers, promote products and services, and manage sales efforts for a small business.	Apply fundamental financial concepts to manage cash flow, make sound investment decisions, and understand funding options for a small business.	Utilize current computer applications and technology, including integrated accounting software, to support and streamline small business operations.
ACCT2110 Principles of Accounting I	Introduced	Introduced	Introduced	Introduced	Introduced	Introduced
ACCT2120 Principles of Accounting II	Introduced	Introduced	Introduced	Introduced	Introduced	Introduced
BUSA1110 Introduction to Business	Introduced	Introduced	Introduced	Introduced	Introduced	Introduced
BFIN2110 Principles of Finance	Developed	Developed	Developed	Developed	Developed	Developed
BCIS1110 Introduction to Information Systems	Developed	Developed	Developed	Developed	Developed	Developed
MGMT2110 Principles of Management	Developed	Developed	Developed	Developed	Developed	Developed
BUSA2460 Business Ethics	Developed	Developed	Developed	Developed	Developed	Developed
ENTR2110 Small Business Management	Mastered	Mastered	Mastered	Mastered	Mastered	Mastered
MKTG2110 Principles of Marketing	Mastered	Mastered	Developed	Mastered	Developed	Mastered