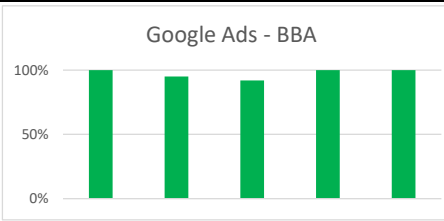


Student Learning Outcomes 2024

BBA Marketing

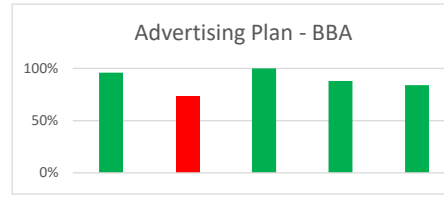
Exhibit an understanding of the fundamentals of Google Ads.



Develop a strategic marketing plan that includes practical business recommendations to real world challenges.



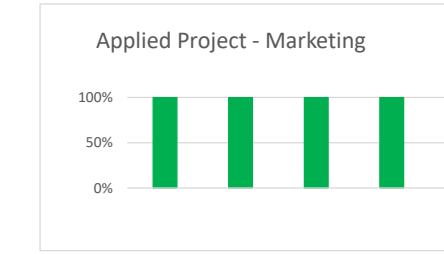
Generate an executable multi-media advertising plan that encompasses integrated marketing concepts, and aspects of the promotional mix.

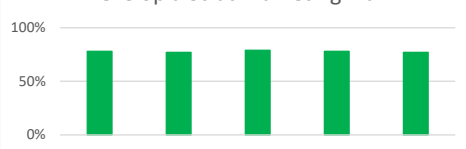
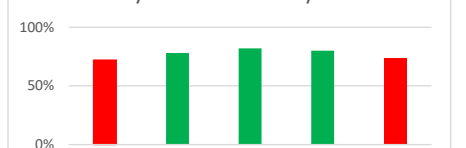



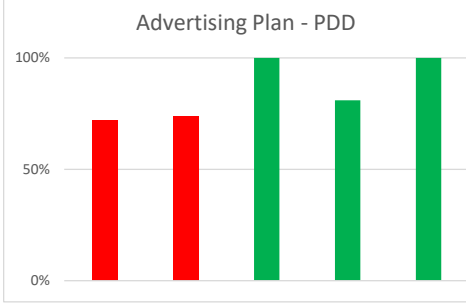

Appraise a real world business issue by applying market research concepts including designing a research study, gathering and analyzing data, and deriving actionable recommendations.



Formulate written recommendations to improve a business's competitive advantage for a real-world company.

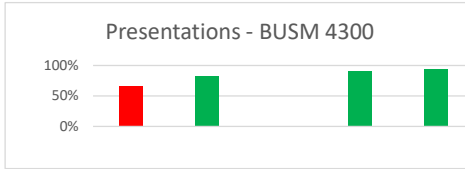
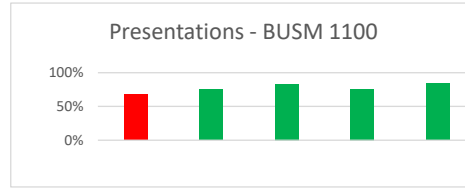


Diploma in Marketing Management					
Produce a strategic marketing plan by recommending practical business solutions to real world challenges.	<p>Develop a Strat Marketing Plan</p>  <table border="1"><thead><tr><th>Task</th><th>Progress</th></tr></thead><tbody><tr><td>Develop a Strat Marketing Plan</td><td>75%</td></tr></tbody></table>	Task	Progress	Develop a Strat Marketing Plan	75%
Task	Progress				
Develop a Strat Marketing Plan	75%				
Analyze an organization's distribution system with an in-depth channel analysis.	<p>Analyze Distribution System.</p>  <table border="1"><thead><tr><th>Task</th><th>Progress</th></tr></thead><tbody><tr><td>Analyze Distribution System</td><td>75%</td></tr></tbody></table>	Task	Progress	Analyze Distribution System	75%
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Analyze Distribution System	75%				

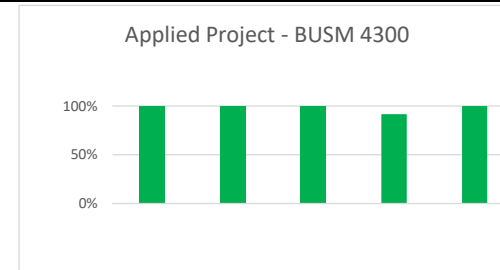
<p>Post Degree Diploma in Marketing Management</p> <p>Appraise a real world business issue by applying market research concepts including designing a research study, gathering and analyzing data, and deriving actionable recommendations.</p>	<p style="text-align: center;">Market Research Project</p>  <table border="1"> <caption>Market Research Project Data</caption> <thead> <tr> <th>Category</th> <th>Value (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>90</td> </tr> <tr> <td>2</td> <td>90</td> </tr> <tr> <td>3</td> <td>80</td> </tr> <tr> <td>4</td> <td>90</td> </tr> <tr> <td>5</td> <td>85</td> </tr> </tbody> </table>	Category	Value (%)	1	90	2	90	3	80	4	90	5	85
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<p>Demonstrate professional communication skills in accordance with Canadian best practices.</p>	<p style="text-align: center;">Business Practices - Marketing</p>  <table border="1"> <caption>Business Practices - Marketing Data</caption> <thead> <tr> <th>Category</th> <th>Value (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>100</td> </tr> <tr> <td>2</td> <td>100</td> </tr> <tr> <td>3</td> <td>0</td> </tr> <tr> <td>4</td> <td>100</td> </tr> <tr> <td>5</td> <td>55</td> </tr> </tbody> </table>	Category	Value (%)	1	100	2	100	3	0	4	100	5	55
Category	Value (%)												
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BBA Business

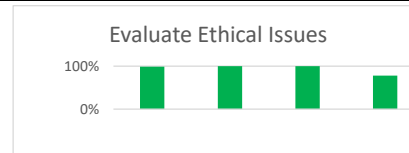
Present persuasive oral business presentations.



Formulate written recommendations to improve a business's competitive advantage for a real-world company.

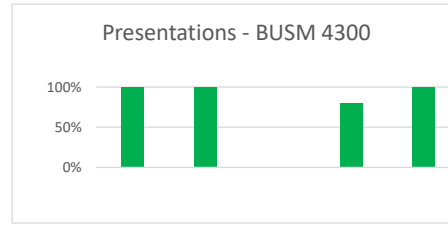
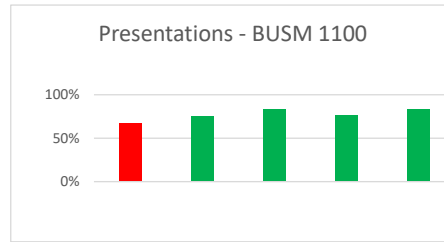


Evaluate ethical issues arising in everyday business practices.

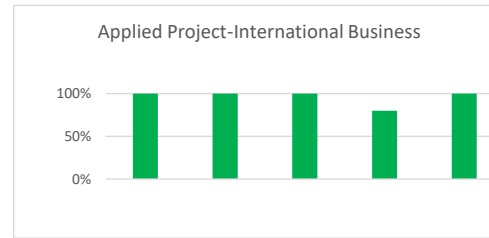


BBA International Business

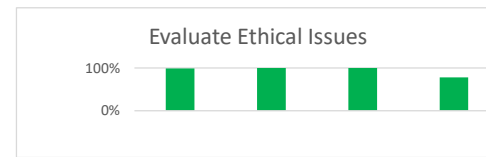
Present persuasive oral business presentations.



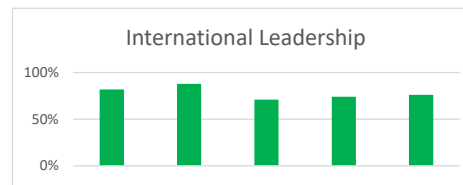
Formulate written recommendations to improve a business's competitive advantage for a real-world company.



Evaluate ethical issues arising from business practices in the global setting.



Effectively assess the dynamics of leadership in an international context.



Diploma in Business

Demonstrate effective communication skills.

Presentations - BUSM 1100

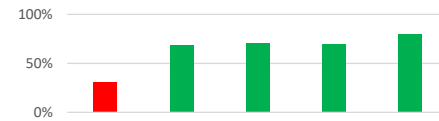


Presentations - BUSM 2450



Create a comprehensive business plan.

Business Plan



Evaluate team effectiveness and your role in contributing to it.

Team Effectiveness - Diploma



Demonstrate problem solving skills.

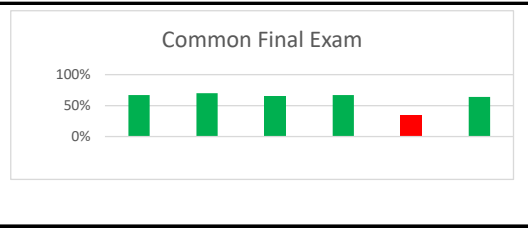
Problem Solving Skills



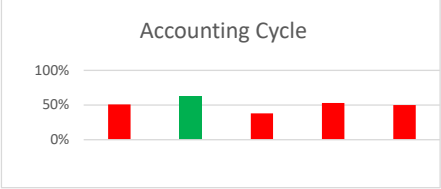
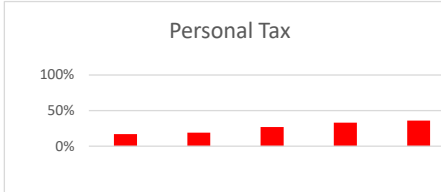

Post Degree Diploma in Business													
Recommend business improvements based on analysis of current situation and the competitive environment.	<p>Strategic Planning</p> <table border="1"> <tr><th>Category</th><th>Value (%)</th></tr> <tr><td>1</td><td>45</td></tr> <tr><td>2</td><td>55</td></tr> <tr><td>3</td><td>55</td></tr> <tr><td>4</td><td>35</td></tr> <tr><td>5</td><td>30</td></tr> </table>	Category	Value (%)	1	45	2	55	3	55	4	35	5	30
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<p>BBA Accounting</p> <p>Demonstrate appropriate accounting treatment of transactions dealing with revenue recognition and capitalization versus expense issues.</p>	<p>Intermediate Accounting - BBA</p> <table border="1"> <caption>Intermediate Accounting - BBA Data</caption> <thead> <tr> <th>Item</th> <th>Value (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>50</td> </tr> <tr> <td>2</td> <td>-10</td> </tr> <tr> <td>3</td> <td>30</td> </tr> <tr> <td>4</td> <td>40</td> </tr> <tr> <td>5</td> <td>40</td> </tr> </tbody> </table>	Item	Value (%)	1	50	2	-10	3	30	4	40	5	40
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<p>Formulate written recommendations to improve a business's competitive advantage for a real-world company.</p>	<p>Applied Project - Accounting</p> <table border="1"> <caption>Applied Project - Accounting Data</caption> <thead> <tr> <th>Item</th> <th>Value (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>30</td> </tr> <tr> <td>2</td> <td>100</td> </tr> <tr> <td>3</td> <td>100</td> </tr> <tr> <td>4</td> <td>70</td> </tr> <tr> <td>5</td> <td>100</td> </tr> </tbody> </table>	Item	Value (%)	1	30	2	100	3	100	4	70	5	100
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Demonstrate comprehensive accounting skills through successful completion of the Chartered Professional Accountant Common Final Examination.



<p>Diploma in Accounting</p> <p>Demonstrate appropriate accounting treatment of transactions dealing with revenue recognition and capitalization versus expense issues.</p>	<p>Intermediate Accounting - Diploma</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>55</td> </tr> <tr> <td>2</td> <td>15</td> </tr> <tr> <td>3</td> <td>30</td> </tr> <tr> <td>4</td> <td>40</td> </tr> </tbody> </table>	Category	Performance (%)	1	55	2	15	3	30	4	40		
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<p>Appropriately calculate Cost of Goods Manufactured and Cost of Goods Sold for a manufacturing company.</p>	<p>Cost of Goods Manufactured</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>85</td> </tr> <tr> <td>2</td> <td>80</td> </tr> <tr> <td>3</td> <td>85</td> </tr> <tr> <td>4</td> <td>75</td> </tr> <tr> <td>5</td> <td>55</td> </tr> </tbody> </table>	Category	Performance (%)	1	85	2	80	3	85	4	75	5	55
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Diploma in Financial Management													
Demonstrate knowledge of the accounting cycle from posting the transaction to closing the accounts.	 <table border="1"> <caption>Accounting Cycle Performance</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>50%</td> </tr> <tr> <td>2</td> <td>60%</td> </tr> <tr> <td>3</td> <td>40%</td> </tr> <tr> <td>4</td> <td>50%</td> </tr> <tr> <td>5</td> <td>50%</td> </tr> </tbody> </table>	Category	Percentage	1	50%	2	60%	3	40%	4	50%	5	50%
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3	75												
<p>Demonstrate professional communication skills in accordance with Canadian best practices.</p>	<p>Business Practices-Accounting</p> <table border="1"> <caption>Business Practices-Accounting Data</caption> <thead> <tr> <th>Category</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>85</td> </tr> <tr> <td>2</td> <td>75</td> </tr> <tr> <td>3</td> <td>65</td> </tr> <tr> <td>4</td> <td>45</td> </tr> </tbody> </table>	Category	Performance (%)	1	85	2	75	3	65	4	45		
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