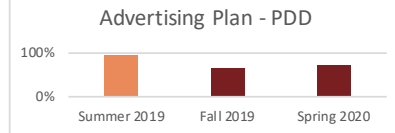


Student Learning Outcomes 2021

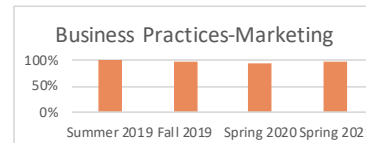
BBA Marketing													
Exhibit an understanding of the fundamentals of Google Ads.	<table border="1"> <caption>Google Ads - BBA</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2019</td> <td>100%</td> </tr> <tr> <td>Summer 2019</td> <td>100%</td> </tr> <tr> <td>Fall 2019</td> <td>100%</td> </tr> </tbody> </table>	Term	Percentage	Spring 2019	100%	Summer 2019	100%	Fall 2019	100%				
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Summer 2019	100%												
Fall 2019	100%												
Develop a strategic marketing plan that includes practical business recommendations to real world challenges.	<table border="1"> <caption>Develop a Strat Marketing Plan</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2019</td> <td>100%</td> </tr> <tr> <td>Summer 2019</td> <td>100%</td> </tr> <tr> <td>Fall 2019</td> <td>100%</td> </tr> <tr> <td>Spring 2020</td> <td>100%</td> </tr> </tbody> </table>	Term	Percentage	Spring 2019	100%	Summer 2019	100%	Fall 2019	100%	Spring 2020	100%		
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Generate an executable multi-media advertising plan that encompasses integrated marketing concepts, and aspects of the promotional mix.	<table border="1"> <caption>Advertising Plan - BBA</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Summer 2019</td> <td>100%</td> </tr> <tr> <td>Fall 2019</td> <td>100%</td> </tr> <tr> <td>Spring 2020</td> <td>100%</td> </tr> </tbody> </table>	Term	Percentage	Summer 2019	100%	Fall 2019	100%	Spring 2020	100%				
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Fall 2019	100%												
Spring 2020	100%												
Appraise a real world business issue by applying market research concepts including designing a research study, gathering and analyzing data, and deriving actionable recommendations.	<table border="1"> <caption>Market Research Project</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Summer 2019</td> <td>100%</td> </tr> <tr> <td>Fall 2019</td> <td>100%</td> </tr> <tr> <td>Spring 2020</td> <td>100%</td> </tr> </tbody> </table>	Term	Percentage	Summer 2019	100%	Fall 2019	100%	Spring 2020	100%				
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Formulate written recommendations to improve a business's competitive advantage for a real-world company.	<table border="1"> <caption>Applied Project - Marketing</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2019</td> <td>100%</td> </tr> <tr> <td>Spring 2020</td> <td>100%</td> </tr> <tr> <td>Spring 2021</td> <td>100%</td> </tr> <tr> <td>Summer 2020</td> <td>100%</td> </tr> </tbody> </table>	Term	Percentage	Fall 2019	100%	Spring 2020	100%	Spring 2021	100%	Summer 2020	100%		
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Diploma in Marketing Management													
Produce a strategic marketing plan by recommending practical business solutions to real world challenges.	<table border="1"> <caption>Develop a Strat Marketing Plan</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2019</td> <td>100%</td> </tr> <tr> <td>Summer 2019</td> <td>100%</td> </tr> <tr> <td>Fall 2019</td> <td>100%</td> </tr> <tr> <td>Spring 2020</td> <td>100%</td> </tr> </tbody> </table>	Term	Percentage	Spring 2019	100%	Summer 2019	100%	Fall 2019	100%	Spring 2020	100%		
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Analyze an organization's distribution system with an in-depth channel analysis.	<table border="1"> <caption>Analyze Distribution System.</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2018</td> <td>100%</td> </tr> <tr> <td>Spring 2019</td> <td>100%</td> </tr> <tr> <td>Summer 2019</td> <td>100%</td> </tr> <tr> <td>Fall 2019</td> <td>100%</td> </tr> <tr> <td>Spring 2020</td> <td>100%</td> </tr> </tbody> </table>	Term	Percentage	Fall 2018	100%	Spring 2019	100%	Summer 2019	100%	Fall 2019	100%	Spring 2020	100%
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Post Degree Diploma in Marketing Management													
Appraise a real world business issue by applying market research concepts including designing a research study, gathering and analyzing data, and deriving actionable recommendations.	<table border="1"> <caption>Market Research Project</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Summer 2019</td> <td>100%</td> </tr> <tr> <td>Fall 2019</td> <td>100%</td> </tr> <tr> <td>Spring 2020</td> <td>100%</td> </tr> </tbody> </table>	Term	Percentage	Summer 2019	100%	Fall 2019	100%	Spring 2020	100%				
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Summer 2019	100%												
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Student Learning Outcomes 2021

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

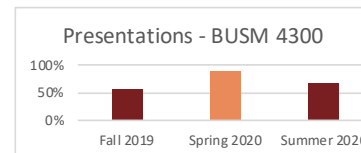
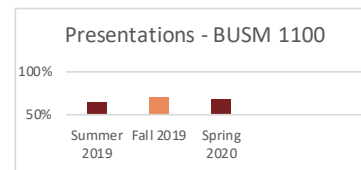


Demonstrate professional communication skills in accordance with Canadian best practices.

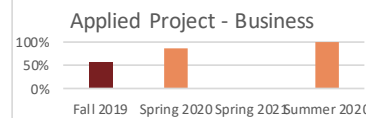


BBA Business

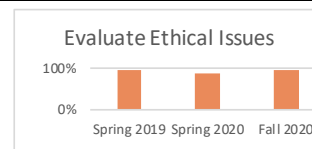
Present persuasive oral business presentations.



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



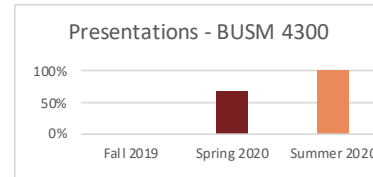
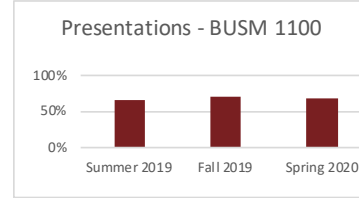
Evaluate ethical issues arising in everyday business practices.



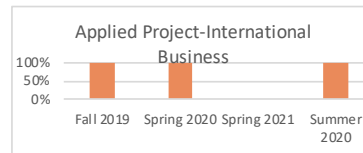
BBA International Business

Student Learning Outcomes 2021

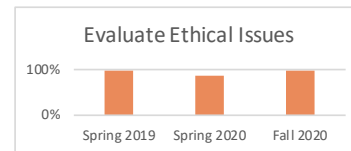
Present persuasive oral business presentations.



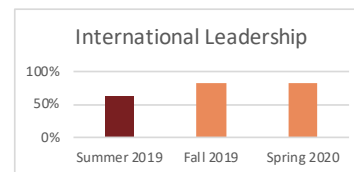
Formulate written recommendations to improve a business's competitive advantage for a real-world company.



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

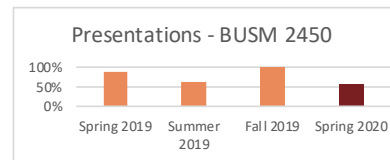
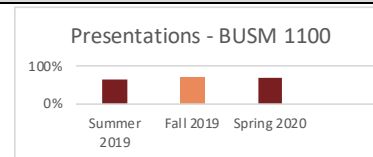


Effectively assess the dynamics of leadership in an international context.



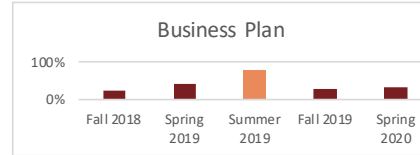
Diploma in Business

Demonstrate effective communication skills.

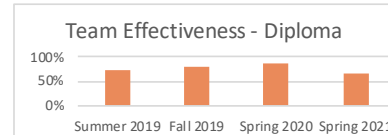


Student Learning Outcomes 2021

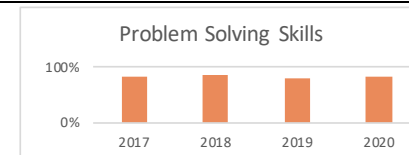
Create a comprehensive business plan.



Evaluate team effectiveness and your role in contributing to it.

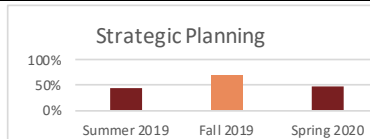


Demonstrate problem solving skills.

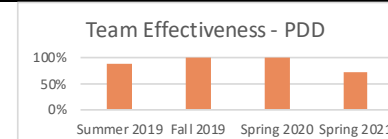


Post Degree Diploma in Business

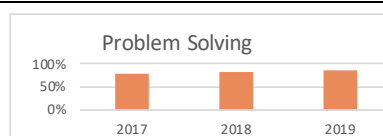
Recommend business improvements based on analysis of current situation and the competitive environment.



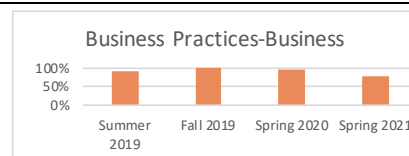
Evaluate team effectiveness and your role in contributing to it.



Demonstrate problem solving skills.

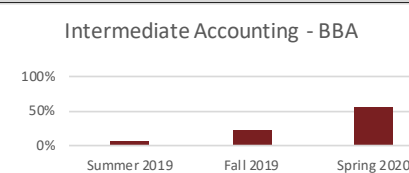


Demonstrate professional communication skills in accordance with Canadian best practices.



BBA Accounting

Demonstrate appropriate accounting treatment of transactions dealing with revenue recognition and capitalization versus expense issues.



Student Learning Outcomes 2021

Develop a comprehensive audit plan from planning to completion including risk assessment, audit approach, materiality considerations, and audit procedures.	<div style="text-align: center;"> <h3>Audit - BBA</h3> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>Audit - BBA Performance Data</caption> <thead> <tr> <th>Term</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Summer 2019</td> <td>~50</td> </tr> <tr> <td>Fall 2019</td> <td>~70</td> </tr> <tr> <td>Spring 2020</td> <td>0</td> </tr> <tr> <td>Spring 2021</td> <td>0</td> </tr> <tr> <td>Summer 2020</td> <td>~50</td> </tr> </tbody> </table> </div>	Term	Performance (%)	Summer 2019	~50	Fall 2019	~70	Spring 2020	0	Spring 2021	0	Summer 2020	~50				
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Accurately assess corporate taxes payable.	<div style="text-align: center;"> <h3>Corporate Tax - BBA</h3> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>Corporate Tax - BBA Performance Data</caption> <thead> <tr> <th>Term</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2018</td> <td>~90</td> </tr> <tr> <td>Summer 2018</td> <td>~60</td> </tr> <tr> <td>Fall 2018</td> <td>0</td> </tr> <tr> <td>Spring 2019</td> <td>~90</td> </tr> <tr> <td>Summer 2019</td> <td>0</td> </tr> <tr> <td>Fall 2019</td> <td>0</td> </tr> <tr> <td>Spring 2020</td> <td>~50</td> </tr> </tbody> </table> </div>	Term	Performance (%)	Spring 2018	~90	Summer 2018	~60	Fall 2018	0	Spring 2019	~90	Summer 2019	0	Fall 2019	0	Spring 2020	~50
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Accurately evaluate capital proposals using net present value techniques.	<div style="text-align: center;"> <h3>Capital Budgeting - BBA</h3> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>Capital Budgeting - BBA Performance Data</caption> <thead> <tr> <th>Term</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Summer 2019</td> <td>~50</td> </tr> <tr> <td>Fall 2019</td> <td>~60</td> </tr> <tr> <td>Spring 2020</td> <td>~40</td> </tr> </tbody> </table> </div>	Term	Performance (%)	Summer 2019	~50	Fall 2019	~60	Spring 2020	~40								
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Evaluate financial performance by preparing profitability, efficiency, productivity, and other financial ratios.	<div style="text-align: center;"> <h3>Financial Ratios - BBA</h3> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>Financial Ratios - BBA Performance Data</caption> <thead> <tr> <th>Term</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Summer 2019</td> <td>~10</td> </tr> <tr> <td>Fall 2019</td> <td>~70</td> </tr> <tr> <td>Spring 2020</td> <td>~60</td> </tr> </tbody> </table> </div>	Term	Performance (%)	Summer 2019	~10	Fall 2019	~70	Spring 2020	~60								
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Formulate written recommendations to improve a business's competitive advantage for a real-world company.	<div style="text-align: center;"> <h3>Applied Project - Accounting</h3> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>Applied Project - Accounting Performance Data</caption> <thead> <tr> <th>Term</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2019</td> <td>~100</td> </tr> <tr> <td>Spring 2020</td> <td>~20</td> </tr> <tr> <td>Spring 2021</td> <td>0</td> </tr> <tr> <td>Summer 2020</td> <td>~100</td> </tr> </tbody> </table> </div>	Term	Performance (%)	Fall 2019	~100	Spring 2020	~20	Spring 2021	0	Summer 2020	~100						
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Spring 2021	0																
Summer 2020	~100																
Demonstrate comprehensive accounting skills through successful completion of the Chartered Professional Accountant Common Final Examination.	<div style="text-align: center;"> <h3>Common Final Exam</h3> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>Common Final Exam Performance Data</caption> <thead> <tr> <th>Year</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>2016</td> <td>~30</td> </tr> <tr> <td>2017</td> <td>~60</td> </tr> <tr> <td>2018</td> <td>~50</td> </tr> <tr> <td>2019</td> <td>~60</td> </tr> <tr> <td>2020</td> <td>~60</td> </tr> </tbody> </table> </div>	Year	Performance (%)	2016	~30	2017	~60	2018	~50	2019	~60	2020	~60				
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Demonstrate appropriate accounting treatment of transactions dealing with revenue recognition and capitalization versus expense issues.	<div style="text-align: center;"> <h3>Intermediate Accounting - BBA</h3> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>Intermediate Accounting - BBA Performance Data</caption> <thead> <tr> <th>Term</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Summer 2019</td> <td>~10</td> </tr> <tr> <td>Fall 2019</td> <td>~20</td> </tr> <tr> <td>Spring 2020</td> <td>~50</td> </tr> </tbody> </table> </div>	Term	Performance (%)	Summer 2019	~10	Fall 2019	~20	Spring 2020	~50								
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Accurately assess personal taxes payable.	<div style="text-align: center;"> <h3>Personal Tax</h3> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>Personal Tax Performance Data</caption> <thead> <tr> <th>Category</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>~40</td> </tr> <tr> <td>2</td> <td>~60</td> </tr> <tr> <td>3</td> <td>~40</td> </tr> </tbody> </table> </div>	Category	Performance (%)	1	~40	2	~60	3	~40								
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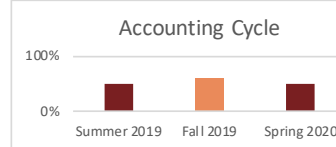
Student Learning Outcomes 2021

Appropriately calculate Cost of Goods Manufactured and Cost of Goods Sold for a manufacturing company.



Diploma in Financial Management

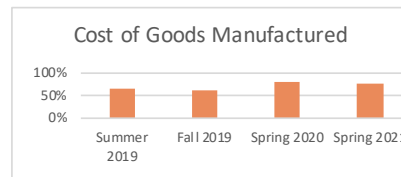
Demonstrate knowledge of the accounting cycle from posting the transaction to closing the accounts.



Accurately assess personal taxes payable.

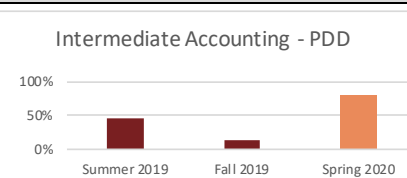


Appropriately calculate Cost of Goods Manufactured and Cost of Goods Sold for a manufacturing company.

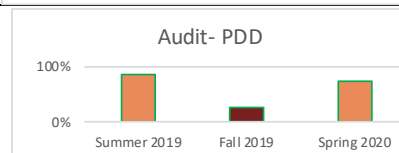


Post Degree Diploma in Accounting

Demonstrate appropriate accounting treatment of transactions dealing with revenue recognition and capitalization versus expense issues.



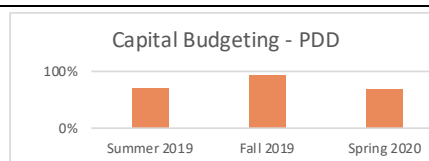
Develop a comprehensive audit plan from planning to completion including risk assessment, audit approach, materiality considerations, and audit procedures.



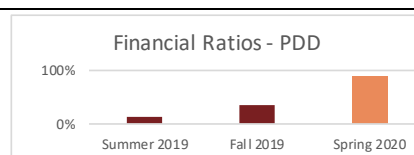
Accurately assess corporate taxes payable.



Accurately evaluate capital proposals using net present value techniques.



Evaluate financial performance by preparing profitability, efficiency, productivity, and other financial ratios.



Student Learning Outcomes 2021

Demonstrate professional communication skills in accordance with Canadian best practices.

