

Geneseo Curriculum Map for: B.S. in Business Administration

Program Learning Outcomes (one per row):	These courses introduce material necessary for outcome achievement. (e.g., PSYC 100)	These courses reinforce material necessary for outcome achievement.	These courses provide coverage necessary for mastery of the outcome.
1) Students will demonstrate the ability to use analytical skills to solve complex business problems	FNCE 112 MGMT 300 MGMT 250 MKTG 331 MGMT 263 MKTG 334 MGMT 264 MGMT 346	MGMT 305 MKTG 342 FNCE 311 MGMT 355 FNCE 313 MGMT 360 FNCE 316 MGMT 370 MKTG 333 MGMT 365 MKTG 338 INTD 325 MKTG 341	FNCE 312 FNCE 315 MGMT 362 MGMT 390 INTD 425
2) Students will demonstrate the ability to use quantitative skills to solve complex business problems	FNCE 112 MKTG 341 MGMT 360 INTD 325 INTD 425	MGMT 250 MKTG 333 MKTG 342 MGMT 362 MGMT 390	MGMT 305 FNCE 315 FNCE 311 FNCE 316 FNCE 312 MGMT 370 FNCE 313
3) Our students will write professional quality business documents and reports using proper formatting and mechanics	FNCE 112 MGMT 305 FNCE 311 FNCE 312 MKTG 333	FNCE 315 MGMT 355 MKTG 338 MGMT 370 MKTG 341 MGMT 362 MKTG 342 INTD 325	MGMT 300 MGMT 346 MKTG 331 MGMT 390 MKTG 334 INTD 425
4) Our students will demonstrate competence in oral communication by presenting pertinent contents accompanied by relevant technology that will enhance audience understating of the material	FNCE 112 MGMT 305 FNCE 311 FNCE 312 MKTG 333	FNCE 315 MGMT 355 MKTG 338 MGMT 370 MKTG 341 MGMT 362 MKTG 342 INTD 325	MGMT 300 MGMT 346 MKTG 331 MGMT 390 MKTG 334 INTD 425
5) Our students will demonstrate a solid understanding of various fundamental business concepts and practices	FNCE 112	MGMT 263 MKTG 342 MGMT 264 MGMT 370 MGMT 305 MGMT 365 FNCE 311 MGMT 362 FNCE 315 INTD 325 MKTG 331 INTD 425	MGMT 300 MKTG 341 FNCE 312 MGMT 346 FNCE 313 MGMT 355 MKTG 333 MGMT 360 MKTG 334 MGMT 390 MKTG 338