

AS Business Administration Program Learning Objectives

- LO 1. Students will correctly *analyze* and *interpret* quantitative data as a basis for business decision-making.
- LO 2. Students will *apply* the concept of elasticity of demand.
- LO 3. Students will *apply* the supply/demand models for the analysis of economic events.
- LO 4. Students will *apply* the concept of time value of money to a business valuation situation.
- LO 5. Students will *interpret* the meaning of the four basic financial reports, which include the income statement, balance sheet, statement of cash flows, and the statement of stockholders' equity.
- LO 6. Students will *describe* the concept of organizational structure, teamwork and communication.
- LO 7. Students will *describe* each element of the marketing mix: product, price, promotion and place.
- LO 8. Students will *produce* reports and business correspondence of professional quality
- LO 9. Students will *demonstrate* competence in the use of productivity software.
- LO 10. Students will *identify* the difference between legal and ethical decision-making.