

Appendix 8 – Curriculum Map – Concept Delivery and Assessment

An explanation of learning levels

At the **Introduced (I) level**, students are not expected to be familiar with the content or skill at the collegiate level. Instruction and learning activities focus on basic knowledge, skills, and/or competencies and entry-level complexity. Only one aspect of a complex program outcome is addressed in the given course.

At the **Emphasized (E) level**, students are expected to possess a basic level of knowledge and familiarity with the content or skills at the collegiate level. Instruction and learning activities concentrate on enhancing and strengthening knowledge, skills, and expanding complexity. Several aspects of the outcome are addressed in the given course, but these aspects are treated separately.

At the **Reinforced (R) level**, students are expected to possess a strong foundation in the knowledge, skill, or competency at the collegiate level. Instruction and learning activities continue to build upon previous competencies with increased complexity. All components of the outcome are addressed in the integrative contexts.

At the **Advanced (A) level**, students are expected to possess an advanced level of knowledge, skill, or competency at the collegiate level. Instructional and learning activities focus on the use of the content or skills in multiple contexts and at multiple levels of complexity. Complex program outcomes are reconceptualized at a higher level of abstraction, which in turn enables generalization to a new context and self-reflection.

Undergraduate Curriculum Matrix – Business Administration

		JCE	MATH 114	BUSN 111	ACCT 260	ACCT 261	ECON 201	ECON 202	BUSN 230	BMIS 235	BUSN 283	BFIN 320	MGMT 350	MKTG 310	OPER 340	BUSN 480	BUSN 481
Sophomore Goals	Microeconomics Analysis (analyze changes in equilibrium prices and quantities in a supply-and-demand framework)	T					I E	I E						R			R
	Cost Analysis (analyze an organization's costs)					I E T							I				R
	Financial Statement Analysis (prepare & interpret basic general purpose financial statements)				I E T							R					R
	Information Systems Analysis (identify components of information systems and explain the relationships between them)	T		E						R			I			E	R
Junior Goals	Operations Analysis (understand & value the role of operations & apply its key principles & practices to an organization)	T	I						E	E			I		R A	E	R
	Diversity Analysis (consider perspectives of different groups when making business-related decisions)	T											I E R			A	R
	Oral Presentation Proficiency (prepare & present an independent oral presentation)			E						E			R T			R	A

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		JCE	MATH 114	BUSN 111	ACCT 260	ACCT 261	ECON 201	ECON 202	BUSN 230	BMIS 235	BUSN 283	BFIN 320	MGMT 350	MKTG 310	OPER 340	BUSN 480	BUSN 481
Senior Goals	SWOT Analysis (identify & synthesize core issues in analyzing a complex business scenario)									E			I E	I			A T
	Data Analysis (use proper tools to analyze and interpret data and effectively communicate their findings)		I	E					E	R		I	I	I	R		E T
	Professional Writing Proficiency (create a well-written document on a business topic)									E			I E R A			R	E R T
	Ethical Decision-Making (identify ethical & social justice issues as they arise in the practice of business & provide informed, well-reasoned assessments & solutions for those issues)									E	I	R	I E R	I		A T	A

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Undergraduate Curriculum Matrix – Accounting

Goals	Objectives	ACCT 360	ACCT 365	ACCT 361	ACCT 366	ACCT 311	ACCT 362	ACCT 460	ACC363	ACCT 464	BUSN 480
Students will develop appropriate technical knowledge across the five major areas of the accounting discipline	a. Students will demonstrate an understanding of intermediate level financial accounting and reporting concepts.	I E R A		I E R A				E R			
	b. Students will demonstrate an understanding of intermediate level cost/managerial accounting concepts.								R A		
	c. Students will demonstrate an understanding of accounting information systems.						I E A			R	
	d. Students will demonstrate an understanding of the principles of individual and entity taxation.		I E A		I E A						
	e. Students will demonstrate an understanding of the principles of auditing.									I E A	

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Goals	Objectives	ACCT 360	ACCT 365	ACCT 361	ACCT 366	ACCT 311	ACCT 362	ACCT 460	ACC 363	ACCT 464	BUSN 480
Students will exhibit an understanding of ethical conduct in a global and diverse professional environment	a. Students will be able to identify the relevant ethical issues in a business situation.	I		I		I E R			E	I	A
	b. Students will be able to identify alternate possible decisions and respective impacts.	I		I		I E R			E	I	A
	c. Students will be able to judge the ethical merits of possible decisions using relevant ethical principles and perspectives.	I		I		I E R			E	I	A
	d. Students will be able to offer an ethically informed and justified solution to business problems.	I		I		I E R			E	I	A
Data Analysis	a. Students will develop critical thinking skills and demonstrate effective decision-making within a professional accounting context, while making use of data analytics and other relevant technology.					R A	I			E	

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Graduate Curriculum Matrix – Masters of Accountancy (MAcc)

Goals and Objectives	MAcc 601	MAcc 603	MAcc 611	MAcc 622	MAcc 641	MAcc 661	MAcc 662	MAcc 663	MAcc 664	MAcc 665	MAcc 667
Goal 1 – Analytical Thinking Students will develop critical thinking skills and display effective decision making within a professional accounting context, supported by the appropriate use of analytical and quantitative techniques.			E A		I E R		I	I E R		R	E
Goal 2 – Conceptual and Technical Competence Students will demonstrate conceptual and technical competence for professional accounting subjects, including the effective use of relevant accounting standards and appropriate technical research tools.					R		I E R	I E R A		R A	E
Goal 3 – Professional Ethics Students will increase their ethical awareness of issues encountered in a professional accounting environment and will exhibit ethical decision making in their recommended response(s).			I						I E R A	R	R
Goal 4 – Professional Communications Students will communicate clearly, intentionally and effectively given the audience and situational context.			E		R	E R A		I E	E	E	E

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Graduate Curriculum Matrix – Masters of Business Administration (MBA)

Goals and Objectives	MBUS 610	MBUS 612	MBUS 613	MBUS 614	MBUS 624	MBUS 625	MBUS 626	MBUS 627	MBUS 628	MBUS 629	MBUS 616
1a - MBA students will demonstrate the ability to articulate a vision and set prioritized strategic objectives.		I			R E	R E		E			A
1b - MBA students will formulate business strategies utilizing their understanding of the key functional areas of business.		E				I A		E		R	E
2 - MBA students will recognize ethical issues and demonstrate the skills necessary to make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.		E		I E A	I	R E		E	R	I	
3 - MBA students will evaluate organizations and recommend optimal strategies and actions that demonstrate their ability to frame problems contextually and use appropriate analytical and quantitative techniques.		R	I E A		R E	I	R	R	E	I	R
4 - MBA students will demonstrate their ability to communicate their ideas effectively and efficiently in a variety of business settings.		R		I E A	R E	R E		A			
5a - MBA students will evaluate and integrate economic, political, technological, environmental and societal issues into their decision making and show competencies required to compete in the global environment in their analyses.	I	I			I	R E	A	R		I	R
5b - MBA students will incorporate the concepts of global diversity and inclusiveness in their analyses and decision-making.		A			I E	R E	R	E			

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Graduate Curriculum Matrix – Masters of Taxation (MTax)

Goals	Objectives	MTAX 603	MTAX 604	MTAX 614	MTAX 605	MTAX 606	MTAX 607	MTAX 608	MTAX 610	MTAX 616	MTAX 620	MTAX 621	MTAX 661	MTAX 664	MTAX 667	
Students will demonstrate an understanding of the tax law and its application to facts and circumstances in the foundational areas of the federal taxation in the U.S.	1. Students will demonstrate an ability to recognize issues and apply rules concerning the federal income taxation of partnerships.				I E R A							E			E	
	2. Students will demonstrate an ability to recognize issues and apply rules concerning the federal income taxation of corporations.		I E R A						I E			E			E	
	3. First Assessment: Students will demonstrate an ability to recognize issues and apply rules concerning the federal taxation of wealth transfers. Second Assessment: Students will demonstrate an ability to recognize issues and apply rules concerning the taxation of international transactions and concepts in state and local taxation.					I E R A					E					E
	4. Students will demonstrate an ability to recognize issues and apply rules concerning the federal taxation of property transactions.		I					I E R A					E			E

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Goals	Objectives	MTAX 603	MTAX 604	MTAX 614	MTAX 605	MTAX 606	MTAX 607	MTAX 608	MTAX 610	MTAX 616	MTAX 620	MTAX 621	MTAX 661	MTAX 664	MTAX 667
Students will demonstrate the ability to research issues in federal taxation and effectively communicate findings to the appropriate audience	<ol style="list-style-type: none"> Students will analyze the relevant law by utilizing tools provided by subscription research services, library resources and free information issued by the government or other credible sources. Students will demonstrate an ability to draft the results of their research through memoranda, letters, email and other written correspondence in a concise, structured manner to other professionals or clients with varying levels of tax sophistication. Students will demonstrate an ability to convey technical tax topics through public speaking presentations. 												I E R		I E R A
Students will exhibit an understanding of the ethical framework for tax accountants working in a professional environment	<ol style="list-style-type: none"> Students will be able to identify the relevant ethical issues in a business situation. Students will be able to identify alternate possible decisions and respective impacts. Students will be able to judge the ethical merits of possible decisions using relevant ethical principles and perspectives. Students will be able to offer an ethically informed and justified solution to business problems. 								I E			I E		I E R A	

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