

GBE			INSTITUTIONAL LEARNING OUTCOMES (CORE COMPETENCIES) MAPPING						
Discipline	Course No.	Course Title	I. Communication Skills	II. Thinking & Reasoning	III. Information Management	IV. Diversity	V. Civic Responsibility	VI. Life Skills	VII. Careers
BUS	100	Fundamentals of Business		X					X
BUS	103	Cooperative Work Experience Education-Occupational							X
BUS	104	Cooperative Work Experience Education-General							X
BUS	106	Culture and International Business-Kiss, Bow or Shake Hands	X			X			
BUS	110	Export Pricing, Quotations and Terms of Sale		X	X				
BUS	111	International Business		X	X				
BUS	113	International Transportation		X	X				
BUS	114	International Documentation and Supply Chain Management		X	X				
BUS	120	Principles of Management		X				X	
BUS	121	Human Relations and Organizational Behavior	X	X					
BUS	125	Introduction to International Business		X					X
BUS	127	Introduction to E-Commerce	X					X	
BUS	141	The Globalization of Marketing	X			X			
BUS	142	International Market Research and Planning			X	X			
BUS	143	Packaging, Pricing and Promoting Products/Services for Export		X	X				
BUS	145	Channels of Distribution in International Markets		X	X	X			
BUS	147	International Commercial Agreements and Distribution Law		X	X	X			
BUS	148	International Intellectual Property Law	X			X			
BUS	149	The Law of Global Commerce	X			X			
BUS	162	How to Start your own International Business			X	X			X
BUS	163	International Methods of Payment and Letters of Credit	X		X				
BUS	164	Alternative Financing Techniques for International Trade		X	X				
BUS	165	International Trade Finance and Insurance		X	X				

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BUS	166	Financing an Import/Export Business		X	X				
BUS	170	Principles of Small Business Management			X				X
BUS	180	Finding and Evaluating Products for Import		X					X
BUS	182	Classifying Imports and Clearing US Customs		X					X
BUS	183	Customs Broker License Class			X				
BUS	184	Customs Broker Exam Prep Class			X				
BUS	222	Business Writing	X	X					
ENTR	100	Intro To Innovation and Entrepreneurship	X						X
ENTR	101	Entrepreneurship and Success	X						X
ENTR	102	Entrepreneurial Ideas and Creativity	X	X					
ENTR	103	Innovations and Opportunities	X	X					
ENTR	104	Business Models		X					X
ENTR	105	Social Media, Bootstrapping, and Market Validation		X	X				X
ENTR	106	Building an Entrepreneurial Team	X					X	
ENTR	107	Money, Finance and Accounting for Entrepreneurs	X		X				
ENTR	108	Business Plans for Entrepreneurs	X	X					
ENTR	109	Powerful Presentations	X	X					
ENTR	110	Capstone Business Simulations		X	X				
ENTR	111	Capstone Entrepreneurial Case Studies		X	X				
ENTR	120	Introduction to Working As a Freelance Independent Contractor							X
ENTR	121	People Skills for the Freelancer	X					X	
ENTR	122	Opportunities in Freelance Industries and Trades						X	X
ENTR	123	Marketing to Attract Customers and Grow Your Freelance Business	X		X				
ENTR	124	Survival Finance and Accounting for the Freelancer-Show Me the Money		X	X				
ENTR	125	Launch Your Freelance Business						X	X

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ENTR	174	Microsoft Dynamics for Business and Management		X	X				
MGMT	120	Principles of Management		X				X	
MGMT	121	Human Relations and Organizational Behavior	X	X					
MGMT	122	Business Communications	X	X					
MGMT	125	Organizational Leadership	X		X				
MGMT	135	Human Resource Management	X	X					X
MKTG	111	Principles of Retailing							X
MKTG	113	Principles of Marketing	X			X			X
MKTG	120	Understanding Consumer Behavior-Getting them to Buy, Buy, Buy	X			X			
MKTG	121	Negotiating-Getting to a Win-Win	X					X	
MKTG	122	Sales Strategies that Build Business Relationships & Increase Sales	X	X		X			
MKTG	123	Marketing and Technology-Trends and Cutting Edges	X			X			
MKTG	124	Cause Marketing and Public Relations-Doing Well by Doing Good	X						X
MKTG	125	Advertising & Promotion-Get the Word Out & Keep your Customers Buying	X	X					
MKTG	126	Distributing Products & Services-Reaching Customers Where They Shop	X		X				