

**MATRIX OF Management PROGRAM EDUCATION GOALS AND COURSE OBJECTIVES**

<b>Educational Goals</b>	ACCT 105	ACCT 106	ACCT 110	ACCT 111	BUS 101	MKT 126	MGMT 102	MGMT 204	MGMT 213	MGMT 214	MGMT 217	MGMT 219	MGMT 240	MGMT 241	MGMT 270
Describe how ethics and corporate responsibility affect an organization's success.					I	E	R	E	R	R	R	R	I	E	E
Explain the importance of soft skills as critical elements of workplace effectiveness.								R	I	E	E		R	R	E
Communicate in written and oral formats appropriate to a business environment.						I		E	E	E	I		R		E
Interpret financial data for planning, controlling and evaluating the performance of a business.	I	I	E	E			I	E				E		E	E
Develop a business plan for a small firm.					I							I			E

I=Introduce, E= Emphasize, R= Reinforce

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