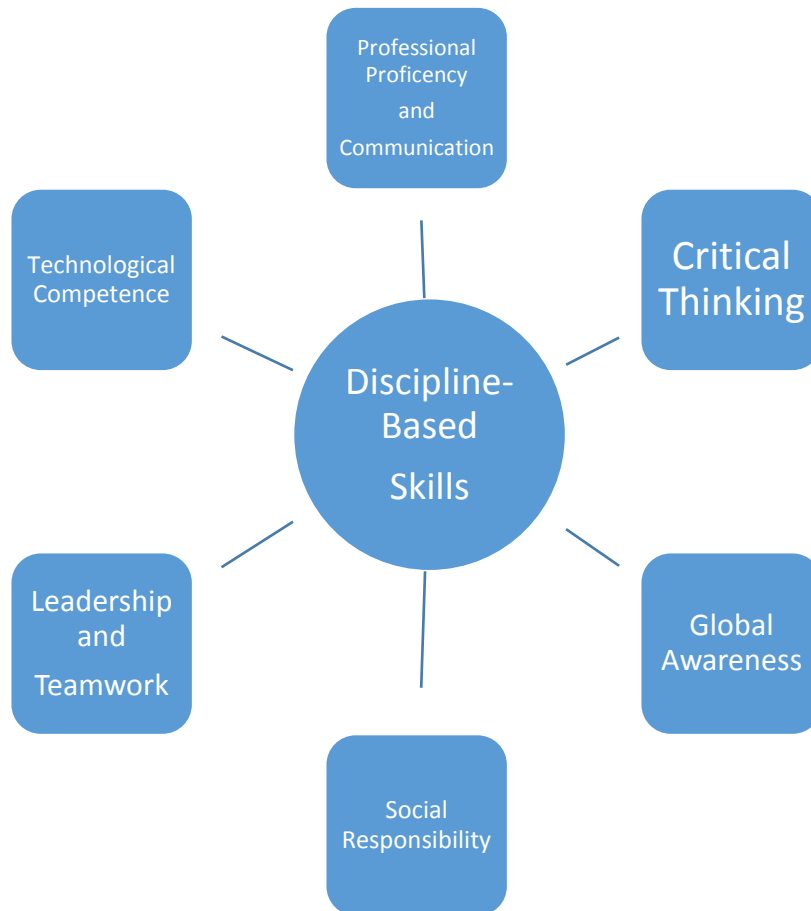


COLLEGE OF BUSINESS AND TECHNOLOGY

MARKETABLE SKILLS

The *Marketable Skills* for the CBT are divided into the Core Skills that all students develop through the core courses. These are shown as the six components below. In addition, there are Discipline-Based *Marketable Skills* that are developed through courses taken in your major.



The Core Skills and Discipline-Based Skills are presented for each CBT Major. For each Skill, the discipline-specific application and the general employment application is shown and the courses where you obtain that Skill. As stated in our Mission, we want to help you “attain the knowledge and skills needed to be successful as professionals.”

MARKETABLE SKILLS: ACCOUNTING

SKILL SET	ACCOUNTING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Microsoft Excel	Create formatted, data, and pivot tables; create and format data, combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas; use future value, loan, vlookup, if, iferror and conditional formatting functions.	Analyze organization and client data, prepare reports, tables and charts and other common business usages of Excel skills.	ACCT 3315, Cost Accounting— Students complete an online MS Excel 13 course and exam via Udemy. Departmental certificate upon completion.
SAP	Record accounting transactions; manage inventories, assets and investments; process orders and deliveries	Develop a variety of skills and knowledge essential to organizations that use enterprise resource planning.	Modules delivered in MARK 3311, Principles of Marketing, MANA 3305, Operations Management and ACCT 4391, Accounting Information Systems. CBT Certification.
Quickbooks	Process accounting events and prepare financial accounting reports using Quickbooks software.	Prepared to process accounting events and prepare accounting reports for external and internal users of accounting information for small to medium-size businesses and accounting firms. Skill and knowledge set is easily transferable to other small business software applications.	Required content and projects in ACCT 4391, Accounting Information Systems.
LaCerte Tax Preparation software	Create clients' files and prepare individuals' tax returns and work papers using professional tax preparation software.	Able to prepare moderately-complex tax returns for public accounting and other tax preparation firms.	Required component of ACCT 3325, Income Tax I

MARKETABLE SKILLS: ACCOUNTING

SKILL SET	ACCOUNTING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Microsoft Visio	Prepare flowcharts for accounting information systems, understand the flow of accounting information, identify internal control efficiencies and weaknesses	Assess the accounting information processing and internal controls of an organization's accounting system	Required component of ACCT 4391, Accounting Information Systems.
Budget management	Prepare fixed and flexible budgets, analyze budget variances.	Assist organizations in planning and control through the use of good budgeting techniques.	ACCT 3315, Cost Accounting
Generally Accepted Accounting Principles	Prepare journal entries, post to ledger, make year-end adjustments, prepare financial statements and footnotes, and correct errors for unconsolidated business organizations.	Able to perform a variety of financial accounting functions for unconsolidated businesses.	ACCT 3311 and 3312, Intermediate Accounting I and II
Generally Accepted Auditing Standards	Know and apply general, field work and reporting auditing standards.	Assist in auditing an organization or, as an organizational employee, understand and provide accounting information to external auditors.	ACCT 4380, Auditing
Tax law	Know and apply tax law as it relates to individuals, employees, sole proprietors and property transactions.	Assist in preparing individuals' tax returns and in providing tax planning and advice.	ACCT 3325, Income Tax I
Business communication skills	Write in a fluent style using correct grammar, spelling and punctuation to produce various	Write in a fluent style using correct grammar, spelling and punctuation when producing	MANA 3370, Business Writing and Oral Presentations and ACCT 3325, Income Tax I

MARKETABLE SKILLS: ACCOUNTING

SKILL SET	ACCOUNTING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
	forms of business writing. This includes email communications, reports, client letters, memoranda, resumes and cover letters.	letters, reports, PowerPoint presentations, meeting minutes and other written documents for the work environment.	

MARKETABLE CORE SKILLS: ACCOUNTING

CORE SKILLS (Across the College)	Accounting – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional Proficiency And Communication	Excellent grasp of general business and specific accounting concepts; competency in written and oral communication.	Requisite knowledge for chosen field and ability to communicate effectively.	MANA 3170 Build & Manage Successful Career MANA 3570 Bus Writing & Oral Presentation SPCM 1315 Fund of Speech Communication BBA Core and major
Technical Competence	Microsoft Excel Certification LaCerte Tax Preparation software “ “ “ QuickBooks and SAP Accounting Vizio	Spreadsheets, tables, decision tools Individual tax preparation Entity tax preparation Accounting software capability Flowcharting	SOSC 1307 Intro to Info Systems MANA 3305 Operations Management COSC 3333 Management Info Systems MATH 1332 & 1342 ACCT 3315 Cost Accounting (MicroSoft Certification) ACCT 3325 Introduction to Federal Income Taxation (Tax return cases) ACCT 3326 Tax II (Tax return cases) ACCT 4391 Accounting Information Systems “ “ “
Critical Thinking	Cross-functional problem solving Audit analytics, audit risk assessment information systems processes Ethical reasoning and objectivity	Efficient/effective problem solving Use audit techniques to identify weakness and assess risk Understand and flowchart system processes Emphasizes accounting ethics	MANA 3300 Critical and Analytical Thinking ACCT 3315 Cost Accounting (multiple cases) ACCT 4380 Auditing ACCT 4391 Accounting Information Systems BLAW 4340 Business and Professional Ethics
Global Awareness	Impact of globalization on financial reporting	Understand accounting issues of global enterprises	MANA 3312 International Business ACCT 3312 Intermediate Accounting
Social Responsibility	Ethics, objectivity, independence, responsibility conflict	Required ethics education for CPAs	BLAW 2301 Bus Law & Social Responsibility BLAW 4340 Business and Professional Ethics
Leadership And Teamwork	Leadership Certificate	Understand leadership dynamics and situational leadership	MANA 2300 Leadership MANA 3300 Critical and Analytical Thinking in Business BLAW 4340 Business and Professional Ethics

MARKETABLE SKILLS: FINANCE

SKILL SET	ACCOUNTING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	How Delivered
Microsoft Excel	Create formatted, data, and pivot tables; create and format data, combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas; use future value, loan, vlookup, if, iferror and conditional formatting functions.	Analyze organization and client data, prepare reports, tables and charts and other common business usages of Excel skills.	FINA 4340, Managerial Finance— Students complete an online MS Excel 13 course and exam via Udemy. Departmental certificate upon completion.
SAP	Manage inventories, assets and investments; process orders and deliveries	Develop a variety of skills and knowledge essential to organizations that use enterprise resource planning.	Modules delivered in MARK 3311, Principles of Marketing, MANA 3305, Operations Management and MANA 3330, Management Information Systems. CBT Certification.
Financial Management	Understand and apply equity valuation techniques, capital markets, risk and return analysis, capital budgeting techniques, time value of money; make capital structure decisions and estimate cash flows.	Apply financial management knowledge and techniques to the business of investment analysis, banking and financial planning.	FINA 4340, Managerial Finance
Analytical Skills	Analyze and make strategic decisions about investment portfolios, corporate capital structure and capital budgeting.	Assist business organizations in deciding how to make investments, build portfolios to increase returns with tolerable risk and choose between long uses of capital and debt.	FINA 3330, Investments, and FINA 4330, Security Analysis and Portfolio Management, FINA 4350, International Finance

MARKETABLE SKILLS: FINANCE

SKILL SET	ACCOUNTING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	How Delivered
Capital Markets	Understand how to raise capital in the primary and secondary capital markets with both debt and equity securities and how to operate as a buyer and seller in the secondary capital markets; understand the roles of the SEC, institutional investors, stock exchanges, and pension and mutual funds.	Assist business organizations in raising capital, complying with governmental regulations relating to debt and equity securities and assist businesses and individuals in buying and selling equity and debt instruments in the secondary markets.	FINA 4340, Managerial Finance, and FINA 4310, Financial Institutions, FINA 4350, International Finance
Cash flow analysis	Analyze the sources and uses of cash with a goal of ensuring that cash is available when needed and invested appropriately when not needed; minimize the cost of making cash available, while maximizing the return on invested cash within tolerable risk parameters.	Assist organizations in analyzing the timing of cash inflows and outflows to optimize its cash planning and identify alternate sources and uses of cash.	FINA 4340, Managerial Finance, and FINA 4350, International Finance
Financial Institutions	Understand the roles of commercial banks, investment banks, insurance companies, brokerages, investment companies, savings and loans, credit unions and the regulatory environment in which they operate.	Assist individual clients and businesses in engagements with the various financial institutions, while ensuring that transactions conform to regulatory mandates.	FINA 4310, Financial Institutions

MARKETABLE SKILLS: FINANCE

SKILL SET	ACCOUNTING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	How Delivered
Business communication skills	Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of business writing. This includes email communications, reports, client letters, memoranda, resumes and cover letters.	Write in a fluent style using correct grammar, spelling and punctuation when producing letters, reports, PowerPoint presentations, meeting minutes and other written documents for the work environment.	MANA 3370, Business Writing and Oral Presentations, and FINA 4340, Managerial Finance

MARKETABLE CORE SKILLS: FINANCE

CORE SKILLS (Across the College)	Finance – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional Proficiency And Communication	Excellent grasp of general business and specific finance concepts; competency in written and oral communication.	Requisite knowledge for chosen field and ability to communicate effectively.	MANA 3170 Build & Manage Successful Career MANA 3570 Bus Writing & Oral Presentation SPCM 1315 Fund of Speech Communication BBA Core and major
Technical Competence	Microsoft Excel Certification	Spreadsheets, tables, decision tools	SOSC 1307 Intro to Info Systems MANA 3305 Operations Management COSC 3333 Management Info Systems MATH 1332 & 1342 FINA 4340 Managerial Finance (MicroSoft Certification)
Critical Thinking	Cross-functional problem solving	Efficient/effective problem solving	MANA 3300 Critical and Analytical Thinking FINA 4340 Managerial Finance (multiple cases and problems)
Global Awareness	Impact of globalization on financial reporting	Understand international finance issues	MANA 3312 International Business FINA 4350 International Finance
Social Responsibility	Curriculum guided by PRME foundations	Awareness of business decisions and actions on the community and society	MANA 1300 Introduction to Business BLAW 2301 Bus Law & Social Responsibility MANA 3300 Critical and Analytical Thinking in Business MANA 4395 Strategic Management
Leadership And Teamwork	Leadership Certificate	Understand leadership dynamics and situational leadership	MANA 2300 Leadership MANA 3300 Critical and Analytical Thinking in Business BLAW 4340 Business and Professional Ethics