

## 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 CORE SKILLS: Computer Information Systems (CIS)

SKILL SET	CIS – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Data Analytical Skills	Analyze and make strategic decisions using business data	Assist organizations in business decision making using appropriate analyses on organizational data	COSC 4347 Business Intelligence and Analysis
C Programming	Create business specific applications to acquire, represent and deliver business data to stakeholders	Demonstrate skills in the C programming language appropriate to the business problem	COSC 1336 Programming Fundamentals COSC 1337 Object Oriented Paradigm COSC 3331 eCommerce COSC 3385 Database Design COSC 4309 Design of Modern Information Systems
Project Management Skills	Organize teams, manage tasks, expectations and deliverables	Apply skills to manage business projects; recognize critical paths and assign appropriate resources	COSC 4309 Design of Modern Information Systems COSC 4375 Information System Design Project
SAP	Manage inventories, assets and investments; process orders and deliveries; understand holistic business functions	Develop a variety of skills and knowledge essential to organizations that use ERP	MANA 3305 Operations Management MARK 3311 Principles of Marketing COSC 3333 Management Information Systems COSC 4312 ERP Architecture Using SAP

## MARKETABLE CORE SKILLS: Computer Information Systems (CIS)

JAVA Programming	Create business specific web-based applications to acquire, represent and deliver business data to stakeholders	Demonstrate skills in an Object Oriented programming language appropriate to the business problem	COSC 1337 Object Oriented Paradigm
Web Development	Create applications for web based business applications	Demonstrate the ability to apply the appropriate programming language to create a web-based application	COSC 3331 eCommerce COSC 3385 Database Design COSC 1336 Programming Fundamentals COSC 1337 Object Oriented Paradigm
Networking Skills	Ability to setup and operate a network	Demonstrate the ability to design and operate a computer network using CISCO routers and various network operating systems.	COSC 4225 Data Communications and Computer Networks COSC 4375 Information System Design Project
Systems Analyst Skills	Gather requirements to develop new systems and applications	Using skills to gather information from users to modify existing systems and applications or develop new systems.	COSC 4375 Information System Design Project COSC 3385 Database Design COSC 3375 Analysis and Logical Design
Security Management	Identify best practices in cyber security and apply them to business environments	Formulate a business security plan appropriate to stakeholder needs	COSC 4362 Retail Cyber Security

## MARKETABLE CORE SKILLS: Computer Information Systems (CIS)

SKILL SET	CIS – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional Proficiency and Communication.	Grasp of Information Technology concepts and applications; competency in written and oral communication.	Requisite Knowledge for chosen field and ability to communicate effectively	SPCM 1315 Fund of Speech Communication COSC 4309 Design of Modern Information Systems MANA 3370 Bus Writing & Oral Presentation
Technical Competence	SAP; Use of Cyber Security Tools; Programming Skills, Database Design and Querying; System Design; Networking Skills	Application Design, Database Design, and Cyber Security Skills.	COSC 4362 Retail Cyber Security COSC 1336 Programming Fundamentals COSC 1337 Object Oriented Paradigm COSC 4325 Data Comm. & Comp. Networks COSC 3385 Database Design
Critical Thinking	Analyze and make strategic decisions using business data	Assist organizations in business decision making using appropriate analyses on organizational data	COSC 4347 Business Intelligence and Analysis MANA 3330 Critical and Analytical Thinking in Business COSC 4309 Design of Modern Information Systems
Global Awareness	Impact of globalization on business and information technology	Understand technology issues of the global enterprise including laws for transmission of data and the Internet	MANA 3312 International Business COSC 4362 Retail Cyber Security
Social Responsibility	Ethics, objectivity, independence, and responsibility conflict.	Ethics in the use of information technology and business.	BLAW 3301 Business Law and Social Responsibility COSC 4362 Retail Cyber Security
Leadership and Teamwork	Organize teams, manage tasks, expectations and deliverables	Apply skills to manage business projects; recognize critical paths and assign appropriate resources	COSC 4309 Design of Modern Information Systems COSC 4375 Information System Design Project

## MARKETABLE CORE SKILLS: Computer Information Systems (CIS)

CORE SKILLS (Across the College)	Computer Science – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional Proficiency and Communication	Software Development Documentation; Group Presentations; UML diagrams; E-R diagrams	Technical Writing; Oral & Written Communication; Diagramming; Requirements Gathering	COSC 1337 Object-Oriented Paradigm COSC 4336 Software Development COSC 4385 Database Management Concepts COSC 4395 Capstone Project
Technical Competence	Programming; Object-Oriented Paradigm; Data Management; Computer Architecture; Network Protocols and Security; Operating Systems; SQL; Cybersecurity	Coding; Testing; Debugging; Design; System Development; Data Management	COSC 1336 Programming Fundamentals COSC 1337 Object-Oriented Paradigm COSC 2336 Data Structures and Algorithms COSC 3325 Algorithm Analysis and Foundations COSC 3345 Computer Architecture COSC 3355 Operating Systems COSC 4336 Software Development COSC 4360 Net-Centric Computing COSC 4385 Database Management Concepts
Critical Thinking	Problem Decomposition; Algorithm Development; Algorithm Analysis	Logical Thinking; Problem Solving; Evaluate Process Efficiency	COSC 1336 Programming Fundamentals COSC 2336 Data Structures and Algorithms COSC 3325 Algorithm Analysis and Foundations
Global Awareness	Impact of Automation; Impact of Technological Advances; Cybersecurity	Ethics Education; Intellectual Property Laws	COSC 3215 Social and Professional Issues in Computing COSC 4360 Net-Centric Computing COSC 4362 Retail Cyber Security
Social Responsibility	Ethics; Laws and Customs; Copyrights and Patents; Impact of Technology; Cybersecurity	Ethics Education; Intellectual Property;	COSC 3215 Social and Professional Issues in Computing COSC 4360 Net-Centric Computing COSC 4362 Retail Cyber Security
Leadership And Teamwork	Team Projects	Work in Groups to Achieve Goals including Software Development	COSC 4336 Software Development COSC 4395 Capstone Project

## MARKETABLE CORE SKILLS: COMPUTER SCIENCE

SKILL SET	COMPUTER SCIENCE-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Structured Programming	Variables; Data Types; Selection Statements; Loops; Arrays; Functions; Data Storage and Representation; Testing; Debugging	Logical Thinking; Problem Solving; Problem Decomposition; Programming; Documentation;	COSC 1336 Programming Fundamentals
Object Oriented Programming	Objects and Classes; Methods and Messages; Libraries; Inheritance; Abstraction; Polymorphism; Design; Testing; Debugging	Logical Thinking; Problem Design; Documentation; Problem Solving; Programming; Documentation;	COSC 1337 Object Oriented Paradigm
Data Structures	Stacks; Queues; Trees; Linked Lists; Algorithm Implementation; Algorithm Analysis	Programming; Documentation; Design; Efficiency; Design Choice Tradeoff	COSC 2336 Data Structures
Computer Architecture	Assembly and Machine Languages; Data Representation; Architecture Layers; Logic Gates; Boolean Algebra; Memory Management; I/O Systems; Circuit Design;	Design; Logical Thinking; Hardware	COSC 2315 Computer Organization COSC 3345 Computer Architecture
Networks	Internet Stack; Data Communication; Transmission; Protocols; TCP; Error Correction and Detection; Encoding and Decoding; RFCs; ICANN	Cybersecurity; Internet; Web Development; Cryptography; Troubleshooting; Programming;	COSC 4360 Net Centric Computing
Algorithm Analysis	Big-O notation; Design Choice Tradeoffs; Complexity Bounding; Computability	Programming; Design; Efficiency; Diagrams; Documentation	COSC 3345 Computer Architecture COSC 2336 Data Structures
Data Management	Relational Model; E-R Model; SQL; Unstructured Data; Data Storage; Access Methods; Normalization	Databases; Data Design; Data Integrity; Data Security	COSC 4385 Database Management Concepts

## MARKETABLE CORE SKILLS: COMPUTER SCIENCE

SKILL SET	COMPUTER SCIENCE-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Unix and Linux	Unix Architecture; Unix Environment; Commands; Unix Shell; Interpreted Languages; Permissions	Unix; Linux; Scripting; System Administration; Cybersecurity	COSC 1336 Programming Fundamentals COSC 1337 Object Oriented Paradigm COSC 4327 UNIX
Operating Systems	OS Design; OS Implementation; OS Security; Paging; Memory Management; Machine-Level Instruction; Processes; Mutual Exclusion; Locking	Troubleshooting; Scheduling; Windows; Synchronization; Cybersecurity	COSC 3355 Operating Systems
Software Development	Software Life Cycle; Agile Development Methodologies; Requirements Gathering; Design; Implementation; Black Box & White Box Testing; Alpha and Beta Testing;	Programming; Design; Design Tradeoff Choices; Diagramming; Technical Writing; Formal Testing; Teamwork	COSC 4336 Software Development COSC 4395 Capstone Project
Cybersecurity	Attacking; Penetration Testing; Cryptography; Secure Transmission; Security Management	Testing; Documentation; Technical Writing; Standards; Compliance; Ethical Hacking Tools and Techniques; Data Security	COSC 4361 Cyber Security Management COSC 4362 Retail Cyber Security COSC 4381

## 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

<b>SKILL SET</b>	<b>ACCOUNTING-SPECIFIC APPLICATION</b>	<b>GENERAL EMPLOYMENT APPLICATION</b>	<b>How Delivered</b>
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

## MARKETABLE CORE SKILLS: INFORMATION TECHNOLOGY

SKILL SET	COMPUTER SCIENCE-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Structured Programming	Variables; Data Types; Selection Statements; Loops; Arrays; Functions; Data Storage and Representation; Testing; Debugging	Logical Thinking; Problem Solving; Problem Decomposition; Programming; Documentation;	COSC 1336 Programming Fundamentals
Object Oriented Programming	Objects and Classes; Methods and Messages; Libraries; Inheritance; Abstraction; Polymorphism; Design; Testing; Debugging	Logical Thinking; Problem Design; Documentation; Problem Solving; Programming; Documentation;	COSC 1337 Object Oriented Paradigm
Computer Architecture	Assembly and Machine Languages; Data Representation; Architecture Layers; Logic Gates; Boolean Algebra; Memory Management; I/O Systems; Circuit Design;	Design; Logical Thinking; Hardware	COSC 2315 Computer Organization
Networks	Internet Stack; Data Communication; Transmission; Protocols; TCP;	Cybersecurity; Internet; Web Development; Troubleshooting;	COSC 4325 Data Comm. & Comp. Networks
Data Management	Relational Model; E-R Model; SQL; Data Storage; Access Methods; Normalization	Databases; Data Design; Data Integrity; Data Security; Data Analytics	COSC 3385 Database Design COSC 4347 Business Intelligence and Analysis
Software Development	Software Life Cycle; Agile Development Methodologies; Requirements Gathering; Design; Implementation; Black Box & White Box Testing; Alpha and Beta Testing;	Programming; Design; Design Tradeoff Choices; Diagramming; Technical Writing; Formal Testing; Teamwork	COSC 4375 Information System Design Project COSC 3385 Database Design
Cybersecurity	Attacking; Penetration Testing; Cryptography; Secure Transmission; Security Management	Testing; Documentation; Technical Writing; Standards; Compliance; Ethical Hacking Tools and Techniques; Data Security	COSC 4362 Retail Cyber Security COSC 4361 Cyber Security Management (Elective) COSC 4367 Cryptography (Elective)

## MARKETABLE CORE SKILLS: INFORMATION TECHNOLOGY

CORE SKILLS (Across the College)	Computer Science – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional Proficiency and Communication	Grasp of Information Technology concepts and applications; competency in written and oral communication.	Requisite Knowledge for chosen field and ability to communicate effectively	SPCM 1315 Fund of Speech Communication COSC 4309 Design of Modern Information Systems MANA 3370 Bus Writing & Oral Presentation
Technical Competence	Programming; Object-Oriented Paradigm; Data Management; Computer Architecture; Network Protocols and Security; SQL; Cybersecurity	Coding; Application Design; System Development; Data Management; Cyber Security Tools	COSC 1336 Programming Fundamentals COSC 1337 Object-Oriented Paradigm COSC 2315 Computer Organization COSC 4325 Data Comm. & Comp. Networks COSC 4362 Retail Cyber Security COSC 3385 Database Design COSC 4309 Design of Modern Information Systems
Critical Thinking	Analysis; Problem Solving; and Design	Logical Thinking; Problem Solving; Evaluate Process Efficiency	COSC 4309 Design of Modern Information Systems COSC 4347 Business Intelligence and Analysis
Global Awareness	Impact of globalization on business and information technology; Impact of Automation; Impact of Technological Advances; Cybersecurity	Ethics Education; Intellectual Property Laws	COSC 4362 Retail Cyber Security
Social Responsibility	Ethics; Laws and Customs; Copyrights and Patents; Impact of Technology; Cybersecurity	Ethics Education; Intellectual Property;	COSC 3215 Social and Professional Issues in Computing COSC 4362 Retail Cyber Security
Leadership And Teamwork	Team Projects	Work in Groups to Achieve Goals including Software Development	COSC 4309 Design of Modern Information Systems

## MARKETABLE SKILLS: MANAGEMENT

SKILL SET	MANAGEMENT-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Microsoft Excel	Synthesize and present consumer insights derived from the analysis of large amounts of Point of Sale, syndicated, secondary primary, quantitative and qualitative data from multiple sources.	Create, format, organize and present data, create pivot tables, combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas.	COS3311 Management Information Systems MANA4315 Managerial Decision Making
Microsoft PowerPoint	Create factually correct, persuasive and informative presentations using best practices.	Public speaking and presentation.	MANA1300 Introduction to Business MANA3170 Build and Manage a Successful Career MANA3312 International Business MANA4395 Strategic Management
Microsoft Word	Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of writing. This includes business writing such as business plans, market research reports, SWOT analysis reports, etc...	Business writing and communication.	MANA1300 Introduction to Business MANA3325 Entrepreneurship MANA4320 New Venture Planning MANA3370 Business Writing and Oral Presentation
SAP	Record transactions, process orders and deliveries, and manage inventories.	Develop a variety of skills and knowledge essential to organizations that use enterprise resource planning.	MARK3311 Principles of Marketing MANA3305 Operations Management COS3311 Management Information Systems  (UT Tyler-SAP student acknowledgment award)

## MARKETABLE SKILLS: MANAGEMENT

<b>SKILL SET</b>	<b>MANAGEMENT-SPECIFIC APPLICATION</b>	<b>GENERAL EMPLOYMENT APPLICATION</b>	<b>HOW DELIVERED</b>
Weebly	Create website/E-commerce	Website creation	MARK4305 Integrated Marketing Communications MANA4345 E-Commerce

# MARKETABLE SKILLS: MANAGEMENT

CORE SKILLS (Across the College)	Management – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional Proficiency And Communication	Excellent grasp of general business and specific management concepts; competency in written and oral communication to effectively build relationships with stakeholders.	Requisite knowledge for chosen field, ability to communicate effectively and build relationships.	MANA3170 Build & Manage Successful Career MANA3311 Fundamentals of Management MANA3315 Organizational Behavior MANA3370 Bus Writing & Oral Presentation SPCM1315 Fund of Speech Communication BBA Core and major
Technical Competence	Microsoft Office Suite SAP	Spreadsheets, tables, decision tools Enterprise Resource Planning (ERP) Space and floor planning Create social media content	SOSC1307 Intro to Info Systems MANA3305 Operations Management COSC3333 Management Info Systems MARK3311 Principles of Marketing (UT TYLER-SAP student acknowledgement award)
Critical Thinking	Analyze, evaluate, and provide solutions to a wide range of management problems (HR, Operations, strategy, etc.....)	Efficient/effective problem solving	MANA3300 Critical and Analytical Thinking MANA3305 Operations Management MANA3312 International Business MANA3320 Human Resource Management MANA4315 Managerial Decision Making MANA4395 Strategic Management
Global Awareness	Understand the diversity of peoples and cultures; apply that knowledge to all forms of management (HR, operations, strategy, etc...).	Multicultural/diversity competencies	MANA3312 International Business MANA4310 International Management
Social Responsibility	Understand the role of society and ethics in management; apply that knowledge to all forms of management (HR, operations, strategy, etc...).	Understand the role of society and ethical behavior in business	BLAW3301 Bus Law & Social Responsibility MANA3311 Fundamentals of Management MANA3315 Organizational Behavior MANA3320 Human Resource Management MANA4395 Strategic Management
Leadership And Teamwork	Actively participate in group activities and collaborate on simple and complex projects. Develop leadership skills in a group setting including listening to colleagues, facilitating the group work and providing encouraging direction to team members.	Understand leadership dynamics and situational leadership	MANA2300 Leadership MANA3300 Critical and Analytical Thinking in Business MANA3311 Fundamentals of Management BLAW4340 Business and Professional Ethics (Leadership Certificate) MANA3315 Organizational Behavior MANA3320 Human Resource Management MANA4385 Strategic Leadership MANA4395 Strategic Management

## MARKETABLE SKILLS: MARKETING

SKILL SET	MARKETING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Microsoft Excel	Synthesize and present consumer insights derived from the analysis of large amounts of Point of Sale, syndicated, secondary primary, quantitative and qualitative data from multiple sources.	Create, format, organize and present data, create pivot tables, combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas.	MARK4340 Consumer Insights MARK4380 Marketing Research MARK4325 Retail Operations
Microsoft PowerPoint	Create factually correct, persuasive and informative presentations using best practices.	Public speaking and presentation.	MARK3325 Retailing in the 21 <sup>st</sup> Century MARK4360 International Marketing
Microsoft Word	Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of writing. This includes business writing such as business plans, market research reports, SWOT analysis reports, promotional and marketing materials, etc...	Business writing and communication.	MARK3311 Principles of Marketing MARK3325 Retailing in the 21 <sup>st</sup> Century MARK4350 Personal Selling MARK4360 International Marketing
Category Management	Category Management is a collaborative continuous process between manufacturers and retailers to manage a product category at retail. The purpose is to optimize shopper satisfaction. The end result is a combination of assortment, price, shelf presentation and promotion which optimizes category performance over time.	Develop critical and analytical thinking skills necessary to generate consumer insights.	MARK3311 Principles of Marketing MARK3325 Retailing in the 21 <sup>st</sup> Century MARK3350 Consumer Behavior MARK4340 Consumer Insights MARK4380 Marketing Research  (Category Analyst Certification Preparation)

## MARKETABLE SKILLS: MARKETING

SKILL SET	MARKETING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
SAP	Record transactions, process orders and deliveries, and manage inventories.	Develop a variety of skills and knowledge essential to organizations that use enterprise resource planning.	MARK3311 Principles of Marketing (Required for all Marketing majors) MANA3305 Operations Management COS3311 Management Information Systems  (UT Tyler-SAP student acknowledgment award)
Nielsen/IRI	Utilizing state of the industry technology and data from syndicated data providers, consumer surveys and focus groups to critically analyze what types of data are available and when best to use the data to enhance customer facing decision making and generate consumer insights.	Develop critical and analytical thinking skills	MARK3311 Principles of Marketing MARK4340 Consumer Insights MARK4380 Marketing Research
JDA	Create floor and space planning assortments to develop inventory plans which maximize business performance.	Optimize available store/plant/office footprint to maximize performance	MARK4325 Retailing Operations MANA3305 Operations Management
HubSpot	Develop social media marketing content across different platforms	Assist organization in developing digital and social media marketing content	MARK4305 Integrated Marketing Communications  (Hub Spot certification)
Weebly	Create website/E-commerce	Website creation	MARK4305 Integrated Marketing Communications MANA4345 E-Commerce

# MARKETABLE SKILLS: MARKETING

CORE SKILLS (Across the College)	Marketing – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional Proficiency And Communication	Excellent grasp of general business and specific marketing concepts; competency in written and oral communication to effectively build relationships with stakeholders.	Requisite knowledge for chosen field, ability to communicate effectively and build relationships.	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 Office Suite SAP Nielsen JDA HubSpot Category Management	Spreadsheets, tables, decision tools Enterprise Resource Planning (ERP) Space and floor planning Create social media content	SOSC 1307 Intro to Info Systems MANA 3305 Operations Management COSC 3333 Management Info Systems MARK3311 Principles of Marketing (UT TYLER-SAP student acknowledgement award) MARK3325 Retailing in the 21 <sup>st</sup> Century MARK3350 Consumer Behavior MARK4340 Consumer Insights MARK4380 Marketing Research (Category Analyst Certification Preparation) MARK4325 Retail Operations MARK4305 Integrated Marketing Communications (Hub Spot certification)
Critical Thinking	Utilizing state of the industry technology and data from syndicated data providers, consumer surveys and focus groups to critically analyze what types of data are available and when best to use the data to enhance customer facing decision making, generate consumer insights and develop marketing plans	Efficient/effective problem solving	MANA 3300 Critical and Analytical Thinking MARK3311 Principles of Marketing MARK3325 Retailing in the 21 <sup>st</sup> Century MARK3350 Consumer Behavior MARK4340 Consumer Insights MARK4350 Personal Selling MARK4380 Marketing Research
Global Awareness	Understand the diversity of peoples and cultures; apply that knowledge to all forms of cross-cultural marketing.	Multicultural/diversity competencies	MANA 3312 International Business MARK4360 International Marketing
Social Responsibility	Understand the role of society and ethics in marketing; apply that knowledge to the phenomenon of social or cause marketing.	Understand the role of society and ethical behavior in business	BLAW 3301 Bus Law & Social Responsibility MANA4395 Strategic Management
Leadership And Teamwork	Actively participate in group activities and collaborate on simple and complex projects. Develop leadership skills in a group setting including listening to colleagues, facilitating the group work and providing encouraging direction to team members.	Understand leadership dynamics and situational leadership	MANA 2300 Leadership MANA 3300 Critical and Analytical Thinking in Business BLAW 4340 Business and Professional Ethics (Leadership Certificate) MARK3325 Retailing in the 21 <sup>st</sup> Century MARK4340 Consumer Insights MARK4360 International Marketing