

Comprehensive Test of Core Business Knowledge

Blueprint of Learning Outcomes Measured by the Test

All accounting, business administration, e-Business majors are required to take the Comprehensive Test of Core Business Knowledge in the capstone course, MNGT 481 Business Strategy. This test will count towards 10% of the student's grade. Thus, it would be in the best interest of the student to save books and course notes from which to study. Students should be prepared to engage in the following topics from the specified courses below on the Comprehensive Test of Core Business Knowledge:

ACCT 201/202:

- Analyze a company's balance sheet.
- Analyze a company's income statement.
- Calculate and analyze a company's balance sheet activity and liquidity ratios.
- Calculate and analyze a company's income statement profitability ratios.
- Student will know how to analyze a company's cash flows.
- Use specific cost information to determine a company's breakeven point.
- What is the relationship between operating costs-to sales/production volume to operating profit?
- Calculate and analyze a company's capital expenditure decision.
- Demonstrate how to decide on whether to expand or contract a business.
- Describe the cost behavior in a business.
- Describe the flow of manufacturing costs.

ECON 201:

- Demonstrate an understanding of the factors that determine demand and supply.
- Demonstrate an understanding of the factors that cause a change in quantity demanded or supplied versus a change in demand or supply.
- Illustrate, by properly interpreting standard economic graphs, how markets (interactions of demand and supply) determine prices and the way in which resources are used.
- Understand and be able to explain the significance of the concept of "opportunity cost."
- Illustrate the use of the concept of "comparative advantage" and how it serves as the foundation for international trade.

ECON 202:

- What factors determine real aggregate output, and how is it measured.
- Explain the nature and importance of money and monetary policy, especially as they are related to inflation.
- Describe the role of fiscal policy in contributing to economic stability and growth.

ECON 205:

- Demonstrate knowledge of “descriptive statistics,” the differences among them and relative advantages and disadvantages of each.
- Using common concepts of probability (the foundation of statistics), illustrate the ability to find the likelihood of observing particular samples from a known population.
- Test statistical hypotheses by using the principles of probability and statistical inference.

ECON 306

- Construct and carry out a meaningful regression analysis.
- Use and interpret output from standard statistical software.

EBUS 311

- Apply the basic design principles of creating a website to support an e-Business.
- Demonstrate an understanding of the basic history of the Internet, World Wide Web, and e-Business.
- Critique an organization’s integration of e-Business strategy within the greater organizational strategy.
- Demonstrate an awareness of ethical issues related to Internet security and privacy.
- Be able to compare and contrast the fundamental models of e-Business: B2B, B2C, C2B, and C2C.

FIN 331

- Apply time value of money concepts as part of financial decision-making.
- Demonstrate the relationship between risk and return.
- Price securities by applying security valuation models including the identification of characteristics of the securities and the cash flow patterns generated.
- Apply basic capital budgeting techniques to evaluate capital acquisitions including identification of the relevant cash flows, appropriate evaluation methods and risk adjustments, and financing alternatives.
- Analyze the four basic financial statements of a company (Income Statement, Balance Sheet, Statement of Cash Flows, and Statement of Retained Earnings).
- Calculate key financial ratios, interpret them, and identify weaknesses in the company’s financial management policies.
- Distinguish between the various choices of capital a firm has available to it, and compute both the component cost of funds as well as the overall cost of capital for the firm.

LEGL 225:

- Identify sources of law and have an understanding of our legal system, including court jurisdiction and procedure.

- Display knowledge of torts and criminal law, contracts, sales, and workers' compensation to be able to operate effectively in the business environment.

MNGT 337

- Differentiate among the various types of information systems/technologies.
- Define the hardware, software, organization and people components of information systems.
- Use basic information technology such as web, spreadsheet and databases.

MNGT 361:

- Analyze how planning, organizing, leading, and controlling functions enhance organizational performance.
- Apply decision-making skills to ethics and diversity management.
- Apply decision-making skills to planning, strategy, and organizational structure design.
- Describe how control and culture, employee motivation, leadership, effective team management and effective management of human resources contribute to organizational performance.
- Develop your own style of leadership and management.

MNGT 365

- Use basic forecasting techniques: moving average, exponential smoothing, and linear trend model.
- Apply the basic quality tools and statistical process control charts.
- Use the basic inventory models: Economic Order Quantity (EOQ), Economic Production Quantity (EPQ), and Reorder Point (ROP).

MKTG 341

- Systematically apply the marketing mix concept to an existing or proposed product market combination in practice and for strategic analysis.
- Critically evaluate brands, branding, and brand equity in relationship to existing market dynamics and customer relationships.
- Analyze a market to precisely describe the use of market segmentation in its role as a tool for target marketing and brand positioning.
- Authoritatively apply product lifecycle analysis to predict the growth, demand, and ultimate decline of new ideas and products.

MNGT 375

- Identify key elements of a country's environment (culture, political/legal, economic).
- Describe why countries trade with each other.
- Identify the key elements of a country's trade policies (implications for business?).

- Describe different patterns/types/effects of foreign direct investment.
- Describe the major forms of regional economic integration in the world. What are the implications for business?
- Describe the basics of the foreign exchange market? How/why do firms “hedge” currency risk? What role do the International Monetary Fund and World Bank play in the international currency markets?
- What are the different strategies available to multi-national enterprises?
- What are the different market entry strategies?
- What are the marketing mix elements and how they do they change in a global business environment?
- What are the human resource staffing issues in a global workforce?