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| BUS 101: Portfolio Assessment |
| Skill/Outcome | DocumentedYes = 1 No = 0 |
| **Demonstrates an understanding of taking risks and making profit within the dynamic business environment*** Describe the relationship between profit and risk
* Analyze the effects of the business environment on the development of businesses.
 | 10 |
| **Understanding Economics and how it affects business** * Demonstrates an understanding of Economics and how it affects business
* Describe the economic concept of demand, supply, and equilibrium/market price.
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| **Respect and appreciate ethical behavior in business*** Demonstrates an understanding of the importance of ethics in business
* Describe management’s role in setting ethical standards
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| **Create a Business Plan*** Demonstrates an understanding of the different forms of business, and what it takes to start and manage a small business
* Demonstrates proficiency in the creation of a comprehensive business plan
 | 10 |
| **Management and leadership*** Demonstrates an understanding of the four functions of management
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| **Developing and Implementing Customer-Oriented Marketing Plans*** Describe how marketers use environmental scanning to learn about the changing marketing environment
* Explain how marketers apply the tools of market segmentation, relationship marketing, and the study of consumer behavior
* Describe the four Ps of marketing
 | 10 |
| **Developing Product and pricing*** Demonstrates an understanding of how new products are developed
* Describe various pricing objectives and strategies
 | 10 |
| **Distributing products*** Demonstrates an understanding of the importance of marketing intermediaries
* Describe the various utilities created by marketing intermediaries
 | 10 |
| **Effective promotions** * Demonstrates an understanding of the various promotion tools available for business owners
 | 10 |
| **Understanding Accounting/Financial Information & Financial Management*** Demonstrates the application of ratio analysis in reporting financial information
* Demonstrates an understating of the key financial statements and how they differ
* Demonstrates an understanding of the importance of finance in business
* Identify and describe the different sources of short and long-term financing
* Demonstrates an understanding of forecasting financial needs, developing budgets and establishing financial controls
 | 10 |
| Total Score | 100 |
| Credits earned | 3 Credits |