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| BUS 101: Portfolio Assessment | |
| Skill/Outcome | Documented  Yes = 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. | 10 |
| **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 | 10 |
| **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 | 10 |
| **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 |