

**NORCO COLLEGE  
SLO to PLO MATRIX**

**PLOs**

**PLO 1** Use Generally Accepted Accounting Principles or International Accounting Standards Guidelines to review and interpret financial documents.

**PLO 2** Calculate pricing models for mark-ups, profit margins for perishable and lost goods, discounts, and sinking funds.

**PLO 3** Prepare and deliver effective oral and written communications through multiple modes in multiple situations.

**PLO 4** Create and use basic word processing documents, spread sheets and visual (power point) presentations.

**PLO 5** Create and present a research paper on selected topics.

**PLO 6** Effectively apply basic management principles to actual and role-played work situations.

**PLO 7** Analyze and assess the legal and productivity implications of work conflicts.

**PLO 8** Effectively communicate in small groups.

**PLO 9** Analyze the effectiveness of marketing decisions and use marketing principles to assess market potential.

<b>CERTIFICATE/PROGRAM:</b> Retail Management/WAFC											
<b>COURSE:</b> ACC-1A											
SLO 1	Analyze, explain, solve problems and apply the principles of financial accounting to varied economic units within a business entity.	X									
SLO 2	Identify relevant economic data used in manual and computerized accounting information systems and interpret financial statements.	X									
SLO 3	Evaluate corporate organization, equity rights and structure.										
SLO 4	Demonstrate the ability to continue in a university program of accounting and acquire the required background in any field of business administration.										
<b>COURSE:</b> ACC/CAT-55											
SLO 1	Identify common terms used in accounting.	X									
SLO 2	Perform a variety of accounting skills such as journalizing, posting, double entry accounting, reconcile a bank statement, prepare financial statements, record adjusting and closing entries, and complete a worksheet.										
SLO 3	Demonstrate a working knowledge or interest calculation and basic payroll procedures and reporting requirements.										
SLO 4	Analyze and record various business transactions for a small business.	X									
<b>COURSE:</b> BUS-20											
SLO 1	Demonstrate speed and accuracy in analyzing the fundamental processes of mathematics commonly used in making business calculations.	X	X	X							
SLO 2	Explain, analyze, apply principles, and solve problems within the subject matter.			X							
SLO 3	Compare and discriminate between mathematical processes in order to select the appropriate process to apply to common business mathematical problems.										

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SLO 4	Demonstrate an understanding of mathematical skills required in other business subjects such as accounting, management, marketing and computer operations.										
<b>COURSE:</b>	<b>BUS-22</b>										
SLO 1	Explain effective and efficient communication styles appropriate in various business settings			X				X	X	X	
SLO 2	Analyze the effects of human behavior and communication within an organization			X				X	X	X	
SLO 3	Apply concepts of organizational relationships, political/cultural considerations, teamwork, problem-solving, and decision-making to communication tasks						X	X	X	X	
SLO 4	Demonstrate competency in developing content and in applying technical skills in various written and oral business communications including reports, letters, memos, e-mails, instant messages, resumés, and group presentations			X	X		X		X	X	
SLO 5	Apply the understanding of group dynamics and cross-cultural communication in making effective written and oral communications						X	X	X	X	
SLO 6	Develop proficiency in the analysis of organizational relationships, including political and cultural aspects, and application of problem, solving and decision making strategies that lead to the attainment of goals							X	X	X	
<b>COURSE:</b>	<b>CIS-1A</b>										
SLO 1	Identify the fundamental computer concepts and terminology used for input, processing, output, and storage;					X					
SLO 2	Identify the key features of a variety of software such as operating systems, word processors, spreadsheets, databases, communications and graphics;					X	X				
SLO 3	Apply the principles of and solve problems with word processing, spreadsheet, database, communications and file management programs;					X	X				

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SLO 4	Create electronic presentations with presentation graphics;			X	X	X				
SLO 5	Demonstrate the principles of Internet research;					X				
SLO 6	Understand the principles of computer security, ethics and privacy;				X					
<b>COURSE: CIS/CAT/BUS-3</b>										
SLO 1	Apply operating system skills to navigate within, run programs, and organize files and folders.				X					
SLO 2	Apply design and development techniques that utilize software programs in word processing, spreadsheets, databases, and presentation graphics to commonly used business applications.				X	X				
SLO 3	Integrate documents using word processing, spreadsheets, databases, and presentation graphics software applications.				X	X				
SLO 4	Demonstrate use of Web browsers to browse, search for information, upload and download files from the Internet, and use this information to support creation of documents/workbooks/databases/presentation graphics.				X	X				
<b>COURSE COM-1</b>										
SLO 1	Demonstrate competence in ethical speech preparation and presentation.			X			X		X	
SLO 2	Effectively integrate credible evidence and sound reasoning in speech preparation and presentation.			X			X		X	
SLO 3	Demonstrate effective management of anxiety during preparation and presentation of speeches.			X			X		X	
SLO 4	Implement ethical standards expected of an audience member by employing effective listening skills and cultural sensitivity.			X			X		X	
SLO 5	Critically evaluate their own and others speeches based on content, composition/organization, delivery, and implementation of ethical standards.			X			X		X	
SLO 6	Demonstrate the ability to perform audience analysis and adaptation while speaking extemporaneously.			X			X		X	

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<b>COURSE</b>	<b>COM-1H</b>			X			X		X	
SLO 1	Demonstrate competence in ethical speech preparation and presentation.			X			X		X	
SLO 2	Effectively integrate credible evidence and sound reasoning in speech preparation and presentation.			X			X		X	
SLO 3	Demonstrate effective management of anxiety during preparation and presentation of speeches.			X			X		X	
SLO 4	Implement ethical standards expected of an audience member by employing effective listening skills and cultural sensitivity.			X			X		X	
SLO 5	Critically evaluate their own and others speeches of content, composition/organization, delivery, and implementation of ethical standards.			X			X		X	
SLO 6	Demonstrate the ability to perform audience analysis and adaptation while speaking extemporaneously.			X			X		X	
<b>COURSE:</b>	<b>COM-9</b>									
SLO 1	Identify communication foundations including models, myths, principles, and purpose.			X		X	X		X	
SLO 2	Evaluate the role of listening in dyadic communication in various contexts.			X			X		X	
SLO 3	Analyze the use of verbal and nonverbal communication in dyadic communication in various contexts.			X			X		X	
SLO 4	Analyze the role of perception of self and others while appraising the significance of self-concept/self-esteem, including values, in dyadic communication in various contexts.			X			X		X	
SLO 5	Critically assess the impact of emotion management in relationships in various contexts.			X			X		X	
SLO 6	Analyze theories of dyadic communication (Self-Disclosure, Impression Management, Stage Model, Dialectic Perspective) and synthesize the theories to evaluate relationship development, maintenance and termination.			X			X		X	
SLO 7	Analyze conflict in two-person interaction and identify appropriate			X			X		X	

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	styles/methods of conflict management in various contexts.									
<b>COURSE: COM-9H</b>										
SLO 1	Identify communication foundations including models, myths, principles, and purpose.			X		X	X		X	
SLO 2	Evaluate the role of listening in dyadic communication in various contexts.			X			X		X	
SLO 3	Analyze the use of verbal and nonverbal communication in various contexts.			X			X		X	
SLO 4	Analyze the role of perception of self and others while appraising the significance of self-concept/self-esteem, including values, in dyadic communication in various contexts.			X			X		X	
SLO 5	Critically assess the impact of emotion management in relationships in various contexts.			X			X		X	
SLO 6	Analyze theories of dyadic communication (Self-Disclosure, Impression Management, Stage Model, Dialectic Perspective) and synthesize the theories to evaluate relationship development, maintenance and termination.			X			X		X	
SLO 7	Analyze conflict in two-person interaction and identify appropriate styles/methods of conflict management in various contexts.			X			X		X	
<b>COURSE: MAG-57</b>										
SLO 1	Analyze the communication process and participants in the process.			X			X		X	
SLO 2	Compare and contrast appropriate types of oral communications.			X			X		X	
SLO 3	Apply principles of effective speaking by demonstrating proficiency in oral communication.			X			X		X	
SLO 4	Synthesize effects of oral and non-verbal communication on the organization.			X			X		X	
SLO 5	Demonstrate the use of graphic presentations of data to accompany persuasive and expository speeches.			X	X	X	X		X	

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<b>COURSE:</b>	<b>MAG-56</b>									
SLO 1	Identify and analyze human relations the manager's responsibility in human resource management.						X	X		
SLO 2	Assess techniques used to implement human resources policy.						X	X	X	
SLO 3	Compare and contrast methods of performance evaluation and their use in promotion, transfer, and training employees.						X	X		
SLO 4	Analyze the application of human resources management; examine research and the effects of techniques as related to both employee and employers.						X	X		
SLO 5	Analyze various human resource laws and policies required for professionals in the field.						X	X		
SLO 6	Utilization of the various employee performance, hiring, evaluation, discipline, benefits, pay models and services.						X	X		
SLO 7	Analyze the role the unions pay in the workplace and the role of human resources in dealing with unions.						X	X		
<b>COURSE:</b>	<b>MAG-44</b>									
SLO 1	Demonstrate an understanding of the planning, organizing, leading and controlling functions of management and apply these concepts and their underlying approaches and principles in the analysis of case studies.						X	X	X	
SLO 2	Describe, discuss and apply to management scenarios or case studies various aspects of planning to building organization success of entrepreneurial enterprises, small business, national and international organizations.						X		X	
SLO 3	Describe, discuss, and identify application strategies of basic management skills in team development, communication. motivational techniques and ethics to management situations.						X	X	X	
SLO 4	Compare and contrast historical applications of management theory with applications in current business, industrial and public service organizations.						X			

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<b>COURSE:</b>	<b>MAG-51</b>									
SLO 1	Identify the skills, traits, and characteristics of an effective supervisor									
SLO 2	Develop strategies to apply the course content to the challenges of modern supervision						X	X		
SLO 3	Establish work objectives and build systems to achieve appropriate goals		X					X		
SLO 4	Accurately assess work situations and select appropriate actions						X	X	X	
SLO 5	Conduct excellent prospective employee interviews and existing employee evaluations							X	X	
<b>COURSE:</b>	<b>MAG-53</b>									
SLO 1	Identify and analyze human relations techniques appropriate to a managerial role.							X		
SLO 2	Analyze the application of human relations; examine research and the effects of techniques as related to both employee and employers.							X		
SLO 3	Apply various principles of psychology to the business environment.							X	X	
SLO 4	Utilizing wage, incentives, rewards and benefits and the disadvantages of fringe benefits.							X		
SLO 5	Create, maintain and analyze appropriate leadership functions, individual and organizational interaction, responsibility, authority and delegation.							X		
SLO 6	Create a management plan employee success.							X		
SLO 7	Recognize the effect of cultural differences, trends and their impact in the global marketplace.							X		
SLO 8	Analyze the various forms of scientific management; humanistic, psychological, sociological, anthropological, and general management.									

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<b>COURSE:</b>	<b>MKT-20</b>										
SLO 1	Develop an effective marketing strategy.									<b>X</b>	
SLO 2	Communicate product benefits in a convincing and motivating way.						<b>X</b>		<b>X</b>	<b>X</b>	
SLO 3	Develop appropriate pricing and distribution strategies.		<b>X</b>							<b>X</b>	
SLO 4	Create long lasting and mutually beneficial marketing relationships.						<b>X</b>			<b>X</b>	
SLO 5	Apply the concepts in the course content to real world marketing situations to analyze and explain the strategies chosen by professional marketers.									<b>X</b>	
<b>COURSE:</b>	<b>MKT-42</b>										
SLO 1	Identify different types of retail operations, their ownerships and trends affecting retailers.									<b>X</b>	
SLO 2	Explain retail types based on store, non-store, and web retailing.									<b>X</b>	
SLO 3	Understand the various stages consumers go through in selecting retailers and purchasing products.									<b>X</b>	
SLO 4	Discuss how and why retailers segment customers into market segments.									<b>X</b>	
SLO 5	Understand the reasons retailers develop and maintain different retailing strategies.									<b>X</b>	
SLO 6	Explain how Information Systems and Supply Chain Management improve the relationship between vendor, retailer, and consumer.									<b>X</b>	