

Hometown University

Curriculum Mapping Example:

Hometown University has re-written their institutional learning outcomes. The institution is now looking to align their curriculum across their institution. In the past, they have only documented outcomes for individual programs and courses. They are looking to leverage a curriculum map to understand where learning outcomes are being addressed and which may need more exposure.

Institutional Learning Outcomes (NACE Learning Outcomes):

1. **Critical Thinking/Problem Solving:** Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.
2. **Oral/Written Communications:** Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.
3. **Teamwork/Collaboration:** Build awareness of diversity while creating collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.
4. **Digital Technology:** Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.
5. **Professionalism/Work Ethic:** Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

(Sources: Institutional Outcomes: NACE – National Association of Colleges and Employers. (2017b). *Career readiness defined.*)

Program and Course Learning Outcomes:

Business Program Outcomes:

1. Business program students will develop and demonstrate an awareness and sensitivity to global issues while considering business ethics.
2. Students will develop an appreciation and awareness for diversity and its impact on their professional environment.
3. As future business leaders, our graduates will demonstrate the ability to analyze and interpret information to reach conclusions and make effective business recommendations.
4. Communicate effectively and professionally in business situations.

Curriculum Map Example (put an "x" to indicate where a PLO addresses an ILO):

Business Program Outcome:	ILO 1: Critical Thinking/ Problem Solving	ILO2: Oral/Written Communications	ILO3: Teamwork/ Collaboration	ILO4: Digital Technology	ILO5: Professionalism/ Work Ethic
PLO 1:					
PLO2:					
PLO 3:					
POL 4:					

Business Course Outcomes:

BUS 101: Students will be able to...

1. Apply accounting concepts and methods to interpret financial statements for evaluating the financial performance and position of various business organizations.
2. Examine and explain accounting information for planning, performance evaluation, and coordination to continuously improve business processes.
3. Create a personal and ethical framework to help them respond to ethical dilemmas.

BUS 201: Student will be able to...

1. Apply tools and techniques for management decision making.
2. Identify and apply 3 ethical principles in management decision making.
3. Locate, retrieve, evaluate, and organize information for management/leadership decision making.
4. Construct and deliver oral and/or written analysis of business scenarios.
5. Demonstrate the effectiveness of the various components of integrative marketing communications through various channels.

Curriculum Map Example (put an "x" to indicate where a PLO addresses an ILO):

Business Course Outcomes:	Business PLO 1: Global Issues & Ethics	Business PLO 2: Diversity	Business PLO 3: Analyze and Interpret	Business PLO 4: Communication
BUS 101: LO1				
BUS 101: LO2				
BUS 101: LO 3				
BUS 201: LO1				
BUS 201: LO2				
BUS 201: LO3				
BUS 201: LO4				
BUS 201: LO4				