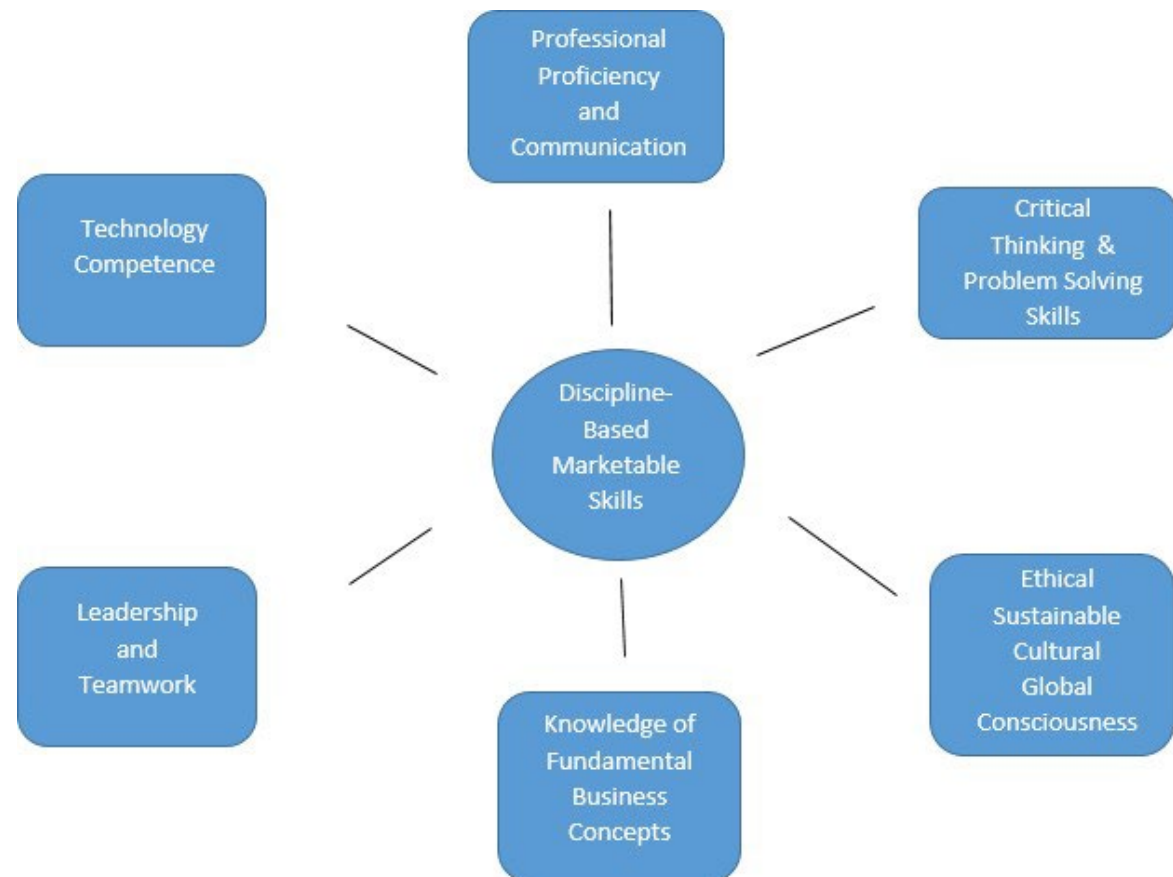


TEXAS A&M - KINGSVILLE
COLLEGE OF BUSINESS AND ADMINISTRATION (CBA)
MARKETABLE SKILLS

The Marketable Skills for the CBA majors are divided into the **Core Skills** that all students develop through the core courses. These are shown as the six components below. In addition there are Discipline-Based Marketable Skills that are developed through courses taken in each major.

The Core Skills and Discipline-Based Skills are presented for each CBA Major. For each Skill, the Discipline-Specific application and general employment application is shown and the courses where a student obtain that skill.

College mission: The College of Business Administration is a school of opportunity providing an accessible, high quality comprehensive business education, which blends contemporary business practices into the classroom. We empower both working and full time students of all ages and diverse backgrounds, from the region, the state of Texas, national and international communities, transforming their lives.



MARKETABLE SKILLS: ACCOUNTING

SKILL SET	ACCOUNTING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Microsoft Excel	Create formatted, data and pivot tables; create and format data, combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas; use future value, loan, vlookup, if, iferror and conditional formatting functions.	Analyze organization and client data, prepare reports, tables and charts and other common business usages of Excel skills.	BUAD 1115 "Introduction to Business Software" ACCT 2302 "Principles of Accounting II" Acct 3338 "Financial Statement Analysis"
Enterprise Resource Platform (ERP) (SAP)	Record accounting transactions; manage inventories, assets and investments; process orders and deliveries.	Develop a variety of skills and knowledge essential to organizations that use enterprise resource planning.	*MGMT 3355 "Operations Logistics & Supply Chain Management" *ISYS 3330 "Information System & Business Analytics" *ACCT 4310 "Accounting Systems"; *ACCT 4311 "Introduction to Auditing" *ACCT 4345 "Fraud Investigation & Prevention" CBA certification (requires three classes in core/major)
Tax Slayer	Create clients' files and prepare Individuals' tax returns and work papers using professional tax preparation software.	Able to prepare moderately-complex tax returns for public accounting and other tax preparation firms.	Required component of ACCT 4328 "Advanced Tax Accounting"

Note: * SAP University Alliance Initiative since 2018

MARKETABLE CORE SKILLS: ACCOUNTING			
CORE SKILLS	ACCOUNTING – SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional proficiency and Communication	Excellent grasp of general business and specific accounting concepts; competency in written and oral communication.	Requisite knowledge for chosen field and ability to communicate effectively.	UNIV 1201 “Student Success” COMS 1315 “Communication” BCOM 3306” Business Communication” BBA Core and major
Technical Competence	Microsoft Excel Certification Tax Slayer preparation software SAP	Spreadsheets, tables, decision tools individual tax preparation Entity tax preparation Accounting software capability flowcharting	BUAD 1115 “Introduction to Business Software” *MGMT 3355 “Operations, Logistics, and Supply Chain Management” MATH 1314 “College Algebra” MATH 1324 “Mathematics for Business and Economics” *ISYS 3330 “Information System and Business Analytics,” ACCT 2301”Principles of Accounting I” ACCT 3308 “Income Tax Accounting” Acct 4328 “Advanced Tax Accounting” *Acct 4310 “Accounting System” *ACCT 4311 “Introduction to Auditing”
Critical Thinking	Cross-functional problem solving, Audit analytics, audit risk assessment Information systems processes Ethical reasoning and objectivity	Efficient/effective problem solving, Using audit techniques to identify weakness and assess risk understand and flowchart system processes. Emphasizes accounting ethics	*Accounting 4310 “Accounting System” *Accounting 4311 “Introduction to Audit” ACCT 4305 “Ethics for Accountants”
Global Awareness Cultural Consciousness Sustainability	Impact of globalization on financial reporting	Understand accounting issues of global enterprises	BUAD 2374 “International Business” ACCT 3330 “International Accounting”
Social Responsibility	Ethics, objectivity, independence, responsibility	Required ethics education for CPAs	BUAD 2341 “Business Law” ACCT 4305 “Ethics for Accountants”

Leadership and Teamwork	Teamwork	Understand leadership dynamics and situational leadership	MGMT 3322 “Principals of Management” MGMT 4390 “Strategic Management in a Global Business Environment”
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MARKETABLE SKILLS: ACCOUNTING

SKILL SET	ACCOUNTING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Enterprise Resource Platform (ERP) (SAP) Tableau – Data Visualization	Prepare flowcharts for accounting information systems, understand the flow of accounting information, and Identify internal control efficiencies and weaknesses.	Assess the accounting information processing and internal controls of an organization’s accounting system.	Required component of *ACCT 4310 “Accounting Systems”
Budget Management	Prepare fixed and flexible budgets, analyze budget variances.	Assist organizations in planning and control through the use of good budgeting techniques.	ACCT 2302 “Principles of Accounting II” ACCT 3314 “Cost Accounting”
Generally Accepted Accounting Principles	Prepare journal entries, post to ledger, make year-end adjustments, prepare financial statements and footnotes, and correct errors for unconsolidated business organizations.	Able to perform a variety of financial accounting functions for unconsolidated business.	ACCT 3311 and 3312 Intermediate Accounting 1 and 2
Generally Accepted Auditing Standards	Know and apply general, fieldwork and reporting auditing standards.	Assist in auditing an organization or, as an organizational employee, understand and provide accounting information to external auditors.	ACCT 4311 “Introduction to Auditing” ACCT 4312 “Advanced Auditing”
Tax Law	Know and apply tax law as it relates to individuals, employees, sole proprietors and property transactions.	Assist in preparing individuals’ tax returns and in providing tax planning and advice.	Accounting 3308 “Income Tax Accounting” Accounting 4342 “ Business Law for Accountants” ACCT 4388 “Advanced Tax Account”
Business Communication Skills	Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of business writing. This includes email communications, reports, client letters, memoranda, resumes and cover letters.	Write in a fluent style using correct grammar, spelling and punctuation when producing letters, reports, PowerPoint presentations, meeting minutes and other written documents for the work environment.	Accounting 4305 “Ethics for Accountants” Accounting 4311 “Introduction to Auditing”

MARKETABLE SKILLS: FINANCE

SKILL SET	FINANCE-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Microsoft Excel	Create formatted, data and pivot tables; create and format data combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas; use future value, loan, vlookup, if, iferror and conditional formatting functions.	Analyze organization and client data, prepare reports, tables and charts and other common business usages of Excel skills.	BUAD 1115 "Introduction to Business" FINC 3321 "Business Finance" *ISYS 3330 "Information System & Business Analysis" *MGMT 3355 "Operations, Logistics & Supply Chain Management" FINC 4336 "Intermediate Financial Management" FINC "Enterprise Risk Management" CBA Certification
Enterprise Resource Platform (ERP) (SAP)	Manage inventories, assets and investments; process orders and deliveries; cashflow	Develop a variety of skills and knowledge essential to organizations that use enterprise resource planning.	FINC 4334 "Bank Management" FINC 4336 "Intermediate Financial Management"
Financial Management Bloomberg Market Concept Certification	Understand and apply equity valuation techniques, capital markets. Risk and return analysis, capital budgeting techniques, and time value of money; make capital structure decisions and estimate cash flows.	Apply financial management knowledge and techniques to the business of investment analysis, banking and financial planning.	FINC "Enterprise Risk Management" FINC 4331 "Investments" FINC 4336 "Intermediate Financial Management" FINC 4334 Bank Management" FINC 4336 "Intermediate Financial Management."
Analytical Skills	Analyze and make strategic decisions about investment portfolios, corporate capital structure and capital budgeting.	Assist business organizations in deciding how to make investments, build portfolios to increase returns with tolerable risk and choose between long uses of capital and debt.	FINC 3321 "Business Finance" FINC 4331 "Investment" FINC 4332 "Portfolio Management" FINC 4342 "International Finance" FINC 4362 "Financial Planning & Capital Budgeting"

MARKETABLE SKILLS: FINANCE

CORE SKILLS (Across the College)	FINANCE-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIVERED
Professional Proficiency and Communication	Excellent grasp of general business and specific finance concepts; competency in written and oral communication.	Requisite knowledge for chosen field and ability to communicate effectively.	UNIV 1201 “University Success” BCOM 3306 “Business Communication” COMS 1315 “Communication” BBA Core & Major
Technical Competence	Create formatted, data and pivot tables; create and format data combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas; use future value, loan, vlookup, if, iferror and conditional formatting functions.	Analyze organization and client data, prepare reports, tables and charts and other common business usages of Excel skills.	BUAD 1115 “Introduction to Business” *MGMT 3355 “Operation, Logistics, & Supply Chain” MATH 1314 “College Algebra” MATH 1324 “Mathematics for Business and Economics” FINC 3321 “Business Finance” *ISYS 3330 “Information System & Business Analytical”
Analytical Thinking	Cross-functional problem solving	Develop a variety of skills and knowledge essential to organizations that use enterprise resource planning.	MATH 1314 “College Algebra” MATH 1324 “Mathematics for Business and Economics” FINC 3321 “Business Finance”
Global Awareness Cultural Sustainability Ethical Consciousness	Impact of globalization on financial reporting.	Understand international finance issues.	BUAD 2374 “International Business” FINC 4342 “International Finance”
Social Responsibility	Financial implications of working for one’s personal interest versus society at large.	Awareness of business decisions and actions on the community and society.	BUAD 1115 “Introduction to Business” BUAD 2341 “Business Law” ISYS 3330” Information System & Business Analysis MGMT 4390 “Strategic Management in a Global Business Environment”
Leadership And Teamwork		Understand leadership dynamics and situational leadership.	MGMT 3322 “Principles of Management” MGMT 4390 “Strategic Management in a Global Business Environment”

MARKETABLE SKILLS: FINANCE

SKILL SET	FINANCE-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW DELIEVERED
Capital Markets	Understand how to raise capital in the primary and secondary capital markets with both debt and equity securities and how to operate as a buyer and seller in the secondary capital markets; Understand the roles of the SEC, institutional investors, stock exchanges, and pension and mutual funds.	Assist business organizations in raising capital, complying with governmental regulations relating to debt and equity securities and assist businesses and individuals in buying and selling equity and debt instruments in the secondary markets.	FINC 4331 "Investments" FINC 4332 "Portfolio Management" FINC 4341 "Money & Capital Markets"
Cash flow analysis	Analyze the sources and uses of cash with a goal of ensuring that cash is available when needed and invested appropriately when not needed; Minimize the cost of making cash available, while maximizing the return on invested cash within tolerable risk parameters.	Assists organizations in analyzing the timing of cash inflows and outflows to optimize its cash planning and identify alternate sources and uses of cash.	FINC 3338 "Financial Statement Analysis" FINC4362 "Financial Planning & Capital Budgeting" FINC 4366 "Entrepreneurial Finance"
Financial Institutions	Understand the roles of commercial banks, investment banks, insurance companies, brokerages, investment companies, savings and loans, credit unions and the regulatory environment in which they operate.	Assist individual clients and businesses in engagements with the various financial institutions, while ensuring that transactions conform to regulatory mandates.	FINC 4341 "Money & Capital Markets" FINC 4342 "International Finance" FINC 4334 "Bank Management"
Business Communication Skills	Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of business writing. This includes email communications, reports, client letters, memoranda, resumes and cover letters.	Write in a fluent style using correct grammar, spelling and punctuation when producing letters, reports, PowerPoint presentations, meeting minutes and other written documents for the work environment.	BUAD 3306 "Business Communication" FINC 4341 "Money & Capital Markets" FINC 4366 "Entrepreneurial Finance"

MARKETABLE SKILLS: MARKETING

SKILL SET	MARKETING-SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW SKILL SET IS DELIVERED
Market Research and Analysis	To quantify market behavior and trends.	Forecasting of areas for growth within the market; as applicable to organizational marketing strategies.	BUAD 3355 “Business Statistics” MKTG 3324 “Principles of Marketing” MKTG 3365 “Marketing Research” MKTG 4390 “Marketing Management and Analytics”
Market Targeting & Segmentation	Identification of likely buyers	More effective and efficient use of marketing resources (advertising budgets, promotions, etc.).	MKTG 3324 “Principles of Marketing” MKTG 3364 “Integrated Marketing Communication”
Product Delivery	Being at the right place at the right time to fulfill market needs	Best way to reach the buyers and/or end users of a company’s products (goods, services, or experiences).	*MGMT 3355 “Operations, Logistics, & Supply Chain Management” MKTG 3360 “Sales” MKTG 4310 “Retail Marketing Management” MKTG 4335 “Supply Chain Management”
Traditional Marketing Methodology	Newspaper, magazine, radio, television, billboard, and other forms of print or electronic advertising methods.	Traditional marketing is still a viable and reliable way for many organizations to communicate with their target market.	MKTG 3324 “Principles of Marketing” MKTG 3364 “Integrated Marketing Communication” MKTG 4310 “Retail Marketing Management”
Digital Marketing Methodology	Websites, social media, blogs, vlogs, mobile, e-mail, search engine marketing, etc.	Digital marketing is rapidly replacing traditional as the preferred way for markets to gather information about companies, brands, and products.	MKTG 3370 “Online Marketing” MKTG 4390 “Marketing Management & Analytics”

MARKETABLE CORE SKILLS: MARKETING			
CORE SKILL SET	MARKETING - SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW SKILL SET IS DELIVERED
Professional Proficiency and Communication	Ability to communicate clearly and professionally with people upstream and downstream in the value chain.	Skill in communicating messages to both vendors and buyers of an organization.	BCOM 3306 "Business Communication" MGMT 4390 "Marketing, Management & Analytics"
Technical Competence	Microsoft Excel and SPSS	Ability to analyze market data for forecasting and planning marketing strategies.	BUAD 1115 "Intro to Business Software" ISYS 3330 "Info. Systems and Business Analytics" MKTG 3370 "Online Marketing"
Critical Thinking	To identify all relevant, involved, and affected parties of an organization's marketing campaign.	To be able to understand and work with (long-term) a variety of market-related issues and concerns	MKTG 3324 "Principles of Marketing" MKTG 3364 "Integrated Marketing Communication"
Global Awareness Cultural consciousness	Identify basic elements of what constitutes global and cultural issues in a business situation.	To be able to recognize and address global and cultural issues faced by organizations in today's marketplace.	BUAD 2374 "International Business" MKTG 4363 "International Marketing"
Sustainability	Understand the role that sustainability plays in today's marketing environment	To address sustainability issues in all aspects of the value chain from materials to production to packaging, consumption, and disposal.	MKTG 3324 "Principles of Marketing" MKTG 4354 "Sustainable Marketing"
Social Responsibility	The impact of marketing on society, including ethics, policy-making, targeting, and more.	To work with firms to ensure a positive and socially responsible image exists in the market.	MKTG 3324 "Principles of Marketing" MKTG 4350 "Consumer Behavior" MKTG 4363 "International Marketing"
Leadership and Teamwork	To work with a range of personalities and expectations as a group member for the benefit of all.	To integrate professionally and beneficially with co-workers to promote and further an organization in its market.	MGMT 4390 "Strategic Management in a Global Business Environment" MKTG 4390 "Marketing, Management, & Analytics"

MARKETABLE CORE SKILLS: MANAGEMENT			
Skill Set	Management-Specific Application	General Employment Application	How Delivered
Technology Competence Enterprise Resource Platform (ERP) (SAP)	Create professional business presentations via visual and written means using standard business software packages	Demonstrate skills in developing technology enhanced presentations use current business standard technology software	BUAD 1115 “Introduction to Business Software” MGMT 3355 “Operations, Logistics, & Supply Chain Management” MATH 1314 “College Algebra” MATH 1324 “Mathematics for Business and Economics” *ISYS 3330 “Information System and Business Analytics”
Problem Solving/ Critical thinking/ Analytical	Analyze and make strategic decisions regarding business ventures and projects	Provide assistance to business organizations in evaluation of business ventures or project through an evaluation of the organizations environment	MGMT 3310 “Introduction to Entrepreneurship & Creativity” *MGMT 3355 “Operations, Logistics, & Supply Chain Management” MGMT 4390 “Strategic Management in a Global Environment”
Fundamental Management Business Skills	Organize teams, manage tasks, expectations and deliverables	Apply skills to manage business projects, develop teams/groups, assign appropriate resources, through appropriate communications	BUAD 1115 “Introduction to Business” MGMT 3322 “Principles of Management” MGMT 4390 “Strategic Management in a Global Environment”
Global Awareness	Impact of globalization on domestic organizations as they expand	Understand the multiple ways an organization can expand in to a global competitive market	BUAD 2374 “International Business” MGMT 4331 “International Management” MGMT 4390 “Strategic Management in a Global Environment”

MARKETABLE CORE SKILLS: MANAGEMENT			
CORE SKILL SET	MANAGEMENT - SPECIFIC APPLICATION	GENERAL EMPLOYMENT APPLICATION	HOW SKILL SET IS DELIVERED
Business Communication	Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of business writing. This includes email communications, reports, client letters, memoranda, resumes and cover letters.	Write in a fluent style using correct grammar, spelling and punctuation when producing letters, reports, PowerPoint presentations, meeting minutes and other written documents for the work environment.	UNIV 1201 "Student Success" COMS 1315 "Communication" BCOM 3306 "Business Communication" BBA Core and major MGMT 3312 "Organizational Theory & Human Behavior"
Leadership & Team Work	Developing and working with in specified teams on in-depth interactive team projects	Develop a variety of skills and knowledge essential to organizations success via team development	MGMT 3322 "Principles of Management" MGMT 4390 "Strategic Management in a Global Environment"
Global Awareness Cultural Consciousness Sustainability	Impact of globalization on financial reporting	Understand accounting issues of global enterprises	BUAD 2374 "International Business" MGMT 4331 "International Management" MGMT 4365 "Ethics and Sustainability"
Social Consciousness	Ethics, objectivity, independence, responsibility conflict	Demonstrate skills identifying ethical issues and social responsible practices in current organizations	MGMT 3310 "Introduction to Entrepreneurship" MGMT 4365 "Ethics & Sustainability" MGMT 4390 "Strategic Management in a Global Environment"

MARKETABLE CORE SKILLS: GENERAL BUSINESS			
Skill Set	Specific Application	General Employment Application	How Delivered
Professional Communication	Write in a fluent style using correct grammar, spelling and punctuation to produce various forms of business writing. This includes email communications, reports, client letters, memoranda, resumes and cover letters.	Write in a fluent style using correct grammar, spelling and punctuation when producing letters, reports, PowerPoint presentations, meeting minutes and other written documents for the work environment.	UNIV 1201 “Student Success” COMS 1315 “Communication” BCOM 3306 “Business Communication” BBA Core and major
Leadership & Team Work	Developing and working with in specified teams on in-depth interactive team projects	Develop a variety of skills and knowledge essential to organizations success via team development	BUAD 1115 “Introduction to Business” MGMT 3322 “Principles of Management” MGMT 4390 “Strategic Management in a Global Environment”
Ethics and Social Responsibility	Ethics, objectivity, independence, responsibility conflict	Demonstrate skills identifying ethical issues and social responsible practices in current organizations	MKTG 3324 “Principles of Marketing” MGMT 4365 “Ethics & Sustainability” MGMT 4390 “Strategic Management in a Global Environment”
Technology Competence Enterprise Resource Platform (ERP) (SAP)	Create formatted, data and pivot tables; create and format data, combo, scatter and pivot charts; import, harvest, parse and filter data; write formulas; use future value, loan, v-lookup, if, if error and conditional formatting functions. Power point development and presentations	Analyze organization and client data, prepare reports, tables and charts and other common business usages of Excel skills.	BUAD 1115 “Introduction to Business Software” *MGMT 3355 “Operations, Logistics, and Supply Chain Management” MATH 1314 “College Algebra” MATH 1324 “Mathematics for Business & Economics” *ISYS 3330 “Information System & Business Analytics,” ACCT 2302 “Principles of Accounting II” MGMT 4390 “Strategic Management in a Global Environment”

Problem Solving/ Critical thinking/ Analytical	Analyze and make strategic decisions regarding business ventures and projects	Provide assistance to business organizations in evaluation of business ventures or project through an evaluation of the organizations environment	FINC 3321 "Business Finance," *ISYS 3330 "Information Systems & Business Analytics" MGMT 4390 "Strategic Management in a Global Environment"
Fundamental Business Concepts	Organize teams, manage tasks, expectations and deliverables	Apply skills to manage business projects, develop teams/groups, assign appropriate resources, through appropriate communications	BUAD 1115 "Introduction to Business" MGMT 3322 "Principles of Management" FINC 3321 "Business Finance" *ISYS 3330 "Information Systems & Business Analytics" BUAD 2374 "International Business" MRKT 3324 "Principles of Marketing" MGMT 4390 "Strategic Management in a Global Environment"
Global Awareness	Impact of globalization on domestic organizations as they expand	Understand the multiple ways an organization can expand in to a global competitive market	BUAD 2374 "International Business" MGMT 4390 "Strategic Management in a Global Environment"