BMA Program of Study Exam
2-Credit Standard

Business Law

Explain types of business ownership (BL:003, LAP-BL-001) (CS)

Customer Relations

Explain the nature of positive customer relations (CR:003, LAP-CR-001) (CS)
Demonstrate a customer-service mindset (CR:004, LAP-CR-004) (CS)
Develop rapport with customers (CR:029) (CS)
Reinforce service orientation through communication (CR:005) (CS)
Respond to customer inquiries (CR:006) (CS)
Adapt communication to the cultural and social differences among clients (CR:019) (CS)
Interpret business policies to customers/clients (CR:007) (CS)
Build and maintain relationships with customers (CR:030) (SP)
Handle difficult customers (CR:009, LAP-CR-003) (CS)
Handle customer/client complaints (CR:010, LAP-CR-010) (CS)
Identify company’s brand promise (CR:001, LAP-CR-006) (CS)
Determine ways of reinforcing the company’s image through employee performance (CR:002) (CS)
Discuss the nature of customer relationship management (CR:016, LAP-CR-016) (SP)

Economics

Distinguish between economic goods and services (EC:002, LAP-EC-010) (CS)
Explain the concept of economic resources (EC:003, LAP-EC-014) (CS)
Describe the concepts of economics and economic activities (EC:001, LAP-EC-006) (CS)
Determine economic utilities created by business and marketing activities (EC:004, LAP-EC-013) (CS)
Explain the principles of supply and demand (EC:005, LAP-EC-011) (CS)
Describe the functions of prices in markets (EC:006, LAP-EC-012) (CS)
Explain the role of business in society (EC:070, LAP-EC-020) (CS)
Describe types of business activities (EC:071, LAP-EC-019) (CS)
Explain the types of economic systems (EC:007, LAP-EC-017) (CS)
Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)
Explain the concept of private enterprise (EC:009, LAP-EC-015) (CS)
Identify factors affecting a business’s profit (EC:010, LAP-EC-002) (CS)
Determine factors affecting business risk (EC:011, LAP-EC-003) (CS)
Explain the concept of competition (EC:012, LAP-EC-008) (CS)
Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)
Explain the concept of productivity (EC:013, LAP-EC-018) (CS)
Describe types of business models (EC:138) (SP)
Explain the organizational design of businesses (EC:103, LAP-EC-023) (SP)
Discuss the global environment in which businesses operate (EC:104, LAP-EC-022) (SP)
Describe factors that affect the business environment (EC:105, LAP-EC-026) (SP)
Explain the nature of business ethics (EC:106, LAP-EC-021) (SP)
Explain how organizations adapt to today’s markets (EC:107, LAP-EC-025) (SP)

Emotional Intelligence

Manage commitments in a timely manner (EI:077) (CS)
Financial Analysis

Describe the need for financial information (FI:579, LAP-FI-009) (CS)
Explain the concept of accounting (FI:085, LAP-FI-005) (CS)
Explain the role of finance in business (FI:354, LAP-FI-007) (CS)

Human Resources Management

Discuss the nature of human resources management (HR:410, LAP-HR-035) (CS)
Orient new employees (HR:360) (CS)

Information Management

Identify ways that technology impacts business (NF:003, LAP-NF-004) (PQ)
Discuss the nature of information management (NF:110, LAP-NF-003) (CS)

Knowledge Management

Explain the nature of knowledge management (KM:001, LAP-KM-001) (SP)
Identify techniques that can be used to capture and transfer knowledge in an organization (KM:005) (SP)

Marketing

Explain marketing and its importance in a global economy (MK:001, LAP-MK-004) (CS)

Operations

Explain the nature of operations (OP:189, LAP-OP-003) (CS)
Describe health and safety regulations in business (OP:004) (PQ)
Report noncompliance with business health and safety regulations (OP:005) (PQ)
Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)
Follow safety precautions (OP:007) (PQ)
Explain the nature and scope of purchasing (OP:015, LAP-OP-002) (CS)
Explain the concept of production (OP:017, LAP-OP-004) (CS)
Maintain a safe work environment (OP:008) (CS)
Explain procedures for handling accidents (OP:009) (CS)
Handle and report emergency situations (OP:010) (CS)
Explain routine security precautions (OP:013) (CS)
Follow established security procedures/policies (OP:152) (CS)
Protect company information and intangibles (OP:153) (CS)
Explain information privacy, security, and confidentiality considerations in business (OP:441) (CS)
Maintain data security (OP:064) (CS)
Explain the nature of project management (OP:158, LAP-OP-006) (SP)
Identify resources needed for project (OP:003) (SP)
Develop project plan (OP:001; LAP-OP-007) (SP)
Apply project-management tools to monitor project progress (OP:002) (SP)
Evaluate project results (OP:159) (SP)
Identify quality-control measures (OP:163, LAP-OP-008) (SP)
Utilize quality control methods at work (OP:164) (SP)
Describe crucial elements of a quality culture (OP:019) (SP)
Explain the nature of overhead/operating costs (OP:024, LAP-OP-009) (SP)
Explain employee’s role in expense control (OP:025, LAP-OP-005) (SP)
Comply with policies and procedures for use of property and equipment (OP:442) (CS)
Operations Continued

Explain the concept of supply chain (OP:443) (CS)
Discuss the nature of supply chain management (OP:303) (SP)
Organize and prioritize work (OP:228) (CS)
Coordinate work with that of team members (OP:230) (CS)

Professional Development

Maintain appropriate personal appearance (PD:002, LAP-PD-005) (PQ)
Demonstrate systematic behavior (PD:009) (PQ)
Set personal goals (PD:018, LAP-PD-016) (CS)
Adhere to company protocols and policies (PD:250) (CS)
Follow rules of conduct (PD:251) (CS)
Follow chain of command (PD:252) (CS)
Assess personal interests and skills needed for success in business and marketing (PD:013) (PQ)
Analyze employer expectations in the business environment (PD:020) (PQ)
Explain the rights of workers (PD:021) (PQ)
Identify sources of career information (PD:022) (CS)
Identify tentative occupational interest (PD:023) (CS)
Explain employment opportunities in business (PD:025, LAP-PD-015) (CS)
Discuss employment opportunities in business management and administration (PD:297, LAP-PD-019) (CS)
Utilize job-search strategies (PD:026) (PQ)
Complete a job application (PD:027) (PQ)
Interview for a job (PD:028) (PQ)
Write a follow-up letter after job interviews (PD:029) (CS)
Write a letter of application (PD:030) (CS)
Prepare a résumé (PD:031) (CS)
Determine the nature of organizational goals (PD:254) (SP)
Ascertain employee’s role in meeting organizational goals (PD:255) (SP)
Explain the need for innovation skills (PD:126, LAP-PD-018) (CS)

Project Management

Initiate project (PJ:005) (SP)
Prepare work breakdown structure (WBS) (PJ:006) (SP)
Execute and control projects (PJ:008) (SP)
Manage project team (PJ:007) (SP)
Manage project schedule (PJ:010) (SP)
Close project (PJ:008) (SP)

Quality Management

Explain the nature of quality management (QM:001, LAP-QM-001) (SP)
Strategic Management

Explain the concept of management (SM:001, LAP-SM-003) (CS)
Discuss the nature of managerial planning (SM:063) (SP)
Explain managerial considerations in organizing (SM:064) (SP)
Describe managerial considerations in staffing (SM:065, LAP-SM-004) (SP)
Discuss managerial considerations in directing (SM:066) (SP)
Describe the nature of managerial control (control process, types of control, what is controlled) (SM:004) (SP)
Explain the nature of managerial ethics (SM:002) (MN)
Discuss the nature of balanced scorecards (SM:078) (MN)
Explain the nature of business plans (SM:007, LAP-SM-001) (MN)
Describe relationship among innovation, learning, and change (SM:094) (CS)
Explain the nature of risk management (SM:075, LAP-FI-008) (SP)

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