**BMA Program-of-Study**

**3-Credit Standard Exam**

**Performance Indicators**

**Business Law**

Explain types of business ownership (BL:003, BL LAP 1) (CS)

**Communication Skills**

Analyze company resources to ascertain policies and procedures (CO:057) (CS)

Employ communication styles appropriate to target audience (CO:084) (CS)

Defend ideas objectively (CO:061) (CS)

Handle telephone calls in a businesslike manner (CO:114) (CS)

Participate in group discussions (CO:053, QS LAP 29) (CS)

Explain the nature of effective written communications (CO:016) (CS)

Select and utilize appropriate formats for professional writing (CO:088) (CS)

Edit and revise written work consistent with professional standards (CO:089) (CS)

Write professional e-mails (CO:090) (CS)

Write business letters (CO:133) (CS)

**Customer Relations**

Explain the nature of positive customer relations (CR:003, CR LAP 1) (CS)

Demonstrate a customer-service mindset (CR:004, CR LAP 4) (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)

Handle difficult customers (CR:009, CR LAP 3) (CS)

Handle customer/client complaints (CR:010, CR LAP 10) (CS)

Identify company’s brand promise (CR:001, CR LAP 6) (CS)

Determine ways of reinforcing the company’s image through employee performance (CR:002) (CS)

Discuss the nature of customer relationship management (CR:016, CR LAP 16) (SP)

**Economics**

Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)

Explain the concept of economic resources (EC:003, EC LAP 14) (CS)

Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)

Determine economic utilities created by business and marketing activities (EC:004, EC LAP 13) (CS)

Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)

Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)

Explain the types of economic systems (EC:007, EC LAP 17) (CS)

Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)

Identify factors affecting a business’s profit (EC:010, EC LAP 2) (CS)

Determine factors affecting business risk (EC:011, EC LAP 3) (CS)

Explain the concept of competition (EC:012, EC LAP 8) (CS)

Explain the role of business in society (EC:070, EC LAP 20) (CS)

Describe types of business activities (EC:071, EC LAP 19) (CS)

Explain the organizational design of businesses (EC:103, EC LAP 23) (SP)

Discuss the global environment in which businesses operate (EC:104, EC LAP 22) (SP)

Describe factors that affect the business environment (EC:105, EC LAP 26) (SP)

Explain the nature of business ethics (EC:106, EC LAP 21) (SP)

Discuss the organizational design of businesses (EC:103, EC LAP 23) (SP)

Explain how organizations adapt to today’s markets (EC:107, EC LAP 25) (SP)
Economics continued

Determine the relationship between government and business (EC:008, EC LAP 16) (CS)
Describe the nature of taxes (EC:072, EC LAP 27) (SP)
Explain the concept of productivity (EC:013, EC LAP 18) (CS)

Emotional Intelligence

Take responsibility for decisions and actions (EI:075) (PQ)
Manage commitments in a timely manner (EI:077) (CS)

Financial Analysis

Describe the need for financial information (FI:579, FI LAP 9) (CS)
Explain the concept of accounting (FI:085, FI LAP 5) (CS)
Explain the role of finance in business (FI:354, FI LAP 7) (CS)
Explain the nature of risk management (FI:084, FI LAP 8) (SP)
Discuss the role of ethics in accounting (FI:351) (SP)
Explain the use of technology in accounting (FI:352) (SP)
Explain legal considerations for accounting (FI:353) (SP)
Explain the purpose of internal accounting controls (FI:343) (SP)
Describe the nature of cash flow statements (FI:091, FI LAP 6) (SP)
Prepare cash flow statements (FI:092) (MN)
Explain the nature of balance sheets (FI:093, FI LAP 10) (SP)
Describe the nature of income statements (FI:094, FI LAP 4) (SP)
Explain methods used to account for inventory (e.g., FIFO, LIFO, average cost, etc.) (SP)
Discuss the role of ethics in finance (FI:355) (SP)
Explain legal considerations for finance (FI:356) (SP)
Describe the nature of budgets (FI:106, FI LAP 3) (SP)
Explain the nature of sales forecasts (MP:013, MP LAP 5) (SP)
Calculate the time value of money (SP)
Discuss the nature of pro forma statements (FI:509) (SP)
Discuss the nature of working capital/cash flow management (FI:513) (SP)
Explain the nature of operating budgets (FI:098) (SU)
Describe the nature of cost/benefit analysis (FI:357, FI LAP 11) (MN)
Determine relationships among total revenue, marginal revenue, output, and profit (FI:358) (MN)
Develop company’s/department’s budget (FI:099, FI LAP 99) (MN)
Forecast sales (FI:096) (MN)
Analyze cash-flow patterns (MN)
Manage cash flow (MN)
Describe types of financial statement analysis (e.g., ratio analysis, horizontal analysis, etc.) (FI:334) (MN)
Calculate financial ratios (FI:097) (MN)
Interpret financial statements (FI:102) (MN)

Human Resources Management

Discuss the nature of human resources management (HR:410, HR LAP 35) (CS)
Information Management

Assess information needs (NF:077) (CS)
Obtain needed information efficiently (NF:078) (CS)
Evaluate quality and source of information (NF:079) (CS)
Apply information to accomplish a task (NF:080) (CS)
Store information for future use (NF:081) (CS)
Discuss the nature of information management (NF:110, NF LAP 3) (CS)
Identify ways that technology impacts business (NF:003, NF LAP 4) (PQ)
Explain the role of information systems (NF:083) (PQ)
Discuss principles of computer systems (NF:084) (PQ)
Use basic operating systems (NF:085) (PQ)
Describe the scope of the Internet (NF:086) (PQ)
Demonstrate basic e-mail functions (NF:004) (PQ)
Demonstrate personal information management/productivity applications (NF:005) (PQ)
Demonstrate basic web-search skills (NF:006) (PQ)
Demonstrate basic word processing skills (NF:007) (PQ)
Demonstrate basic presentation applications (NF:008) (PQ)
Demonstrate basic spreadsheet applications (NF:010) (PQ)
Demonstrate basic database applications (NF:009) (PQ)

Knowledge Management

Explain the nature of knowledge management (KM:001, KM LAP 1) (SP)

Marketing

Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS)

Operations

Explain the nature of operations (OP:189, OP LAP 3) (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)
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)
Organize and prioritize work (OP:228) (CS)
Coordinate work with that of team members (OP:230) (CS)
Explain the nature and scope of purchasing (OP:015, OP LAP 2) (CS)
Place orders/reorders (OP:016) (CS)
Maintain inventory of supplies (OP:031) (CS)
Describe types of purchase orders (OP:250) (CS)
Discuss types of inventory (OP:336) (CS)
Explain the concept of production (OP:017, OP LAP 4) (CS)
Explain the nature of overhead/operating costs (OP:024, OP LAP 9) (SP)
Conduct breakeven analysis (OP:192) (MN)
Professional Development

Set personal goals (PD:018; QS LAP 22, PD LAP 16) (CS)
Explain the need for innovation skills (PD:126, PD LAP 18) (CS)
Make decisions (PD:017; QS LAP 2, PD LAP 10) (CS)
Demonstrate problem-solving skills (PD:077; QS LAP 26, PD LAP 17) (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, PD LAP 15) (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)
Describe techniques for obtaining work experience (e.g., volunteer activities, internships, etc.) (PD:032) (PQ)
Explain the need for ongoing education as a worker (PD:033) (PQ)
Explain possible advancement patterns for jobs (PD:034) (PQ)
Follow rules of conduct (PD:251) (CS)
Follow chain of command (PD:252) (CS)
Explain the role of managerial accounting techniques in business management (PD:171) (SP)
Describe the scope of costs in managerial accounting (e.g., direct cost, indirect cost, sunk cost, differential cost, etc.) (PD:275) (SP)
Discuss the use of cost-volume-profit analysis (PD:169) (SP)
Discuss cost accounting systems (e.g., job order costing, process costing, etc.) (PD:170) (SP)
Explain methods used to allocate overhead costs in a cost accounting system (e.g., activity-based costing [ABC], traditional costing, etc.) (PD:276) (SP)
Discuss the role of standard costing in managerial accounting (PD:172) (SP)
Discuss the use of variance analysis in managerial accounting (PD:173) (SP)

Project Management

Explain the nature of project management (OP:158, OP LAP 6) (SP)

Quality Management

Explain the nature of quality management (QM:001, QM LAP 1) (SP)

Strategic Management

Explain the concept of management (SM:001, SM LAP 3) (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) (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)
Explain the nature of business plans (SM:007, SM LAP 1) (MN)