

International Business and Logistics

Course Code	Course
05-190-101	Principles of International Business and Logistics
CLO1	Explain the concepts, significance, and environment of international business (PLO1K-U)
CLO2	Explain concepts of analytical thinking and innovation in international business and logistics (PLO2K-U)
CLO3	Perform assigned collaborative roles in international business and logistics activities (PLO4S-I)
CLO4	Select ethical approaches to cross-cultural communication and negotiation (PLO4C-Res)
05-190-201	Cross Cultural Management
CLO1	Explain the concepts and context of cross-cultural management in international business (PLO1K-U)
CLO2	Explain cultural dimensions and their impact on international business management (PLO2S-P)
CLO3	Communicate and negotiate across cultures in international business situations (PLO4S-I)
CLO4	Work with others in situations involving cultural differences (PLO4E-Res)
05-190-202	Intercultural Communication and Negotiation
CLO1	Apply cross-cultural communication principles in international business situations (PLO1K-Ap)
CLO2	Apply cultural dimensions to analyze cross-cultural negotiation (PLO3K-U)
CLO3	Conduct cross-cultural communication and negotiation according to given situations (PLO4S-I)
CLO4	Collaborate with others in cross-cultural communication and conflict management (PLO4C-V)
05-190-203	Multinational Enterprises and Sustainability Development
CLO1	Apply concepts of multinational enterprises and sustainability to the international business context (PLO1K-Ap)
CLO2	Apply innovation concepts to analyze the sustainability strategies of multinational enterprises (PLO2K-Ap)
CLO3	Prepare an international business plan that integrates sustainable development goals (PLO2S-I)
CLO4	Discuss ethical issues and social responsibility of multinational enterprises (PLO4E-Res)
CLO5	Collaborate with others in presenting an international business plan for sustainability (PLO4C-Res)
05-190-204	Laws of International Business Transactions
CLO1	Apply principles of international business law to cross-border business situations (PLO1K-Ap)
CLO2	Apply cultural dimension concepts to legal issues in conducting international business (PLO3K-An)
CLO3	Collaborate in discussing business ethics and international intellectual property issues (PLO4E-Res)

Course Code	Course
CLO4	Respond to social responsibility issues in applying international business law (PLO4C-V)
05-290-101	Principles of Marketing
CLO1	Explain the meaning, concepts, activities, and role of marketing in the economy and society (PLO1K-U)
CLO2	Explain the influence of culture on consumer behavior and marketing decisions (PLO2S-P)
CLO3	Follow marketing communication procedures through online and offline channels (PLO4S-I)
CLO4	Discuss the importance of marketing ethics and corporate social responsibility (PLO4E-Res)
05-390-101	Principles of Management
CLO1	Explain fundamental concepts of management, planning, and decision-making in organizations (PLO1K-U)
CLO2	Follow procedures for work management, communication, and teamwork in organizations (PLO1K-An)
CLO3	Explain the influence of culture on leadership, motivation, and human resource management (PLO3K-U)
CLO4	Discuss the importance of social responsibility and business ethics in organizational management (PLO4C-V)
05-490-103	Principles of Accounting
CLO1	Explain introductory concepts of accounting, taxation, financial statements, costs, and budgeting (PLO1K-U)
CLO2	Prepare accounting records, financial statements, budgets, and product costs from business data (PLO2K-An)
CLO3	Follow guidelines for communicating accounting information when working with others (PLO4S-I)
CLO4	Participate in discussing ethical issues and responsibilities in the use of accounting information (PLO4E-Res)
05-690-205	Business Finance
CLO1	Apply principles of business finance to analyze financial goals and firm value creation (PLO1K-Ap)
CLO2	Collaborate in discussing ethical issues and responsibilities of financial managers (PLO4E-Res)
CLO3	Respond to social responsibility issues in business financial decision-making (PLO4C-V)
CLO4	Apply financial and economic principles to investment decisions and liquidity management (PLO15K-Ap)
CLO5	Apply information technology and financial technology to business decision-making (PLO15S-I)
05-790-102	Macroeconomics 1
CLO1	Explain macroeconomic concepts, national income, money, fiscal policy, and economic problems (PLO1K-U)
CLO2	Calculate equilibrium national income, income, employment, inflation, and deflation from economic data (PLO1K-Ap)
CLO3	Follow procedures for using macroeconomic data to support business decision-making (PLO1K-An)

Course Code	Course
CLO4	Explain macroeconomic principles for business and household decision-making (PLO14K-U)
05-890-201	English for Global Business
CLO1	Analyze English vocabulary and expressions used in global business communication (PLO1K-U)
CLO2	Analyze English information from cross-cultural business documents and media (PLO2K-U)
CLO3	Conduct business English communication according to given global situations (PLO4S-I, PLO4S-M)
CLO4	Collaborate with others in presenting global business information in English (PLO4E-Res, PLO4C-V)
05-190-205	International Trade and Investment
CLO1	Apply principles and theories of international trade and investment (PLO1K-Ap)
CLO2	Conduct analysis of economic and cultural contexts for international trade and investment (PLO4S-I)
CLO3	Discuss the impact of international trade and investment on society and the environment (PLO4E-Res)
CLO4	Apply business models appropriate for international trade and investment (PLO6K-An)
05-190-206	Export-Import Administration
CLO1	Apply export-import principles in conducting international business (PLO1K-Ap)
CLO2	Apply international trade practices to the context of trading partner countries (PLO3K-Ap)
CLO3	Work with others according to assigned roles (PLO4S-I)
CLO4	Apply export-import models appropriate to business situations (PLO6K-An)
05-190-207	Transport and Warehouse Management
CLO1	Apply principles of transport and warehouse management in business situations (PLO1K-Ap)
CLO2	Work with others according to assigned roles (PLO4S-I)
CLO3	Apply technology to analyze transport and warehouse data (PLO5S-I)
CLO4	Apply transport modes and distribution center models appropriate to the business (PLO6K-An)
05-190-208	Procurement and Inventory Management
CLO1	Apply principles of procurement and inventory management in the supply chain (PLO1K-Ap)
CLO2	Apply problem-solving concepts in procurement and inventory management (PLO2K-U)
CLO3	Work with others according to assigned roles (PLO4S-I)
CLO4	Apply technology to analyze procurement and inventory data (PLO5S-I)
05-190-301	International Marketing Administration
CLO1	Analyze concepts, environments, and problems in international marketing (PLO1K-An)
CLO2	Analyze cultural influences affecting international marketing strategies (PLO3K-Ap)

Course Code	Course
CLO3	Select international marketing approaches that consider ethics and social responsibility (PLO4C-V)
CLO4	Analyze business models appropriate to international-level changes (PLO6K-An)
CLO5	Design and plan international marketing strategies suited to changing consumer behavior contexts (PLO7K-Ap, PLO7K-C)
05-190-302	Freight Forwarder Business and Customs Broker
CLO1	Analyze the roles and functions of international freight forwarders (PLO1K-An)
CLO2	Analyze forms of international trade and freight transport in a cross-border context (PLO3K-Ap)
CLO3	Analyze customs broker business models and international logistics services (PLO6K-An, PLO7K-An)
CLO4	Evaluate customs broker business practices for compliance with customs regulations (PLO4C-Rec)
CLO5	Accurately prepare electronic customs documents and international trade documents (PLO7S-I)
05-190-303	Quantitative Methods in Logistics Business
CLO1	Apply forecasting methods and analysis of demand, transport routes, and costs in logistics problems (PLO2K-An)
CLO2	Demonstrate solving logistics problems using quantitative models (PLO3S-I)
CLO3	Demonstrate the use of software to analyze quantitative problems in logistics business (PLO5S-I)
CLO4	Analyze results from quantitative models for logistics decision-making (PLO6K-U)
CLO5	Discuss the role of quantitative models in developing logistics business models (PLO7C-Rec)
05-190-304	Technology in Logistics and Supply Chain Systems Modeling
CLO1	Apply logistics technology to simulate supply chain processes (PLO2K-An)
CLO2	Accurately demonstrate the creation of flowchart and queuing models in logistics systems (PLO3S-I)
CLO3	Accurately demonstrate the use of computer programs to simulate and analyze supply chain systems (PLO5S-I)
CLO4	Accurately demonstrate the improvement of scenario models to enhance supply chain efficiency (PLO7S-I)
CLO5	Exchange approaches to using simulation technology to develop supply chain business models (PLO7C-Rec)
05-190-305	International Business and Logistics Research
CLO1	Accurately demonstrate the use of research tools to collect data in international business and logistics (PLO2S-I)
CLO2	Demonstrate ethics in collecting, analyzing, and reporting business research data (PLO4E-Rec)
CLO3	Use technology to process research data in international business and logistics (PLO5S-I)
CLO4	Analyze research findings to support decision-making in international business and logistics (PLO6K-An)

Course Code	Course
CLO5	Accurately demonstrate the preparation of research reports in international business and logistics (PLO7S-I)
05-190-306	Supply Chain Strategy
CLO1	Analyze concepts and principles of supply chain strategy to create competitive advantage (PLO1K-An)
CLO2	Demonstrate values of ethics and responsibility toward supply chain stakeholders (PLO4C-V)
CLO3	Analyze supply chain models appropriate to changes in international markets (PLO6K-An)
CLO4	Design sustainable supply chain models to increase business value and capability (PLO7K-E)
CLO5	Demonstrate values of developing supply chain models that create value and sustainability (PLO7C-Rec)
05-190-307	Global Business Strategy
CLO1	Analyze concepts and processes of strategic management in global business (PLO1K-An)
CLO2	Appreciate the value of ethics and social responsibility in implementing global strategies (PLO4E-Rec)
CLO3	Analyze the environment and modes of entry into international business (PLO6K-An)
CLO4	Create global business strategic plans appropriate to the situation (PLO2S-M, PLO7K-E)
CLO5	Appreciate the value of collaboration in developing global business strategic plans (PLO7C-Rec)
05-490-201	SAP Business One Applying SAP Business One in Business Process
CLO1	Apply enterprise resource planning concepts to business processes in SAP Business One (PLO1K-Ap)
CLO2	Apply SAP Business One to solve problems of data and business process integration (PLO2K-U)
CLO3	Record business transactions in SAP Business One according to procurement, inventory, and sales processes (PLO4S-I)
CLO4	Demonstrate the use of SAP Business One to link business data across departments (PLO5S-P)
05-590-102	Data Analytics for Entrepreneurship
CLO1	Explain concepts of data-driven business and data analytics for entrepreneurs (PLO1K-U)
CLO2	Develop business data analytics models to support entrepreneurial decision-making (PLO2S-I)
CLO3	Collaborate in discussing the role of data in decision-making and entrepreneurial responsibility (PLO4C-V)
CLO4	Explain the use of technology to analyze data in conducting international business and logistics (PLO5K-U)
CLO5	Follow procedures for presenting digital marketing data using visualizations and data storytelling (PLO9K-An)
CLO6	Explain the use of information technology to support economic and financial decision-making (PLO15K-Ap)
05-190-308	International Human Resources Administration

Course Code	Course
CLO1	Analyze concepts and strategies of international human resource management (PLO1K-An, PLO7K-E)
CLO2	Analyze cultural differences affecting international human resource management (PLO3K-Ap)
CLO3	Discuss ethical issues in the selection, development, and evaluation of international personnel (PLO4E-Rec, PLO4C-V)
CLO4	Appreciate the value of working with others in an international human resource context (PLO7S-I, PLO7C-Rec)
05-190-309	Global Business Entrepreneurship
CLO1	Demonstrate a global business plan based on the market context and firm resources (PLO2S-P)
CLO2	Organize a global business according to organizational structure and international requirements (PLO5S-M)
CLO3	Analyze problems and obstacles of operating a business in global markets (PLO6K-An)
CLO4	Create global business strategies from case studies and the competitive environment (PLO7S-M)
05-190-310	Special Topics in International Business and Logistics
CLO1	Analyze international business opportunities from the political and economic environment (PLO2K-An)
CLO2	Create a framework of international business and logistics issues from real situations (PLO3S-M)
CLO3	Apply best-practice company models to the international business context (PLO5K-Ap)
CLO4	Analyze global trends affecting international business and logistics systems (PLO6K-An)
CLO5	Demonstrate values of learning from international business cases (PLO7C-V)
05-190-311	Multi Modal Logistics
CLO1	Create a multimodal transport plan according to distribution conditions (PLO1S-M)
CLO2	Analyze international transport modes based on routes and logistics costs (PLO3K-An)
CLO3	Conduct multimodal transport according to border-trade requirements (PLO5S-M)
CLO4	Analyze rail systems and transport providers in the international logistics context (PLO6K-An)
05-190-312	Retail Supply Chain Management
CLO1	Analyze the value chain of retail business from source to consumer (PLO1K-An)
CLO2	Demonstrate inbound distribution center processes according to retail business standards (PLO4S-P)
CLO3	Analyze the flexibility and sustainability of retail supply chains (PLO6K-An)
CLO4	Create a retail logistics structure from customer data and transport strategy (PLO7S-M)
05-190-313	Sustainable Supply Chains

Course Code	Course
CLO1	Analyze externalities and the carbon footprint of supply chain and logistics activities (PLO1K-An)
CLO2	Demonstrate values of social responsibility and business ethics in the supply chain (PLO4E-Rec)
CLO3	Analyze green logistics models appropriate to changes in international business (PLO6K-An)
CLO4	Design sustainable supply chain models to reduce environmental impact (PLO7K-E, PLO7S-I)
CLO5	Demonstrate values of developing sustainable and environmentally friendly business models (PLO7C-Rec)
05-390-203	Statistical Business Analysis
CLO1	Apply statistics to business data and managerial choices (PLO1K-Ap)
CLO2	Follow procedures for statistical estimation and hypothesis testing (PLO1S-I)
CLO3	Follow statistical processes using software packages (PLO4S-I)
CLO4	Collaborate in reporting statistical results from business case studies (PLO4C-Res)
05-590-101	Technology for Electronic Business
CLO1	Explain e-commerce infrastructure and digital business systems (PLO1K-U)
CLO2	Explain the value chain and supply chain of electronic business (PLO2K-U)
CLO3	Follow standards for digital content and online social media (PLO4S-I)
CLO4	Follow artificial intelligence technology guidelines for electronic business (PLO8-I)
CLO5	Follow security standards for electronic transactions and payment systems (PLO10S-I)
05-890-202	English for International Business
CLO1	Apply English vocabulary in the international business context (PLO1K-Ap)
CLO2	Follow English listening patterns for international business situations (PLO3S-I)
CLO3	Compose English texts for international business documents (PLO3S-M)
CLO4	Conduct English conversations in international business situations (PLO4S-M)
05-890-203	English for Logistics Business
CLO1	Apply English vocabulary in the logistics and supply chain context (PLO1K-Ap)
CLO2	Apply English expressions to international logistics service documents (PLO3K-Ap)
CLO3	Compose English documents for international logistics services (PLO3S-M)
CLO4	Conduct English conversations with personnel in the logistics industry (PLO4S-M)
05-892-201	Chinese for Business
CLO1	Apply Chinese vocabulary in business situations (PLO1K-Ap)
CLO2	Follow Chinese language patterns from business media (PLO3S-I)

Course Code	Course
CLO3	Compose Chinese texts for online business communication (PLO3S-M)
CLO4	Conduct Chinese conversations in business situations (PLO4S-M)
05-892-202	Listening and Speaking for Business Chinese
CLO1	Apply Chinese vocabulary in business listening and speaking (PLO1K-Ap)
CLO2	Follow Chinese pronunciation patterns in business situations (PLO3S-I)
CLO3	Compose Chinese dialogues for business work (PLO3S-M)
CLO4	Conduct Chinese communication in business situations (PLO4S-M)
05-892-203	Chinese for International Business
CLO1	Apply Chinese vocabulary in the international business context (PLO1K-Ap)
CLO2	Apply Chinese expressions to international business documents (PLO3K-Ap)
CLO3	Compose Chinese texts for international business (PLO3S-M)
CLO4	Conduct Chinese conversations in international business situations (PLO4S-M)
05-000-301	Preparation for Professional Experience
CLO1	Analyze the professional experience training process and workplace requirements (PLO1K-An)
CLO2	Prepare job application documents, reports, and presentation materials for professional experience (PLO2K-An)
CLO3	Analyze workplace problems to support decision-making and immediate problem-solving (PLO3K-U)
CLO4	Apply economic and financial principles in planning before professional experience (PLO14K-U)
05-000-302	Cooperative Education
CLO1	Perform professional work according to roles assigned by the workplace (PLO1S-M)
CLO2	Demonstrate problem-solving skills from real work situations (PLO2S-P)
CLO3	Demonstrate ethics and responsibility in the workplace (PLO4E-V)
CLO4	Analyze business problems from data and experience in the workplace (PLO6K-An)
CLO5	Demonstrate communication and teamwork skills in the workplace (PLO8-P)
CLO6	Demonstrate professional values according to organizational culture (PLO9C-V)
CLO7	Demonstrate business decision-making from assigned work (PLO10S-P)
CLO8	Demonstrate professional competencies according to workplace standards (PLO13S-P)
CLO9	Apply economic and financial principles to work in the workplace (PLO14K-Ap)
CLO10	Demonstrate information technology skills in business work (PLO15S-P)
CLO11	Analyze workplace investments from business data (PLO16K-An)
05-000-303	International Cooperative Education

Course Code	Course
CLO1	Perform professional work according to roles in an overseas workplace (PLO1S-M)
CLO2	Demonstrate problem-solving skills from overseas work situations (PLO2S-P)
CLO3	Demonstrate ethics and responsibility in a cross-cultural context (PLO4E-V)
CLO4	Analyze business problems from experience in an overseas workplace (PLO6K-An)
CLO5	Demonstrate professional competencies according to overseas workplace standards (PLO13S-P)
CLO6	Apply economic and financial principles to work abroad (PLO14K-Ap)
CLO7	Demonstrate information technology skills in overseas business work (PLO15S-P)
CLO8	Analyze overseas workplace investments from business data (PLO16K-An)
05-000-304	Apprenticeship
CLO1	Perform professional training work according to roles assigned by the workplace (PLO1S-M)
CLO2	Demonstrate problem-solving skills from apprenticeship situations (PLO2S-P)
CLO3	Demonstrate communication and teamwork skills during the apprenticeship (PLO4S-P)
CLO4	Analyze business problems from workplace data (PLO6K-An)
CLO5	Apply business knowledge to work in the professional field (PLO11K-Ap)
CLO6	Demonstrate professional competencies according to workplace standards (PLO13S-P)
CLO7	Apply economic and financial principles to professional training work (PLO14K-Ap)
CLO8	Demonstrate information technology skills in professional training work (PLO15S-P)
CLO9	Analyze work performance based on workplace criteria (PLO16K-An)
05-000-305	International Apprenticeship
CLO1	Perform professional training work according to roles in an overseas workplace (PLO1S-M)
CLO2	Demonstrate problem-solving skills from overseas apprenticeship situations (PLO2S-P)
CLO3	Build cooperation with people of different cultures in the workplace (PLO3S-M)
CLO4	Demonstrate ethics and responsibility in an overseas context (PLO4E-V)
CLO5	Apply business knowledge to work in an overseas workplace (PLO11K-Ap)
CLO6	Apply economic and financial principles to overseas work (PLO14K-Ap)
CLO7	Demonstrate information technology skills in overseas apprenticeship work (PLO15S-P)

Course Code	Course
CLO8	Analyze apprenticeship results based on overseas workplace standards (PLO16K-An)
05-000-306	Workplace Special Problem
CLO1	Prepare a research project from problems found during apprenticeship or in the workplace (PLO1K-An, PLO2K-An)
CLO2	Demonstrate a workplace problem-solving process through professional presentation (PLO4S-I)
CLO3	Demonstrate values of cooperation and responsibility in working with the workplace (PLO4C-V)
CLO4	Apply economic and financial principles to analyze workplace problems (PLO6K-An, PLO14K-U)
05-000-307	Entrepreneurship in Digital Age
CLO1	Analyze entrepreneurial characteristics in the digital economy context (PLO1K-An)
CLO2	Demonstrate problem-solving skills for business in the digital age (PLO2S-P)
CLO3	Demonstrate the ethics and responsibility of entrepreneurs (PLO4E-V)
CLO4	Demonstrate data-driven decision-making for digital business (PLO8-P)
CLO5	Demonstrate values of socially responsible business operation (PLO9C-V)
CLO6	Demonstrate entrepreneurial leadership in the digital age (PLO10C-V)
CLO7	Apply technology to the entrepreneur's business plan (PLO11K-Ap)
CLO8	Apply finance and accounting principles to a digital business plan (PLO14K-Ap)
05-000-308	Practicum
CLO1	Perform position-specific work according to professional standards (PLO1S-M)
CLO2	Demonstrate problem-solving skills from position-specific work (PLO2S-P)
CLO3	Build cooperation with supervisors and colleagues (PLO3S-M)
CLO4	Demonstrate skills in working with personnel in the workplace (PLO4S-P)
CLO5	Apply business knowledge to position-specific work (PLO11K-Ap)
CLO6	Apply economic and financial principles to position-specific work (PLO14K-Ap)
CLO7	Demonstrate professional competencies from position-specific training reports and outputs (PLO15S-P)
05-000-401	Post-course Internship
CLO1	Perform professional work in the workplace based on knowledge from the curriculum's courses (PLO2K-An)
CLO2	Demonstrate problem-solving and work design skills from workplace experience (PLO3S-I)
CLO3	Demonstrate communication and collaboration skills in the workplace (PLO4S-M)
CLO4	Analyze the workplace's business model under international-level changes (PLO6K-An)
CLO5	Apply finance and economic principles to decision-making in the workplace (PLO14K-U)

Course Code	Course
CLO6	Apply information technology to support business decision-making in the workplace (PLO15K-Ap)
CLO7	Analyze workplace investments based on securities and alternative asset concepts (PLO16K-An)
05-000-402	International Post-course Internship
CLO1	Perform professional work in an overseas workplace based on knowledge from the curriculum's courses (PLO3S-I)
CLO2	Demonstrate problem-solving and work design skills from overseas workplace experience (PLO2K-An)
CLO3	Perform work with people of different cultures in an overseas workplace according to professional guidelines (PLO4C-Rec)
CLO4	Demonstrate communication and collaboration skills in a cross-cultural context (PLO4C-Rec)
CLO5	Analyze the overseas workplace's business model under international-level changes (PLO6K-An)
CLO6	Apply finance and economic principles to decision-making in an overseas workplace (PLO14K-U)
CLO7	Apply information technology to support business decision-making in an overseas workplace (PLO15K-Ap)
CLO8	Analyze overseas workplace investments based on securities and alternative asset concepts (PLO16K-An)
05-000-403	Entrepreneurial Skills Development
CLO1	Analyze business opportunities from the environment and market demand (PLO1K-An)
CLO2	Demonstrate problem-solving skills in real business operations (PLO2S-P)
CLO3	Build cooperation with customers and stakeholders (PLO3S-M)
CLO4	Demonstrate business ethics and social responsibility (PLO4E-V)
CLO5	Analyze the risks and impacts of managerial decisions (PLO6K-An)
CLO6	Demonstrate decision-making based on real business operation data (PLO8-P)
CLO7	Demonstrate the values of a responsible entrepreneur (PLO9C-V)
CLO8	Improve business processes based on performance results (PLO10S-Ar)
CLO9	Apply technology to one's own business (PLO11K-Ap)
CLO10	Demonstrate leadership in managing a business team (PLO13S-P)
CLO11	Apply finance and economic principles to a real business (PLO14K-Ap)
CLO12	Demonstrate data skills for entrepreneurial decision-making (PLO15S-P)
05-000-404	Special Topics in Entrepreneurship
CLO1	Analyze emerging trends in entrepreneurship (PLO1K-An)
CLO2	Demonstrate problem-solving skills from entrepreneurship topics (PLO2S-P)
CLO3	Create a framework of entrepreneurship issues with stakeholders (PLO3S-M)
CLO4	Demonstrate entrepreneurial ethics in the business context (PLO4E-V)
CLO5	Analyze innovations and new developments in entrepreneurship (PLO6K-An)

Course Code	Course
CLO6	Demonstrate decision-making from entrepreneurship case studies (PLO8-P)
CLO7	Demonstrate values of learning in entrepreneurship (PLO9C-V)
CLO8	Apply specialized tools to entrepreneurship issues (PLO11K-Ap)
CLO9	Apply finance and economic principles to entrepreneurship topics (PLO14K-Ap)
CLO10	Demonstrate entrepreneurial concepts through presentation work (PLO15S-P)
05-190-401	International Business and Logistics Implementation
CLO1	Analyze international business and logistics problems from real situations (PLO1K-An)
CLO2	Demonstrate problem-solving skills in business and logistics operations (PLO2S-P)
CLO3	Build team cooperation in a global business context (PLO3S-M)
CLO4	Demonstrate ethics and responsibility in business operations (PLO4E-V)
05-290-401	Marketing Implementation
CLO1	Analyze the environment and marketing data from business situations (PLO1K-An)
CLO2	Demonstrate problem-solving skills in marketing operations (PLO2S-P)
CLO3	Build cooperation with team members and marketing stakeholders (PLO3S-M)
CLO4	Demonstrate the ethics and responsibility of marketers (PLO4E-V)
CLO5	Analyze marketing strategies from consumer behavior and research data (PLO6K-An)
CLO6	Demonstrate professional competencies according to marketer standards (PLO7S-P)
CLO7	Demonstrate decision-making from marketing activity measurement results (PLO8-P)
CLO8	Demonstrate values of socially responsible marketing (PLO9C-V)
CLO9	Improve marketing programs based on activity results (PLO10S-Ar)
05-390-401	Management Implementation
CLO1	Evaluate management plans based on the environment and organizational goals (PLO7K-E)
CLO2	Demonstrate professional competencies in organizational management (PLO7S-P)
CLO3	Analyze human resource management systems and leadership (PLO12K-An)
CLO4	Demonstrate control and motivation skills in the organization (PLO12S-P)
05-690-401	Finance and Economics Implementation
CLO1	Organize financial and economic data according to the business context (PLO1S-M)
CLO2	Apply financial theory to business decision-making (PLO14K-Ap)
CLO3	Demonstrate economic data skills for decision-making (PLO15S-P)
CLO4	Analyze financial and economic impacts on business (PLO16K-An)