



## **Business Senior Exam**

The Business Senior Exam (BSE) is an assurance of learning requirement of the Bachelor of Business Administration (BBA) and Bachelor of Science (BS) in Accounting degree programs in the College of Business at the University of Central Oklahoma. The BSE is a comprehensive examination of important business concepts that a student is expected to have learned in the core degree courses. The College of Business uses the BSE to assess student learning and to make curriculum improvements. All students enrolled in MGMT 4813 Strategic Management will take the BSE. The BSE will be mentioned on the course syllabus as performance contributes to the final course grade. Instructors will provide additional details about the administration of the exam in the class.

The College of Business began administering the BSE in 2016 and nearly 500 students have taken the exam to date. The exam consists of 128 multiple choice questions and is taken under supervision from ProctorU, an online testing accountability vendor, or through the College of Business Testing Center under proctor supervision. Students have 1 hour and 50 minutes to complete the exam.

The BSE tests knowledge and application from the core courses in the BBA and BS in Accounting programs as well as a few critical business concepts:

<b>Accounting</b>	<b>Microeconomics</b>	<b>Business Statistics</b>
<b>Macroeconomics</b>	<b>Business Finance</b>	<b>Legal Environment of Business</b>
<b>Business Analytics</b>	<b>Management Information Systems</b>	<b>Operations Management</b>
<b>Management</b>	<b>Business Communication</b>	<b>Marketing</b>
<b>Global Factors in Business</b>	<b>Leadership</b>	<b>Sustainability Issues in Business</b>



To prepare for the BSE, students may want to review the following courses and business concepts:

<p style="text-align: center;"><b>ACCT 2113 Accounting I</b></p> <ul style="list-style-type: none"> <li>• Concepts and theories of accounting</li> <li>• Using information from financial statements to assess the financial health of a company</li> <li>• Preparing financial statements</li> <li>• Depreciating assets, inventory cost, and other financial and intangible assets</li> <li>• Obtaining and calculating the cost of financing debt</li> </ul>	<p style="text-align: center;"><b>ACCT 2133 Accounting II</b></p> <ul style="list-style-type: none"> <li>• Analyzing transactions for entry into an accounting system</li> <li>• Calculating costs of production</li> <li>• Analyzing profitability</li> <li>• Using managerial accounting principles to determine continuation or change in operations</li> <li>• Using operations data to assess future investments and construction of operating budgets</li> </ul>
<p style="text-align: center;"><b>ECON 2103 Microeconomics</b></p> <ul style="list-style-type: none"> <li>• Microeconomic perspective of how markets work</li> <li>• Implications of government intervention on market outcomes</li> <li>• How production, costs, and profits affect the behavior of firms</li> <li>• Differentiate market structures and their basic characteristics</li> <li>• How price discrimination impacts consumer, producer, and total welfare</li> </ul>	<p style="text-align: center;"><b>ECON 2203 Macroeconomics</b></p> <ul style="list-style-type: none"> <li>• The basic measures of the macro economy</li> <li>• Factors that affect economic fluctuations</li> <li>• Factors that affect economic growth</li> <li>• The role of money and other financial assets in the macro economy</li> <li>• Evaluating the effectiveness of fiscal and monetary policies</li> <li>• Assess current macroeconomic data and conditions</li> <li>• Factors that impact international trade</li> </ul>
<p style="text-align: center;"><b>FIN 3563 Fundamentals of Business Finance</b></p> <ul style="list-style-type: none"> <li>• Applying time value of money concepts to business decisions</li> <li>• Evaluating financial statements</li> <li>• Determining financial asset valuations and their applications</li> <li>• Using methods to manage working capital</li> </ul>	<p style="text-align: center;"><b>LS 3113 Legal Environment of Business</b></p> <ul style="list-style-type: none"> <li>• Relationship between law and ethics</li> <li>• Stages and elements of a civil court proceeding</li> <li>• Contractual rules related to formation, modification, enforceability, and discharge of contracts</li> <li>• Elements of business-related torts</li> <li>• Major laws pertaining to agency and employment</li> <li>• Recognizing and analyzing various legal issues (ethics, crimes, torts, contracts and administrative regulations)</li> </ul>



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<p><b>MGMT 3103 Principles of Management</b></p> <ul style="list-style-type: none"> <li>• Principle functions of a manager (four)</li> <li>• Understand activities relates to planning, leading, organizing, and controlling a workforce</li> <li>• Management and employee motivation</li> <li>• Implications of business ethics and how it impacts stakeholders</li> </ul>	<p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• Recognition and understanding of different leadership styles</li> </ul>
<p><b>ISOM 3263 Management Information Systems</b></p> <ul style="list-style-type: none"> <li>• Understand the use of modern information systems</li> <li>• Evaluate information systems' impact on society and business</li> <li>• Assess competitive issues relating to information systems</li> <li>• Implications for use of information systems in specific business situations</li> <li>• Information systems and issues of risk and security</li> <li>• Understand how information systems support business decision making</li> <li>• Ethical considerations and information systems</li> </ul>	<p><b>ISOM 3313 Operations Management</b></p> <ul style="list-style-type: none"> <li>• Using competitive strategy to implement productivity improvements</li> <li>• Understand the role and importance of "quality"</li> <li>• Understand simple design decisions (product &amp; service, reliability, process selection, capacity planning, facility layout, and location planning)</li> <li>• Planning process in project management</li> <li>• Understanding of supply chain concepts</li> <li>• Understanding of sustainability issues and implementation challenges</li> </ul>
<p><b>ECON 2173 Principles of Business Statistics</b></p> <ul style="list-style-type: none"> <li>• Calculating, constructing and interpreting descriptive statistics, tables, and graphs concerning a single variable and multiple variable data-set</li> <li>• Distribution theory concerning random variables and the sampling distribution theory about sample means</li> <li>• Constructing and interpreting the confidence interval of population average</li> <li>• Conducting hypothesis testing regarding population average</li> <li>• Conducting simple and multiple regression analyses and interpreting the results</li> </ul>	<p><b>ISOM 3323 Business Analytics</b></p> <ul style="list-style-type: none"> <li>• Purpose and importance of analytics in business</li> <li>• Differentiate among the levels of analytics maturity</li> <li>• Roles in businesses and their relationship to business analytics</li> <li>• Knowledge of software tools (such as Microsoft Excel) and how these can be used to make sound business decisions</li> <li>• How to present quantitative data effectively and professionally</li> </ul>



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<p style="text-align: center;"><b>BCOM 3143 Business Communications</b></p> <ul style="list-style-type: none"> <li>• Understanding of the strategic importance of communication within organizations</li> <li>• Understand the communication pathways (written, oral, visual, electronic)</li> <li>• Principles of effective writing</li> <li>• Principles of effective presentations</li> <li>• Principles of ethical communication</li> </ul>	<p style="text-align: center;"><b>MRKT 3013 Principles of Marketing</b></p> <ul style="list-style-type: none"> <li>• Philosophy of marketing as a way of managing a company</li> <li>• Describe the components of the marketing mix and their roles in the marketing plan</li> <li>• Principles of consumer behavior and the relationship to purchase decisions</li> <li>• Principles of segmentation, targeting, and positioning</li> <li>• Role of branding in product management</li> <li>• Differentiating between products and services</li> <li>• Advantages and disadvantages of marketing communication tools</li> <li>• Influencing factors on pricing and distribution decisions</li> <li>• Ethical issues associated with marketing efforts</li> </ul>
<p style="text-align: center;"><b>Sustainability Issues in Business</b></p> <ul style="list-style-type: none"> <li>• Identify sustainability-related situations and select appropriate solutions</li> <li>• Statistics relating to sustainability</li> <li>• Terms and meanings related to sustainability</li> <li>• Key components of sustainability</li> <li>• Examples of sustainability issues</li> </ul>	<p style="text-align: center;"><b>Global Factors in Business</b></p> <ul style="list-style-type: none"> <li>• Analyze global factors relevant to business decisions</li> <li>• Impact of globalization on markets and supply chains</li> <li>• Legal differences that may occur when a company conducts business outside its home country</li> <li>• Economic impact of United States trade surplus and deficit positions with trading partner countries</li> <li>• Cultural differences between the United States and any of UCO's countries of focus (Brazil, Canada, Mexico, France, United Kingdom, Germany, Switzerland, China, Japan, Taiwan, Korea, Netherlands)</li> <li>• Reasons why economic growth rates differ among countries</li> </ul>



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