

Business (Bus)

***101 Foundations of Business* 3 credit hours**

This course provides an introduction into the various components of the business curriculum which include accounting, finance, management, marketing, and information systems. (As needed)

***212 Fundamentals of Information Systems* 3 credit hours**

This course provides an introduction to systems and development concepts, information technology, and application software.

It explains how information is used in organizations and how IT enables improvement in quality, timelines, and competitive advantage. Prereq: CIS 110. (Spring)

***240 Business Communications* 3 credit hours**

This course is designed to improve written and oral communication skills within the context of the business environment. Students will learn to prepare various business letters, reports, and other forms of written communications. Decision-making and problem-solving techniques are emphasized through an introduction to case study methods. Prereq: Eng 101 and Accounting and Business Management, Business Administration, Sports and Fitness Programs Mgmt. Communications major, or a Business minor. (Fall and Spring)

***295 Business Statistics and Research Methods* 3 credit hours**

This course examines statistical and research techniques used in business decision making. A study of basic statistical concepts is included. Topics addressed include linear regression, correlation, the normal distribution, Chi Square, statistical decision making, time series analysis, statistical quality control and non-parametric statistics. Students will apply statistical techniques through computer assisted research assignments. Prereq: Math 112, 113 or higher.

(Fall)

310 Personnel Management 3 credit hours

A study of employer-employee relationships in business and industry, including personnel policies and methods, selection, placement, training and promotion of employees, and recent trends in employment practices. Prereq: Pre-Bus curriculum; Bus 315; Junior standing or permission of the business program coordinator.

(Spring odd years)

315 Principles of Management 3 credit hours

Detailed discussion of four stages of management: planning, organizing, directing and controlling. Emphasis on decision making and communication. Prereq: Pre-Bus curriculum or permission of instructor. (Fall)

317 The Dynamics of Group and Team Leadership 3 credit hours

Students will explore the theory and research findings needed to understand how to make groups effective and develop the skills required to apply that knowledge in practical situations. The dynamics of power, negotiation, conflict resolution, decision making, and the importance of diversity will be addressed. Upon completion of this course, students will be prepared to use leadership strategies for group communications and team building to attain organizational objectives. Prereq: Business Administration, or Sports and Fitness Programs Mgmt. major, Junior status. (As needed)

320 Financial Management 3 credit hours

The procurement and management of wealth by privately owned profit-seeking enterprises. Prereq: Pre-Bus curriculum. (Fall)

325 Principles of Marketing 3 credit hours

Marketing functions, trade channels, price policies, expenses and profits of middlemen, and public policy with respect to marketing practices. Prereq: Pre-Bus curriculum or permission of instructor.

(Fall)

350 Business Law 3 credit hours

A treatment of the fundamental principles of law relating to business. Emphasis is placed upon contracts, sales, bailments, negotiable instruments, agencies, property, bankruptcy, partnerships, and corporations. Prereq: Pre-Bus curriculum or permission of the instructor. (Spring)

405 Organizational Theory (also Soc 405) 3 credit hours

An intensive study of the development and historical context of organizational theory. Topics include a historical analysis of the early and late 20th century organizational theories and the implication for understanding organizational structure and change. Prereq: Junior or Senior status; Business or Sociology major. (Fall, odd years)

415 Decision-Making in Financial Institutions and Financial Markets 3 credit hours

This course examines decision-making in financial institutions. It focuses on operating within financial markets from the perspectives of the investor and the financial manager of a financial institution. Topics include: security analysis, portfolio management, and the management of financial institutions (with an emphasis on commercial banks). Prereq: Bus 320. (As needed)

421 Investments 3 credit hours

An introduction to security analysis and portfolio management. Course includes an examination of financial markets, traditional and involving investment instruments, security valuation and selection, and financial planning and portfolio development. Prereq: Bus 320. (As needed)

425 Marketing Management 3 credit hours

A course designed to provide the student with knowledge of the analytical process for managerial marketing decisions. The topics

will include such problem areas as: product planning, distribution, pricing decisions and buying behavior. Prereq: Bus 325. (Spring odd years)

435 Production/Operations Management 3 credit hours

A study of the methods for planning, scheduling, operating and controlling the production process in both service and manufacturing environments. The behavioral aspects of productivity are considered, but the focus of the course is on productivity as it relates to production and operations management. Topics include productivity measurements, productivity ratios, forecasting, resource planning and allocation, facilities location and design, job design and measurement, production planning and scheduling, quality control and inventory systems. Students will learn to solve problems using operations research models, such as: PERT, queuing theory, linear programming applications and transportation cost optimization.

Prereq: Bus 315, Pre-Business curriculum. (Spring)

445 E-Commerce 3 credit hours

Examination of hardware, software, and organizational components of management's responsibility for such overseeing electronic commerce systems, and a study of the business information system environment that e-commerce can impact. Prereq: Pre-Business curriculum. (As needed)

450 Business Policy 3 credit hours

Strategy and policy formulation and implementation and their effects on the various levels of management. Integrates all functions of marketing, finance, accounting, production and considers the interpersonal aspects within the social, political, legal, economic, and ethical environments. This is the capstone course for the Business Administration major. Prereq: Bus 315, 320, 325, Senior status or permission of instructor. There is a course fee of \$25 to

cover the cost of the major field exam. (Spring)

461 Promotional Strategy 3 credit hours

Promotional Strategy is a study of the promotion factor of marketing including: economic sociological and psychological basis of demand stimulation. Implications for advertising, sales, promotion and publicity in the formulation of an effective campaign are discussed.

Prereq: Bus 325. (Spring, even years)

462-464, 467-469 Special Topics in Business 3 credit hours

Some elective courses may be offered as special topics in business on an occasional basis depending on the availability and interests of students and faculty. Examples of special topics include International Business, Advertising Management, Commercial Bank Management, and Management Information Systems. Prereq: Pre-Bus curriculum. (As needed)

465 Leadership Theory and Application 3 credit hours

This course provides a survey of classic and emerging leadership theory with a focus on leadership thinking for the 21st century. Learners are expected to demonstrate an understanding of leadership theory and its applications in an organizational context. Learners will be given the opportunity to practice leadership by planning and leading a servant leadership project. The learning products will evidence mastery of classic and contemporary approaches to leadership.

Prereq: Junior status, Accounting and Business Management, Business Administration, or Sports and Fitness Programs Mgmt. major. (Spring)

466 Business Ethics and Social Responsibility 3 credit hours

This course introduces basic ethical concepts, principles, and examples to enhance understanding and use of ethics in solving moral dilemmas. Students will learn to use the stakeholder and issues management method to solve moral dilemmas in the business

environment. Prereq: Pre-business curriculum (Spring even years)

470 Business Internship 1-3 credit hours

Students are placed with cooperating institutions and are jointly supervised by a work supervisor and a faculty member. Specific academic and work requirements are stated in a learning-work agreement. Prereq: Full-time Business Administration major the semester prior to one in which internship is to be accomplished; Pre-Bus curriculum; 3.0 GPA. (As needed)

475 Business Independent Study 1-3 credit hours

Students have an opportunity to supplement formal course offerings with Independent Study. This must be arranged with Faculty Advisor and must be in compliance with the College's requirements for Independent Study. Prereq: Pre-Bus curriculum. (As needed)

488 Readings and Research in Business 3 credit hours

An intense study of the research process, which moves the student sequentially from a general topic, to formulating a thesis, to the final draft of a comprehensive research project. The instructor will guide the student through planning, organizing, researching and drafting an accounting-related research report that sets forth a problem and offers a convincing solution. Students will make presentations on their readings and research throughout the semester culminating in a major formal presentation of their work. Prereq: Business Major with Senior status. (Fall)