

BUSINESS (BUS)

BUS-104 INTRO TO BUSINESS

4 credit hours, 4 contact hours (4 Lecture Hours Per Week)

This course is designed as a survey of American Business and Industry. Emphasis will be placed on the understanding of business terminology and internal/external structures and their relationship to individuals, business and society. Past, present and future business trends will be studied providing students the foundational knowledge required to progress to upper level business courses.

Requisite(s): Placement beyond or satisfactory completion of ENG 073
Fee: \$0.00

BUS-105 BUSINESS MATHEMATICAL APPLICATIONS

3 credit hours, 4 contact hours (3 Lecture/1 Lab Hours Per Week)

This course is designed to provide the student with a practical knowledge of typical mathematical concepts and calculations performed in the business environment. Emphasis is placed upon the introduction and understanding of mathematical concepts as applied in various business situations, formation and execution of applicable calculations, problem solving, and interpretation of results in reaching appropriate business decisions. This basic application of business concepts is extended to more complex decision-making with multiple variables and complex algebraic functions as they apply to business decisions. Utilization of graphing and modeling will help students improve their decision making ability in the ever-changing and complex business environment. Problem solving will involve the integration and the use of a calculator. *3 credit hours/4 billed contact hours*

Requisite(s): High School Algebra Recommended
Fee: \$0.00

BUS-151 FUND OF SELLING

3 credit hours, 3 contact hours (3 Lecture Hours Per Week)

An introduction to the principles of selling. Includes study of selling in our present economy, analysis of the steps in a sales demonstration, and classroom sales presentations by students.

Requisite(s): Must complete BUS-104
Fee: \$0.00

BUS-152 PRIN OF RETAILING

3 credit hours, 3 contact hours (3 Lecture Hours Per Week)

Designed to give the students an overall view of the field of retailing. History of retailing, types of retail institutions, store location, layout, fixtures and equipment, store record keeping, customer services and management will be covered in this course.

Requisite(s): Must complete BUS-104
Fee: \$0.00

BUS-153 ADVERTISING

3 credit hours, 3 contact hours (3 Lecture Hours Per Week)

This course is intended to give the business major a comprehensive view of American advertising. A brief study is made of advertising in the economy, in society and in business. An analysis is made of the principles and practices used in various types of advertising, such as newspapers, television, radio and direct mail.

Requisite(s): Must complete BUS-104
Fee: \$0.00

BUS-205 BUSINESS STATISTICS

3 credit hours, 3 contact hours (3 Lecture Hours Per Week)

An introductory course emphasizing the statistical analysis of business and economic data and how this analysis aids in planning and controlling operations and in making sound business decisions.

Requisite(s): Must complete MATH-117 or MATH-151 or MATH-201
Fee: \$0.00

BUS-250 PRIN OF MARKETING

3 credit hours, 3 contact hours (3 Lecture Hours Per Week)

A study of the dynamic forces operating in the business activity known as marketing includes all business activities dealing with the distribution of goods from the time they leave the factory or field until they reach the consumer. Marketing presents the actual processes market in an analytical and descriptive style. Analyze the ramifications of economics, politics, society, competition and technology on both the consumer and the business.

Requisite(s): Must complete BUS-104
Fee: \$0.00

BUS-251 ORGANIZATIONAL BEHAVIOR

3 credit hours, 3 contact hours (3 Lecture Hours Per Week)

This course examines individual, interpersonal, group and organizational processes. Students will discuss current theory, research and practice with regards to human behavior in the work place. Areas of concentration are goal setting, communication, team processes, motivational theory and techniques, culture, ethics, managing organizational change and conflict resolution.

Requisite(s): Must complete BUS-104
Fee: \$0.00

BUS-252 INTRO TO MANAGEMENT

3 credit hours, 3 contact hours (3 Lecture Hours Per Week)

The course is intended to give the business major an understanding of management concepts and activities. A study will be made of the following basic fundamentals: planning, organizing, leading and controlling. Selected management areas, such as team work, ethics and decision making, will be introduced. The course is designed to furnish a strong foundation in management for management trainees or business transfer students.

Requisite(s): Must complete BUS-104
Fee: \$0.00

BUS-253 SUPERVISION

3 credit hours, 3 contact hours (3 Lecture Hours Per Week)

This course is an overview of basic leadership skills needed to effectively supervise people with emphasis on productive communications, human relations issues, and the supervisor's role in employee recruitment, selection, training, motivation, planning, and evaluations as well as contemporary concerns of the supervisor.

Requisite(s): Must complete BUS-104
Fee: \$0.00

BUS-255 BUSINESS LAW

3 credit hours, 3 contact hours (3 Lecture Hours Per Week)

An introduction to the fundamental principles of law which the prospective businessperson will encounter in his/her business activities. A presentation of laws pertaining to contracts, agencies and effects of the uniform commercial code, as well as pre-code law. Basic principles applicable to business including legal rights and remedies, contracts and agency employer and employee relations is an intrinsic part of the course.

Fee: \$0.00

BUS-271 INTERNSHIP I-BUSINESS

3 credit hours, 3 contact hours (3 Field Experience Hours Per Week)

A course designed to give on-the-job experience that is commensurate with the student's career objectives. It is intended to provide the student with a practical, experiential learning situation in a supervised professional work environment. Internships vary in length but are normally for one semester after 75% of coursework is completed.

Required are 135 hours of on-the-job experience plus participation in a supplementary blackboard seminar. Some programs of study require an internship placement and others recommend it as an elective. Student usually arrange for their own internships. Contact the counseling office for more information. Prerequisite: 75% of coursework completed in the students major and a GPA of 2.5 or better. Students wishing to start an internship need to apply.

Fee: \$0.00