

# Business

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## Introduction to Business

### BUSIN 1100 - 3 Credits

Introduction to the environment and functions of business. Organization and operation of business, the relationships of business to society, and the dominant field and types of business are surveyed. Functions studied include marketing, finance, production, management, retailing, wholesaling, advertising, risk, pricing, personnel and business environment. (3 lecture hours)

## Customer Service

### BUSIN 1111 - 3 Credits

Interacting with customers and responding to customer concerns in-person, on the telephone and electronically. Customer service throughout the organization and as a system for meeting customer expectations. Verbal and nonverbal communications as they relate to customer service. Methods for responding to different types of customers. (3 lecture hours)

## Fundamentals of Personal Investing

### BUSIN 1120 - 3 Credits

Explores various investment vehicles utilized by the personal investor including stocks, bonds, real estate, mutual funds and insurance. Investment vehicle descriptions, values and economic complications are surveyed. Application of investment theory and risk analysis associated with investment decisions as it relates to building a hypothetical personal investment portfolio. (3 lecture hours)

## Entrepreneurship

### BUSIN 1161 - 3 Credits

Exploration of the start-up of small businesses and franchises. Essential business ownership primarily focusing on the marketing and management aspects of entrepreneurship. Product ideas, product development, patents, copyright, and trademarks. Introduction to start-up financing and business planning. (3 lecture hours)

## Electronic Business/Commerce

### BUSIN 1170 - 3 Credits

Overview of resources, knowledge, skills, practices and techniques necessary to conduct business online. Explores nature and impact of e-commerce on business and business operation, resources required versus available resources, e-management, Customer Relationship Management (CRM), ordering systems, end-to-end marketing, and performance and control systems. (3 lecture hours)

## Special Project

### BUSIN 1800 - 1-4 Credits

Special project courses in business topics not otherwise covered by general education courses and other courses in the catalog for the business discipline. These courses require direct experience and focused reflection in an in-depth study of a specific Business topic and/or the critical analysis of contemporary issues in business. They are targeted to self-selected students with an interest in the subject matter and involve active participation. The course delivery incorporates an experiential component of no less than 30% but not to exceed 70%. This experiential component may include field studies, interdisciplinary learning, and/or the practical application of business concepts, theories, principles, and methods with a specific focus. All courses require an orientation session to deliver academic and experiential information (syllabus, academic requirements, field preparation, logistics, etc.) This course may be taken four times for credit as long as different titles are chosen.

## Independent Study

### BUSIN 1840 - 1-3 Credits

Exploration and analysis of topics within the discipline to meet individual student-defined course description, goals, objectives, topical outline and methods of evaluation in coordination with and approved by the instructor. This course may be taken four times for credit as long as different topics are selected. Prerequisite: Consent of instructor is required (1 to 3 lecture hours)

## Business Budgeting

### BUSIN 2200 - 3 Credits

A hands-on study in the preparation and analysis of reports in the budgeting system. Includes detailed budgets for various departments; budgeted income statements and balance sheets with supporting schedules will be prepared. Special emphasis on the financial manager's role in budgeting as well as the relationship of the budgeting process with the long-term corporate goals and objectives. Completion of Business 1100 is recommended prior to enrollment. Prerequisite: Accounting 1110 or Accounting 1140 or equivalent or consent of instructor (3 lecture hours)

## Principles of Finance

### BUSIN 2210 - 3 Credits

The theoretical and conceptual framework used by financial managers to reach decisions in a dynamic economy including problems related to sources of capital and financial analysis. Emphasis is placed on financial statement analysis, time value of money, cash flow management, risk and return, and sources financing. Completion of Business 1100 is recommended prior to enrollment. Prerequisite: Accounting 1110 or Accounting 1140 or equivalent or consent of instructor (3 lecture hours)

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## Financial Analysis and Valuation

### BUSIN 2220 - 3 Credits

A comprehensive review of business strategy, financial strategy and the industry environment; includes an analytical review of corporate financial reports. Results provide information for management and investment decisions. Prerequisite: Business 1100, Accounting 1140 and Accounting 1150 or consent of instructor. (3 lecture hours)

## International Business

### BUSIN 2255 - 3 Credits

Theoretical and descriptive exploration of the interdependent world of international business. Explores globalization trends, international trade theories, regulations affecting trade, regional economic integration, and the impact these factors have on developing nations. Examines how company functions such as marketing, finance and management operate in the international setting. Special emphasis is placed on strategy development and the role of culture. Completion of Business 1100 or equivalent is recommended prior to enrollment. (3 lecture hours)

## Special Project

### BUSIN 2800 - 1-4 Credits

Special project courses cover topics not otherwise covered by general education courses and other courses in the catalog for the discipline. These courses require direct experience and focused reflection in an in-depth study of a specific discipline topic and/or the critical analysis of contemporary issues in the discipline. They are targeted to self-selected students with an interest in the subject matter and involve active participation. The course delivery incorporates an experiential component of no less than 30 percent but not to exceed 70 percent. This experiential component may include field studies, interdisciplinary learning and/or the practical application of discipline-related concepts, theories, principles and methods with a specific focus. All courses require an orientation session to deliver academic and experiential information (syllabus, academic requirements, field preparation, logistics, etc.) Prerequisite: At least one course in the discipline or consent of instructor

## Internship (Career & Technical Ed)yCoop Ed/Internship Occup

### BUSIN 2860 - 1-4 Credits

Course requires participation in Career and Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by

working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.

## **Internship Advanced (Career & Tech Ed)**

### **BUSIN 2865 - 1-4 Credits**

Continuation of Internship (Career and Technical Education). Course requires participation in Career & Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.

## **Internship (Transfer)**

### **BUSIN 2870 - 1-4 Credits**

Course requires participation in work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.

## **Internship - Advanced (Transfer)**

### **BUSIN 2871 - 1-4 Credits**

Continuation of Internship (Transfer). Course requires participation in work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.