

BUSINESS (BUSIN)

BUSIN 1100

Introduction to Business

3 Credit Hours

Introduction to the environment and functions of business. Organization and operation of business, the relationships of business to society, and types of business are surveyed. Marketing, finance, production and human resource management are covered. Careers in business are explored. (3 lecture hours)

BUSIN 1111

Customer Service

3 Credit Hours

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)

BUSIN 1120

Fundamentals of Personal Investing

3 Credit Hours

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)

BUSIN 1155

Diversity in Business

3 Credit Hours

Introduction to the role of diversity in the environment and functions of business. Surveys the impact of diversity on organizations, teamwork, strategy and customer relationships. Individual and group perspectives will be explored. Gender, race, ethnicity, generation, social class and other bases for diversity will be considered. (3 lecture hours)

BUSIN 1161

Entrepreneurship

3 Credit Hours

Exploration of the entrepreneurial mindset in individuals as it relates to career, business, social responsibility, and startup growth. Students will analyze gaps and opportunities in the marketplace and identify feasibility of a business. Marketing, strategy, ideas, failure, experimentation, investing, bootstrapping, finances, critical thinking, mindset, and various business and career models will be common themes. (3 lecture hours)

BUSIN 1170

Electronic Business/Commerce

3 Credit Hours

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)

BUSIN 1800

Special Project

1-4 Credit Hours

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. (1 to 3 lecture hours, 1 to 3 lab hours)

BUSIN 1840

Independent Study

1-3 Credit Hours

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. (1 to 3 lecture hours)

Prerequisite: Consent of instructor is required.

BUSIN 2200

Business Budgeting

3 Credit Hours

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. (3 lecture hours)

Prerequisite: ACCOU 1110 or ACCOU 2140 or equivalent or consent of instructor. Recommended: BUSIN 1100.

BUSIN 2210

Principles of Finance

3 Credit Hours

The theoretical and conceptual framework used by financial managers to reach decisions in a dynamic economy. Emphasis is placed on financial decision making related to capital budgeting, capital structure and working capital management. (3 lecture hours)

Prerequisite: ACCOU 2140 or equivalent or consent of instructor. Recommended: BUSIN 1100.

BUSIN 2220

Financial Analysis and Valuation

3 Credit Hours

The process of understanding the risks and profitability of a firm through analysis of reported financial statements. It includes a comprehensive review of business strategy, financial strategy and the industry environment, resulting in providing information for management and investment decisions. (3 lecture hours)

Prerequisite: BUSIN 1100, ACCOU 2140, and ACCOU 2150 or consent of instructor.

BUSIN 2255

International Business

3 Credit Hours

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 BUSIN 1100 or equivalent is recommended prior to enrollment. (3 lecture hours)

BUSIN 2800

Special Project

1-4 Credit Hours

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.

BUSIN 2860

Internship for Business

1-4 Credit Hours

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. (5 to 20 lab hours)

Prerequisite: Consent of instructor and Business 1100, 2.0 cumulative grade point average, six 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.

BUSIN 2865

Internship Advanced (Career & Tech Ed)

1-4 Credit Hours

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. (5 to 20 lab hours)

Prerequisite: Consent of instructor and 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 Dean from the academic discipline where the student is planning to earn credit.

BUSIN 2870

Internship (Transfer)

1-4 Credit Hours

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. (5 to 20 lab hours)

Prerequisite: Consent of instructor and 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 Dean from the academic discipline where the student is planning to earn credit.

BUSIN 2871

Internship - Advanced (Transfer)

1-4 Credit Hours

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. (5 to 20 lab hours)

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.