
COURSES

BUS 100 BUS ADMINISTRATION INTRO SEM**1 Lecture Hour 0 Lab Hours 1 Credit Hour**

Designed for students in the business curricula, this course will focus on personal development and effective strategies for successful completion of the AAS and AS degrees. Personal educational goals, career planning, good study approaches, reading and writing skills, and using college resources, such as the library and Internet, will be among the topics examined in the seminar. Students will develop an individual 'plan for the self' emphasizing individual goals and how they expect to achieve them.

BUS 102 FOUNDATIONS OF BUSINESS**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

This course will provide the student with a foundational knowledge and understanding of the major aspects of business. Topics include an introduction to economic systems, forms of business ownership, legal aspects of business, management, marketing, financing and accounting, social responsibility, and career assessment.

BUS 103 KEYBOARDING FOR INFO PROCESSNG**1 Lecture Hour 1 Lab Hour 1 Credit Hour**

Development of basic touch keyboarding skills for individuals who will be using keyboards for inputting information. Instruction will occur using computer terminal keyboards and specialized keyboarding computer software. Note: This course will be offered on a seven-week basis, four hours per week.

BUS 105 ADVERTISING**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

A study of the procedures and techniques of advertising. Attention is given to the purposes of advertising, the creation of advertising ideas, the writing of copy, trademarks, fundamentals of advertising layout, selecting and using media, market research and the advertising agency.

BUS 106 PROFESSIONAL SELLING**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

The role of selling in the context of a marketing environment. Creative, ethical, professional selling and its practical application to industrial, wholesale, retail and service situations are explored. Topics include communication skills, planning sales calls and sales presentation, meeting objections, closing the sale, service after the sale, careers in sales and the use of technology, such as computer software and the Internet.

BUS 107 PRINCIPLES OF MARKETING**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

A study of principles underlying the development and distribution of goods and services for organizational and consumer needs. Topics include: development of the marketing concept, legal and cultural environment, marketing research, segmentation, buyer behavior, product development, pricing, wholesaling, retailing, advertising, selling and Internet applications.

BUS 109 INTRO TO MICROSOFT EXCEL**1 Lecture Hour 0 Lab Hours 1 Credit Hour**

This course is designed to introduce students to the basics of spreadsheet software using Microsoft Excel. This course will cover worksheet basics, creating, formatting, editing and printing worksheets and charts. An introduction to Windows will also be included.

BUS 110 INTRO TO MICROSOFT ACCESS**1 Lecture Hour 0 Lab Hours 1 Credit Hour**

This course is designed to introduce students to the basics of database software using Microsoft Access. This course will cover basic database management, the functions of creating, editing, printing and manipulating a database. An introduction to Windows will also be included.

BUS 111 INTRO TO MICROSOFT POWERPOINT**1 Lecture Hour 0 Lab Hours 1 Credit Hour**

This course is designed to introduce students to the basics of presentation software using Microsoft Power Point. This course will cover presentation basics, creating, formatting, editing, printing and delivering presentations.

BUS 112 INTRO TO MICROSOFT WORD**2 Lecture Hours 0 Lab Hours 2 Credit Hours**

This course is designed to introduce students to the use of word processing software on a microcomputer or computer terminal. The course will include basic Windows commands, the functions of creating, editing, printing, spell check, headers/footers, footnotes, and proper formatting of letters, memos, and reports. Prerequisite: BUS 103 with a grade of C or better.

BUS 113 ESSENTIALS OF CUSTOMER SERVICE

3 Lecture Hours 0 Lab Hours 3 Credit Hours

This course will explore the importance of managing for excellent customer service in hospitality and other related business organizations. Students will learn how to create value for guests by developing skills to identify customer needs, exceed expectations, and enhance overall satisfaction in the digital age.

BUS 141 INTRO TO HOSPITALITY & TOURISM

3 Lecture Hours 0 Lab Hours 3 Credit Hours

An introduction to global travel and tourism and the role they play as major retailers. Topics to be discussed will include: Career options, corporate travel administration, transportation, hotel industry, tourism boards, convention centers, and park services. The role of tourism and marketing procedures will also be included.

BUS 143 HOSPITALITY PURCHASNG & MRKTNG

3 Lecture Hours 0 Lab Hours 3 Credit Hours

A study of the current, past, and future procedures and techniques of marketing strategies used in hotel, retail, restaurant, and event planning industries. Topics include: purchasing procedures, marketing economics, and quality control.

BUS 161 RETAIL MANAGEMENT

3 Lecture Hours 0 Lab Hours 3 Credit Hours

The principles of successful retail store management are analyzed. The topics discussed include retailing as an economic force, types of retail stores and their organizational structure, planning and management of store services, customer behavior and the basics of merchandising.

BUS 162 FUNDAMENTALS OF FASHION

3 Lecture Hours 0 Lab Hours 3 Credit Hours

This course deals with a basic fashion vocabulary; how fashion trends develop; the producers, designers, retailers and consumers of fashion. Fashion influences from Europe and the U.S. as well as the fashion press, are also discussed. The way we live and the things we do are related to fashion as an element of change in our economy.

BUS 201 PERSONAL FINANCE

3 Lecture Hours 0 Lab Hours 3 Credit Hours

This course examines the tools, terminology, and applications necessary to successfully manage financial matters in our daily lives. Topics include the personal financial planning process, career strategies, money management, personal taxation, financial institution services, and consumer credit. Evaluation techniques related to housing, transportation, insurance, investments, real estate, and retirement planning are also covered. Prerequisite: MAT 109 or higher

BUS 204 BUSINESS ORGANIZATION & MGMT

3 Lecture Hours 0 Lab Hours 3 Credit Hours

A study and practice of the managerial process and the social and organizational forces that shape and define the manager's job. The objective of the course is to explore the managerial functions of planning, organizing, motivating and controlling in order to develop an understanding of issues as they are found in business practice. Prerequisite: BUS 102

BUS 205 INTRO TO NONPROFIT MANAGEMENT

3 Lecture Hours 0 Lab Hours 3 Credit Hours

This course provides students with an introduction to nonprofit organizations and their roles in American society. Students will gain a foundational knowledge of the unique features of nonprofit and social service organizations while examining the context of how they are organized, governed, financed, staffed, and managed. Other topics to be included are philanthropy, volunteerism, strategic planning, marketing, advocacy, and social entrepreneurship. Students will also establish a relationship with a local nonprofit organization through service learning. Prerequisite: BUS 102 or BHS 103 or permission of the department.

BUS 208 SMALL BUSINESS MANAGEMENT

3 Lecture Hours 0 Lab Hours 3 Credit Hours

A practical application of management principles to small business. Topics include: how to start a small business, franchising, sources of capital, how to buy a small business, location analysis, employee relations, financial control, inventory control, advertising, selling, credit and legal aspects of business. Prerequisite: BUS 102 or BUS 107 or permission of the department.

BUS 209 DIGITAL MARKETING

3 Lecture Hours 0 Lab Hours 3 Credit Hours

This course explains the background of digital marketing and the role it plays in the current business environment. Topics include the digital ecosystem, consumer behavior, digital marketing messaging, content strategy and personalization, retention techniques, and applying the final digital marketing strategy into a specific field. Prerequisite: BUS 107

BUS 210 BUSINESS COMMUNICATION**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

This course provides instruction and practice in various forms of written and oral communication used in the workplace. The focus of written work is on developing an effective writing style for memos, letters and reports; learning appropriate business document formatting and improving grammar, punctuation and usage. Oral communication skills are developed by preparing and delivering business presentations and by working in group settings. Electronic communication methods include the use of e-mail and the Internet. Prerequisite: ENG 101.

BUS 215 BUSINESS LAW I**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

An introduction to the legal environment in which business functions. Topics studied include the judicial system, business related torts, intellectual property, and the law of contracts. Prerequisites: BUS 102 or PAL 120 or permission of the department

BUS 216 BUSINESS LAW II**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

As a continuation of BUS 215, the course focuses on the impact of the law in such areas as the Uniform Commercial Code, agency, and business organizations. Prerequisite BUS 215 or permission of the department

BUS 244 HUMAN RESOURCE MANAGEMENT**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

This course is designed to provide an in-depth study of all aspects of managing an organization's human resources. It includes explorations of HR's contributions to an organization's ethical and legal responsibilities; HR's role within strategy formulation and implementation; the acquisition, maintenance, and development of an organization's human assets; and current HR trends. Prerequisite: BUS 102

BUS 247 CONVENTION, MTG AND EXPO MGMNT**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

An exploration of local community events with regard to conventions, meetings, and expositions. The specific skills that will be emphasized in the hospitality and tourism industry will include service marketing, site selection, and events coordination. Prerequisite: BUS 141 OR BUS 107

BUS 254 GLOBAL BUSINESS**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

This course provides an overview of international business. Specifically, it provides the students with a description and analysis of the mechanics of doing business abroad. It discusses how cultural, economic, environmental, legal and political differences affect the success of U.S. business abroad. Prerequisite: BUS 102

BUS 255 OFFICE PRACTICE**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

This course will give students a perspective on the role of administrative support professionals and recognition of the technological developments that have affected office roles. Topics include the changing workplace, mastering technology, filing and records management, handling mail, succeeding in the work environment, time management, writing and presenting successfully, professional growth and human relations. Projects requiring the use of a variety of computer software as well as the use of the Internet and email will be included in this course. Prerequisites: CIS 111 or BUS 112

BUS 271 SPECIAL STUDY PROJECT I**1 Lecture Hour 0 Lab Hours 1 Credit Hour**

A special learning experience designed by one or more students with the cooperation and approval of a faculty member. Proposed study plans require departmental approval. Projects may be based on reading, research, community service, work experience, or other activities that advance the student's knowledge and competence in the field of business or related areas. The student's time commitment to the project will be approximately 35-50 hours.

BUS 272 SPECIAL STUDY PROJECT II**2 Lecture Hours 0 Lab Hours 2 Credit Hours**

Similar to BUS 271, except that the student's time commitment to the project will be approximately 70-90 hours.

BUS 273 SPECIAL STUDY PROJECT III**3 Lecture Hours 0 Lab Hours 3 Credit Hours**

Similar to BUS 271, except that the student's time commitment to the project will be approximately 105-135 hours.

BUS 290 BUSINESS INTERNSHIP

1 Lecture Hour 8 Lab Hours 3 Credit Hours

This course provides students with a real world laboratory in which to gain work experience in various types of businesses or similar institutions. The work experience will be 120 hours in duration. The internship will be customized to meet the specific needs of the student intern. Consequently, specific learning objectives must be developed by the collaboration of the intern, the on-site supervisor, and the faculty sponsor. Some typical areas of student learning can be focused on: accounting, marketing, advertising, sales, management, finance, insurance, real estate, public relations, human resources, banking, or any business-related area that meets the student's needs. In addition, interns meet one hour per week at a regularly scheduled time to discuss and share experiences. Internship logs and special reports are required. Note: 30 credits, including 12 credits in BUS or ACC, and a 2.5 GPA within the student's major is required. Prerequisite: Permission of the department.

BUS 911 MARKETING COMMUNICATIONS

3 Lecture Hours 0 Lab Hours 3 Credit Hours

A study of the procedures and techniques of marketing communications. Attention is given to the purpose of advertising, social media advertising, sales promotion, direct marketing, customer relationship management, public relations and professional selling. Pre- or corequisite: BUS 107