

BUSINESS (BUS)

BUS 1100 Introduction to Marketing and Sales (4)

Organizations (businesses, non-profits, etc.) bring people, resources, and systems together to offer products that attract and satisfy customers and beat the competition. By adopting an enterprise perspective, students learn how marketing and sales create, communicate, and deliver value to target consumers in a competitive environment characterized by constant change. Falls and Springs.

Prerequisite(s): none

BUS 1200 Business Law and Ethics (4)

Introduces the law and legal system to students beginning their journey towards becoming legal savvy, responsible business leaders. Topics include legal reasoning, business ethics, sources of law, civil dispute resolution and judicial process, constitutional law, criminal law and procedure, torts, contracts, and others as time permits. Falls and Springs. (DICO)

BUS 1300 Digital Information Technologies (4)

As technology transforms the global economy it creates a digital workplace. What people do at work and where people work is changing, creating new ethical, organizational, and decision-making challenges for every organization. Understanding the triple bottom line (people, profit, planet), students learn to use spreadsheets and begin to create key performance indicators measuring how effectively a company achieves its objectives. Falls and Springs. (TECO)

BUS 1400 Principles of Economics (4)

People around the world are linked in a global economy. Principles of economics operate as decisions are made by individuals, producers and suppliers, governments and policy makers, all having an impact on human well-being. This course introduces principles of economics. In a global awareness project, student trace the implications of economic decision making in a culture other than their own. Falls and Springs. (GACO)

BUS 2000 Financial & Managerial Accounting (4)

The "score" of the game of business is measured with accounting information.###Accounting is often referred to as the "language of business."###Financial accounting, which is concerned with communicating past results of a business via the four basic financial statements is covered.###Managerial accounting, which focuses on information managers require to make sound decisions and evaluate business results is introduced. Falls and Springs.

Prerequisite(s): none

BUS 2100 Introduction to Finance (2)

Finance professionals develop skills to make sound business decisions considering the importance of cash flow, time value of money and risk and return. Making investments is risky; there is no guarantee of a return. Key concepts and applications explore how finance helps businesses make working capital and capital investment decisions. Springs and Falls.

Prerequisite(s): BUS 1400 and BUS 2000

BUS 2200 Management and Decision Making (4)

Managers get people working together to accomplish desired goals and objectives using available resources efficiently and effectively. Students explore the skills and abilities of management professionals at all levels of an organization, the types of decisions these individuals face, and approaches for assessing their effectiveness. Springs and Falls.

Prerequisite(s): BUS 1100 or BU 2450.

BUS 2300 Business Writing and Presenting (4)

Writing and presenting are two critical skills linked directly to your success. This course introduces you to various forms of effective writing and presenting techniques relevant to today's organizations. You will engage in the art and science of writing and presenting and practice brainstorming, free writing, outlining, writing drafts, revising/editing, and creating finished written products. Springs and Falls. (WRCO)

Prerequisite(s): EN 1200 or EN 1400.

BUS 4620 Business Internship (1-12)

Students gain work experience by applying knowledge and skills learned in courses to on-the-job assignments in host organizations. Internships are supervised with planned objectives and a prescribed number of on-site work hours for which academic credit is earned. Pass/No Pass. Springs and Falls. Instructor permission required.

Prerequisite(s): Junior or Senior status; minimum 2.75 cumulative GPA, Students should have completed courses relevant to the position and have demonstrated self-discipline, motivation, and academic success in their major.