

BUSINESS (BUS)

BUS 1100 Introduction to Business and Marketing (4)

Business is a collection of people, resources, and systems working to create products and services. Through the prism of marketing, students discover how business functions contribute to creating, communicating, and delivering value to customers in an environment of constant change. Students practice teamwork essentials and begin to use data to describe how model firms operate. Falls and Springs.

Prerequisite(s): None

Corequisite(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 1600 Financial and 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): BUS 1300.

BUS 1700 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. Falls and Springs. (WRCO)

Prerequisite(s): EN 1200 or EN 1400.

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. Falls and Springs.

Prerequisite(s): BUS 1400, BUS 1500, and BUS 1600.

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. Falls and Springs.

Prerequisite(s): BUS 1100.