

# Business (BUS)

---

## Courses

### **BUS-112. Introduction to Business. 3 Credits.**

LECT 3 hrs

This course introduces both business and non-business majors to various fields of business study. Topics include foundations of business and economic systems, management and leadership styles, entrepreneurship, motivational theory and techniques, personnel and production management, accounting, information systems, business law, union/management relations and global issues. The course prepares students for higher-level business study and explores a variety of major options and career paths.

### **BUS-119. Business Information Systems and Applications. 3 Credits.**

LECT 3 hrs, LAB 1 hr

This course provides an introduction to the business productivity software programs available for problem solving and decision making in business and industry. This is a hands-on laboratory course designed to provide the student with experience in preparing professional business documents, analyzing business data, and presenting business results. Students will utilize the Microsoft Office software package, focusing on MS Word, Excel and PowerPoint. Special emphasis will be placed on analyzing data and preparing summary reports for decision making and problem solving using MS Excel. Students will acquire skills that can be applied to the preparation for optional Microsoft Office Specialist (MOS) Certification. Students will not receive credit towards graduation for more than one of the following courses: CMP-135, CMP-126 or BUS-119.

**Additional Fees:** Course fee applies.

### **BUS-135. Introduction to International Business. 3 Credits.**

LECT 3 hrs

This course introduces students to the field of international business and trade. A broad range of topics prepares students for the rapidly evolving global business world and for advanced study in international business. Topics include an overview of international business, the global economy, international business environments, issues related to operating and managing an international business and concepts and theories related to the global marketplace. Students will not receive credit for both BUS-135 and BUS-233.

### **BUS-136. Personal Finance. 3 Credits.**

LECT 3 hrs

This course provides a practical introduction to personal finance and money management by focusing on realistic ways to effectively manage and protect personal assets, minimize taxes and provide for a secure retirement. Students may design a personal budget and learn to make appropriate decisions with regard to savings, investments, insurance, credit protection and estate planning. Students evaluate the cost of borrowed money, real estate investments, effective use of credit, tax implications and the effects of the economy on personal financial decisions. The use of financial periodicals may be required.

**Prerequisites:** MAT-016 or equivalent and ENG-025 or equivalent

**Additional Fees:** Course fee applies.

### **BUS-201. Human Relations in Business. 3 Credits.**

LECT 3 hrs

This course provides a broad perspective dealing with human relations from the viewpoint of the manager. It treats the human aspect as it is encountered in the business organization. The behavior of individuals in interpersonal, intergroup and interorganizational situations as they relate to work is also studied.

### **BUS-205. Landscape Specifications and Estimating. 3 Credits.**

LECT 3 hrs

Required for students in Landscape Management and Design Agribusiness and Turf and Turfgrass Management and recommended for others with an interest in landscape maintenance or landscape design and installation. The course focuses on developing systems for the identification of costs associated with the preparation of landscape estimates and bids. Topics include pricing, budgeting, understanding and writing specifications; contracts and related issues; insurance and accounting applications for landscape businesses; estimating with an emphasis on cost-finding processes; and client and employee relations.

### **BUS-211. Money and Banking. 3 Credits.**

LECT 3 hrs

This course analyzes the organization and operation of our financial system. Included in the study are the money and capital markets, commercial banking and other financial institutions such as commercial finance companies. The relationship between financial and economic activity, including monetary and fiscal policy, is shown.

**Prerequisites:** MAT-016 or equivalent and ENG-025 or equivalent

**Additional Fees:** Course fee applies.

### **BUS-212. Principles of Finance. 3 Credits.**

LECT 3 hrs

This course is a study of principles and practices followed in the financial organization and operation of a business organization, including financing new and growing businesses, sources of capital, banking and credit accommodations, and the handling of other financial matters.

**Prerequisites:** ACC-111 and ENG-025 or equivalent

**Additional Fees:** Course fee applies.

### **BUS-213. Business Law I. 3 Credits.**

LECT 3 hrs

This course is a basic study of the fundamentals of legal liability, the growth of our legal system, and the legal rights, duties and obligations of the individual. Specifically covered are law and society, contracts, agency and employment. Where applicable, the Uniform Commercial Code is used as the basis for statutory interpretation.

### **BUS-215. Principles of Management. 3 Credits.**

LECT 3 hrs

This course is a study of the basic managerial functions of planning, organizing, staffing, directing and controlling. Emphasis is placed on the theory of management, organization and executive leadership. Case studies of actual business situations present problems requiring executive decisions for solution.

**Prerequisites:** ENG-111 or equivalent; ENG-112 or equivalent; BUS-119 or CMP-126.

**BUS-218. Investment Principles. 3 Credits.**

LECT 3 hrs

This course introduces students to basic types of investment alternatives focusing on the mechanics of investing including online investing, researching and interpreting financial information, understanding risk/return tradeoffs, and reviewing investment strategies associated with various stock orders. The course offers a thorough review of the primary and secondary securities markets, securities regulations and ethics, and a general understanding of the impact of the economy and the Federal Reserve on investment decisions. The course objective is to develop students into independently sophisticated investors through a practical hands-on approach. The use of financial periodicals may be required.

**Prerequisites:** MAT-016 or equivalent and ENG-025 or equivalent and ACC-111

**Additional Fees:** Course fee applies.

**BUS-219. Small Business Operations. 3 Credits.**

LECT 3 hrs

This course focuses on all aspects of operating an existing business or starting a new venture, culminating in the preparation and simulated execution of a business plan. Study includes evaluations of both new and existing businesses, financing approaches, forms of ownership, traditional and Internet marketing and advertising, directing, staffing, purchasing, risk mitigation, cash management, tax obligations, bootstrapping techniques, and financial and breakeven evaluation. This is a hands-on pragmatic approach to small business management.

**BUS-222. International Finance. 3 Credits.**

LECT 3 hrs

International Finance provides a basic understanding of the relationship between the international business environment and the international financial markets. Topics to be covered include: international flow of funds, international capital markets, international monetary system, exchange rate behavior, and financial management of the multinational firm.

**Prerequisites:** ENG-025 or equivalent and MAT-016

**Additional Fees:** Course fee applies.

**BUS-224. Cooperative Work Experience-Business. 3 Credits.**

COOP 3 hrs

This course provides students enrolled in the Business Career curriculum with job-oriented training and practical work experience in a work environment prior to permanent employment. The course may be taken in fulfillment of a business elective in the Business Career curriculum. Students desiring to participate in this experience should make their intention known to the department chair at the beginning of their third semester.

**Prerequisites:** Permission of department chair

**Corequisites:** BUS-225.

**BUS-225. Cooperative Work Experience Business- Related Class. 1 Credit.**

LECT 1 hr

A supplement to the cooperative work experience program, this course provides a variety of experiences to further develop students' career development and occupational adjustment. It also develops positive points of view toward human relationships and the responsibilities of both the employee and the employer.

**Prerequisites:** Permission of department chair

**Corequisites:** BUS-224.

**BUS-226. Internship Work Experience-Business. 3 Credits.**

COOP 3 hrs

This course provides students enrolled in the Business curriculum with job oriented training and practical work experience in a non-paid work environment prior to permanent employment. The course may be taken in fulfillment of a business elective. Students desiring to participate in this experience should make their intentions known to the department chair during the prior semester.

**Prerequisites:** Permission of department chair

**Corequisites:** BUS-225.

**BUS-233. Principles of International Business. 3 Credits.**

LECT 3 hrs

This course introduces students to the field of international business and trade. A broad range of topics prepares students for the rapidly evolving global business world and for advanced study in international business. Topics include an overview of international business, the global economy, international business environments, issues related to operating and managing an international business and concepts and theories related to the global marketplace.

**Prerequisites:** BUS-112 and ENG-025.

**BUS-240. Small Business Planning and Finance. 3 Credits.**

LECT 3 hrs

This course focuses on the planning and financing of small business ventures. Included is the development of a business plan. This includes market analysis and a resulting marketing plan, a comprehensive operations plan and the development of financial projections. Attention also is placed on attracting seed and growth capital from such sources as individuals, family, venture capital, investment banking and commercial banks. Bootstrapping or creative ways for obtaining greater impact of available funds is introduced. The end of the business cycle, business valuation and exit strategies are fully explored.

**Prerequisites:** ENG-025 or equivalent and MAT-016 or equivalent.

**BUS-242. Customer Relations. 3 Credits.**

LECT 3 hrs

This course focuses on customer relations as the measure of present and future business success. It begins with describing how business develops its business strategy on identified customer base. Recognizing the challenge of meeting customer expectations, the course defines customer satisfaction and introduces approaches to move from satisfying the customer to delighting the customer. A comprehensive customer relations process, customer relationship management, is introduced and its role discussed in the electronic business age.

**Prerequisites:** ENG-025 or equivalent.

**BUS-291. Special Topics in Business. 3 Credits.**

LECT 3 hrs

This course is an examination of selected topics or issues in business areas of study. Topics may differ each time the course is offered. Students should consult with the Department of Business Administration chair for additional information.

**BUS-292. Special Topics in Business. 3 Credits.**

LECT 3 hrs

This course is an examination of selected topics or issues in business areas of study. Topics may differ each time the course is offered. Students should consult with the Department of Business Administration chair for additional information. Prerequisites may be required dependent on topic of study.

**Corequisites:** BUS-224.