BUS 101
Introduction to Business • 5.0 Credits
Formerly BA 101
A critical survey of the theory, principles, and practices of modern business. The theme is building world class employees who produce and distribute world class goods and services in an increasingly competitive global marketplace. Critical thinking, systems understanding, resource allocation, human relations, and technology application are emphasized.

BUS 103
Principles of Sales • 5.0 Credits
Formerly BA 103
A study in consumer motivation, buyer benefits, overcoming sales resistance, and closing of sales supplemented by sales demonstrations developed and presented in the classroom.

BUS 105
Business & Payroll Tax Accounting • 5.0 Credits
Formerly BA 105
A study of the various aspects of federal, state, and local taxes levied upon business. Emphasis placed on Federal Income and Social Security tax withholding, sales tax requirements, and various state regulations regarding employee health, safety, unemployment insurance, and business and occupation tax. Students practice completion of various tax reports and maintenance of accurate tax-related records. Offered spring quarter only. Prerequisite: ACCT&201 or instructor permission.

BUS 107
Federal Income Taxes • 5.0 Credits
Formerly BA 107
This course emphasizes tax planning and tax recognition, not tax expertise. Students will be aware of the many issues and general solutions in taxation, including tax considerations in business decision-making, tax effects of business transactions; taxation of compensation; fringe benefits; capital gains; fixed asset transactions; tax credits; alternative minimum tax and passive activity rules, but leaving the detailed tax planning or compliance work for other tax courses. Offered fall quarter.

BUS 111
Computerized Accounting • 5.0 Credits
Formerly BA 111
This course requires students to use QuickBooks to account for service and merchandising businesses. The different modules include Accounts Receivable, Accounts Payable, Payroll, and integration of Microsoft Excel and Word. Prerequisite: ACCT& 201 and ACCT& 202 or concurrent enrollment in ACCT& 202.

BUS 120
Personal Finance • 5.0 Credits
Formerly BA 120
In this introductory course students learn a basic foundation of personal finance knowledge and how to apply it to their life. Students learn the fundamentals of planning, analyzing, managing, and investing personal financial resources. This includes practical knowledge and strategies for many real-life scenarios such as purchasing a home, deciding on a credit card, and buying a car. Other important topics include understanding how credit scores work, budgeting, and insurance, as well as a basic overview of investment tools and strategies. Additionally, students learn how to create a budget and a balance sheet and calculate their net worth. Students are challenged to apply this information to their own life situations by developing a personal financial plan.

BUS 134
Public Relations • 5.0 Credits
Formerly BA 134
A critical study of the theory, principles, and practices of organizational public relations in the complex social, technical, and political climate of the era. The class is writing and speaking intensive, culminating in student oral presentations, and a portfolio of media examples.

BUS 150
Advertising Principles • 5.0 Credits
Formerly BA 150
Study of when and how to use the major advertising mediums, with emphasis on local advertising. The course includes media buying, copywriting, layouts, production, market research, and sales promotion.

BUS 165
Investments • 5.0 Credits
Formerly BA 165
Fundamentals of investing and investment alternatives, including a study of traditional investment vehicles such as stocks, bonds, mutual funds, and more speculative strategies such as options and futures. The course examines investment decision-making within the framework of investment goals including safety, risk, growth, and income. The mechanics of various financial markets are also discussed.

BUS 170
Introduction to Event Planning • 5.0 Credits
Introduction to event planning including learning about the types of meetings and events, awareness of site location and suitability, logistics of the planning process, importance of market and sales research, and careers options in the event planning industry.

BUS 171
Event Planning Internship • 1.0–6.0 Credits
To obtain experience in event planning by assisting or being the lead in the completion of an event planning project(s).

BUS 179
Introduction to Entrepreneurship • 5.0 Credits
This is a survey course in entrepreneurship and business development. This course focuses on starting and developing a new business. Topics include evaluating opportunities and testing the feasibility of creative ideas, selecting and dealing with partners; examining alternative methods of financing, developing the initial competitive strategy, structuring and managing the business through the early survival months, and locating sources of outside help.

BUS 195
Supervised Employment • 1.0–5.0 Credits
A supervised paid work experience in a community agency, business, or industrial firm involving the application and practice of skills and principles learned in the classroom. Prerequisite: instructor permission.

BUS 196
Employment Seminar • 1.0–5.0 Credits
Designed to provide students with insight into the many aspects of the world of work through discussions of their personal work environments, encompassing actual on-the-job training and observations. May be repeated to a maximum of six credits. Prerequisite: concurrent enrollment in BUS 195.
BUS 250
Management Information Systems • 5.0 Credits
Formerly BA 250
This course is designed to introduce business majors to Management Information Systems (MIS) and demonstrate how these systems are used throughout organizations in theory and application. This course focuses on organizational information systems, including managerial support systems and acquisition, and application of information systems. Topical coverage consists of a web-based, global environment, and how to manage it through a competitive advantage and strategic information system. Ethics and privacy, network communications, E-commerce, mobile commerce, and contemporary topics are explored. The software deliverables include a PowerPoint presentation and a Word document from the student’s fictional or real business, followed by an Excel spreadsheet and Web 2.0 Google Docs. As a result of taking this course, students will obtain valuable information technology knowledge and skills required for success in business.

BUS 255
Legal Institutions & Processes in Am. Business • 5.0 Credits
Formerly BA 255, POLS&200
An examination of U.S. governmental roles and processes that affect business and our socio-economic systems. Provides an in-depth look at the U.S. legal structure and legal reasoning of substantive law and procedural and regulatory processes, focusing on legal analysis in facilitating conflict resolution.

BUS 265
Marketing Principles • 5.0 Credits
Formerly BA 265
Study of marketing functions from the viewpoint of the manager covering such topics as marketing, distribution channels, price market grid, transportation, and consumer behavior.

BUS 267
Marketing Special Projects • 1.0–5.0 Credits
Formerly BA 267
A practical and student-centered project oriented class, utilizing marketing skills to develop marketing plans for the Tri-Cities area business and charitable organizations. The use of primary and secondary data collection, research, business start-up planning, profitable business decision-making, and business communication skills as they relate to a final project.

BUS 268
Marketing Special Projects II • 1.0–5.0 Credits
Formerly BA 268
A continuing practical and student-centered marketing project course utilizing material provided by proposing clients. Included in this project is the development of a marketing promotional plan for-profit and not-for-profit companies. This special project is designed to help students use marketing skills related to primary and secondary data collecting and added researched data, business startup planning, making a business more profitable, and decision-making as they relate to the final promotion of a product or business. As in course BUS 267, more advanced projects are assigned and above skills are expanded.

BUS 269
Marketing Special Projects III • 1.0–5.0 Credits
Formerly BA 269
A continuing practical and student-centered marketing project course utilizing material provided by proposing clients, student researched data. Included in this project is the development of a marketing promotional plan for-profit and not-for-profit companies. This special project is designed to help students use marketing skills related to effective business promotion and/or product development. Selling skills, creative planning, and implementation training will be utilized for the client’s benefit. As in course BUS 268, more technical and advanced projects and research are assigned and the above skills are expanded to client specifications.

BUS 271
Human Relations Business • 5.0 Credits
Formerly BA 271
Study of the individual and his or her growth and development. Course is designed to enable students to establish goals and lead others in the accomplishment of those goals. It is aimed at heightening the student’s awareness of leadership and management.

BUS 272
Organization Development • 3.0 Credits
Formerly BA 272
A critical study of theory, principles, and practices in the development of contemporary business organizations. The focus is on diagnosis in a problem-solution approach. Key issues are triggering, managing, and nourishing change in a turbulent and highly competitive global business environment. Systems understanding, resource, and technology applications are considered.

BUS 279
Intermediate Entrepreneurship • 5.0 Credits
Students will learn the principles and skills needed for implementation of a business plan to own and operate a successful venture. The principles and skills of the entrepreneur are utilized in the decision making process. Topics covered in this course include: The appropriate business structure and organization, developing plans and strategies for the entrepreneurial venture, financing strategies, exploration of growth opportunities, and successful managing of scarce resources. Prerequisite: BUS 179.

BUS 280
Innovation & Design Thinking 1 • 5.0 Credits
This course combines theory and individual and group assignments to introduce students to the main concepts of innovation creativity and design thinking. Students learn various tools to promote creativity within themselves and others, processes to increase innovation, how to contribute to a creative team, how to manage creativity, and how to establish a culture of creativity within an organization. Students will develop an understanding of and appreciation for the creative/innovative processes and will be prepared to contribute in a unique and productive way to today’s entrepreneurial and organizational demands.

BUS 281
Innovation & Design Thinking 2 • 5.0 Credits
Students complete a comprehensive project including the concept, design, formal proposal, implementation, presentation, and report phases. Students participate in design teams to solve a design challenge based on the IDEO “deep dive” concept. The emphasis in Innovations 2 is on brainstorming, project evaluation, team formation, careers, business, intellectual property, professional organizations, and professional ethics, detailed design and rapid prototyping, including research and development of a prototype and presenting the final product. Prerequisite: BUS 280.

BUS 282
Innovation Capstone • 5.0 Credits
Students integrate theory, concepts, and skills from the previous two innovation courses and apply them in real world situations. Students also demonstrate a comprehensive analysis of on-going innovation needs for an organization/business and then work directly with team(s) and client(s) to apply innovation concepts. Students also assist in the operation of an “open innovation center” that CBC and the larger business/organization community can engage with and participate in innovation activities for the purpose of research, teaching, and the sharing of innovation and design knowledge, thinking, and applications. Prerequisite: BUS 281.

BUS 295
Supervised Employment • 1.0–5.0 Credits
Formerly BUS 2952
A supervised, paid work experience in a community agency, business, or industrial firm involving the application and practice of skills and principles learned in the classroom. Prerequisite: instructor permission.

BUS 296
Employment Seminar • 1.0–2.0 Credits
Designed to provide students with insight into the many aspects of the world of work through discussions of their personal work environment, encompassing actual on-the-job training, and observations. May be repeated to a maximum of six credits. Prerequisite: concurrent enrollment in BUS 295.

BUS 299
Special Studies • 1.0–5.0 Credits
Formerly BA 299
A class used to explore new coursework.