

# Business

## **BUS& 101**

### **Introduction to Business [S/B] • 5.0 Credits**

Formerly BA 101, BUS& 101

As an introduction to business, this course is a critical survey of the theory, principles, and practices of modern business. Functional areas of business, such as entrepreneurship, management, marketing, accounting, and finance are introduced. Students will learn about the breadth of business operations and decision making in a competitive global marketplace. The importance of professional communication in business settings involving diverse stakeholders is highlighted. The increasing reliance on teamwork as a driver of success is also emphasized.

## **BUS 103**

### **Principles of Sales [RE] • 5.0 Credits**

Formerly BA 103, BUS 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 120**

### **Personal Finance [RE] • 5.0 Credits**

Formerly BA 120, BUS 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 165**

### **Investments [RE] • 5.0 Credits**

Formerly BA 165, BUS 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 [RE] • 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 [RE] • 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 [RE] • 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 180**

### **Professionalism & Customer Service [RE] • 5.0 Credits**

Students will develop the skills necessary to build professionalism in the workplace. These skills will increase the student's ability to communicate with those around them and their ability to interact with customers in an effective and professional manner. Topics include the importance of human connection, types of communication, entering the workplace, working as a team, and delivering effective presentations. This course will also provide students with the insights needed to grow their interpersonal communication skills to thrive in a diverse workplace.

## **BUS 185**

### **Leading & Managing Teams [RE] • 5.0 Credits**

Students will develop an understanding of their leadership style along with the skills necessary to become a better team leader in today's business setting. Topics include how to build your team, how to improve teamwork and collaboration amongst team members, and how to continuously improve the team's performance. This course will also provide students with the insights needed to align team goals with organizational goals, to avoid the pitfalls of dysfunctional and under-performing teams, and to build trust amongst team members to boost performance.

## **BUS 190**

### **Collegiate DECA [RE] • 5.0 Credits**

Students will develop occupational skills through activities affiliated with National DECA. Students will develop practical marketing, management, and human relation skills through a range of unprepared case studies, as well as prepared events, and practice sessions. Students will participate in service projects and leadership activities with business professionals to gain leadership, communication, and human relations experience. Students will apply leadership principles and practices to the operations and execution of leader responsibilities in a student-led organization.

## **BUS 199**

### **Special Studies [RE] • 1.0–5.0 Credits**

Formerly BA 199, BUS 199

A class used to explore new coursework.

## **BUS& 201**

### **Business Law • 5.0 Credits**

Formerly BA 254, BUS& 201

An introduction to the American legal system including its social, political, and ethical impacts on international and domestic business. The court system and judicial procedures are examined. Class focuses on business and personal liability in the areas of torts, crimes, and contracts, including its application of the Uniform Commercial Code, emphasizing on contractual relations and implications in business forms, employment, agency, regulation, and property.

## **BUS 210**

### **Managing Personal Finance [RE] • 5.0 Credits**

BUS 210 Managing Personal Finance is similar to BUS 120 Personal Finance in content but different in format and is an alternative to BUS 120. The course covers the fundamentals of planning, managing, protecting and investing financial resources. Topics include foundations of financial planning, purchasing assets, managing credit and insurance needs as well as investments. A review of a Personal Finance book is required. The course uses contemporary personal finance articles instead of a text so writing instead of exams is emphasized.

# Business

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## **BUS 222**

### **Advanced Microsoft Excel [RE] • 5.0 Credits**

Formerly ACCT 222, BUS 222

Students will develop advanced business-related spreadsheet skills in developing and analyzing Excel worksheets under common business management scenarios. Topics include formulas, formatting, financial and lookup functions, charts, pivot tables, data tables, and other advanced features used to make business decisions and communicate financial, forecasting, and operational performance. **Prerequisite: Completion of MATH 40 with a 2.0 or higher. It is also recommended that students complete CS 101 prior to enrollment. This course is cross-listed with ACCT 222. Students completing BUS 222 may not receive graduation credit for ACCT 222.**

## **BUS 250**

### **Management Information Systems • 5.0 Credits**

Formerly BA 250, BUS 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. Ethics and privacy, analytics and contemporary topics are explored. Various software applications are used to create and analyze a business.

## **BUS 262**

### **Management Principles [RE] • 5.0 Credits**

Formerly BA 262, BUS 262

A study of the essentials of management in merchandising, manufacturing, agriculture, agrichemical business, and service businesses.

## **BUS 263**

### **Principles of Finance [RE] • 5.0 Credits**

Formerly BA 263, BUS 263

An examination of the analytical tools used to manage and control finances. Concepts include: acquisition and oversight of working capital; intermediate and long-term financing; and the cost of capital and capital budgeting.

## **BUS 265**

### **Marketing Principles [RE] • 5.0 Credits**

Formerly BA 265, BUS 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 [RE] • 1.0–5.0 Credits**

Formerly BA 267, BUS 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 271**

### **Human Relations in Business [RE] • 5.0 Credits**

Formerly BA 271, BUS 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 [RE] • 3.0 Credits**

Formerly BA 272, BUS 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 [RE] • 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: Completion of BUS 179 with a 0.7 or higher.**

## **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 295**

### **Business Internship [RE] • 1.0–5.0 Credits**

Formerly BA 295, BUS 295

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. Instructor permission is required to enroll.