

BUSINESS

BU133 Principles of Business

3 credits

This course surveys the nature of our capitalistic system with an emphasis on modern business problems in the various specialized areas of management, marketing, and finance. This course introduces students to the concepts of working with others in a professional manner, managing and organizing their work, and managing other employees. Other key skill areas emphasized throughout the semester are: decision-making and planning, teamwork, technology, and communication.

BU153 Business Mathematics

3 credits

This course focuses on the applied mathematical skills required by modern business in a variety of business forms and situations.

BU233 Accounting I

3 credits

This is an introductory study of modern accounting principles, procedures, and practices with attention given to the creation of financial statements and reports for single proprietorships.

BU243 Accounting II

3 credits

This course focuses on principles and application of accounting for partnerships and corporations. Attention is given to analysis and reports. Prerequisite: "C" or above in BU233.

BU253 Business Communications

3 credits

This course is designed to teach the writing of effective business letters through the proper use of words and sentences to achieve the desired purpose. Emphasis is placed on the mechanics of good English and letter appearance, as well as on composing messages to cover various business situations.

BU271/272/273 Variable Topics in Business

1/2/3 credits

In this course, students will have the opportunity to study specific topics of interest in business not usually covered in the present course offerings.

BU323 Business Finance

3 credits

This course focuses on business management decisions. Topics included are financial environment, financial institutions, interest rates, planning, securities and credit. In addition, risk, budgeting, leveraging and inflation will be integrated to give students an overall concept of how they are related. Prerequisite: BU233.

BU333 Business Law I**3 credits**

This course is a study of the interrelationship of the law and business decision-making. The materials covered are those most common to business and under the provisions of the Uniform Commercial Code.

BU343 Business Law II**3 credits**

This course is a study of the interrelationship of the law and business decision-making. The materials covered are those most common to business and under the provisions of the Uniform Commercial Code.

BU353 Marketing**3 credits**

This course focuses on market strategy, including strategy and decision-making in the marketing of real property, personal property, services and organizations. Topics to be covered include product distribution, product development and pricing, and consumer motivation.

BU383 Health Care Marketing**3 credits**

This course covers an historical perspective of health care marketing. It examines the motivations of health care consumers and the techniques used in marketing health care products and services. The course also covers the development of a marketing plan for a health care facility.

BU393 Human Resources Management**3 credits**

This course studies human factors in organizations, emphasizing the findings of behavioral research and the changing environment in which today's and tomorrow's employees and managers can expect to work.

BU403 Cost Accounting**3 credits**

A study of cost principles emphasizing cost control, allocation and distribution. Prerequisite: BU243.

BU407 Income Tax Accounting**3 credits**

Procedures and guidelines used for individual and business tax problems and preparations. Prerequisite: BU243.

BU412 Communication in Organizations**3 credits**

This course develops an understanding of the communication process, the effects of organizational structure on communication and conflict management. An emphasis is placed on understanding of the process of communication in leadership roles and the improvement of interpersonal skills. Prerequisite: CT233 or BU253.

BU413 Business Management

3 credits

This course further develops business student skills in the business management/administration area. Students will learn management skills such as planning, implementation, organization, and leadership, as well as expanding their knowledge of the business environment in a global society.

BU421 International Business

3 credits

This course overviews some of the problems faced by firms engaging in international business activities. The importance of understanding the foreign economic, social, political, cultural, and legal environment is stressed. Importing/exporting, joint ventures, franchising, and subsidiaries, international dimensions of management, marketing, problems of multinational corporations, and recent problems of international trade and countertrade are analyzed. Prerequisite: EC243 and EC253.

BU422 Theories of Organization

3 credits

This course analyzes the major organizational theories and their interfacing with the organization's mission statement. Participants will study the role, process and influence of organizations in general and their own organization in particular.

BU423 Health Service Finance

3 credits

This advanced course further develops the financial management concepts related to the health service industry. Included are the financial needs of hospitals, nursing homes and other related medical facilities.

BU429 Investments

3 credits

This course is an overview of basic investment concepts identifying methods and techniques for analyzing investment opportunities. It considers investment environments, analysis and principles of portfolio management. Prerequisite: BU323 or permission of instructor.

BU433 Health Care Administration

3 credits

This advanced course emphasizes the overall administration of health care providers, including structure and operations. Course coverage will include the following topics:

human resources, financial resources, legal and regulatory requirements and coordination of administrative activities to provide high quality health care.

BU443 Supervisory Management

3 credits

This course focuses on the skills necessary to be an effective supervisor. The course builds on a foundation of basic human resources knowledge. The role of supervision and various techniques for effective supervision will be covered. Prerequisite: BU393.

BU453 Intermediate Accounting I

3 credits

A summary course designed to re-emphasize many of the concepts of accounting principles, plus a more in-depth study into the development of additional procedures. Prerequisite: BU243.

BU463 Intermediate Accounting II

3 credits

A summary course designed to re-emphasize many of the concepts of accounting principles, plus a more in-depth study into the development of additional procedures. Prerequisite: BU243 and BU453.

BU473 Survey of Leadership Theories

3 credits

This course introduces major leadership theories such as intellectual leadership, reform leadership, revolutionary leadership and transformational leadership.

BU483 Management Policy and Strategy

3 credits

This advanced course focuses on the broad problems encountered by organizations. Problem solving will be examined in several areas including the following: evaluating an organization's resources, developing objectives and strategies to achieve those objectives, evaluating alternatives, implementing strategic actions, and monitoring results. This course will use case studies, simulations, and guest speakers.

BU485 Senior Seminar

3 credits

This capstone course will give students an opportunity to develop an idea for a new business, to create a detailed business plan to start that business and to enter the business plan in a state competition. Students will also apply accumulated knowledge to real world situations using simulation software. Business leaders with expertise will meet with students to share knowledge and practical tips.

BU494 Internship

3 credits

The internship will provide students with an opportunity to earn academic credit for experiential learning in a business environment suitable to their field of study.

BU491/492/495 Variable Topics in Business**1/2/3 credits**

In this course, students will have the opportunity to study specific topics of interest in business not usually covered in the present course offerings.

BU3003/HW3003 Planning Sports Facilities**3 credits**

This course covers the planning of sport facilities involving proper design, dimensions and safety features.

BU3013/CS3013 Multimedia Applications**3 credits**

This course covers basic multimedia concepts such as the principles of design, graphics and animation, video, and digital sound and music and their application to the needs of business.

BU3023/CS3023 Desktop Publishing**3 credits**

This course will provide students with an overview of page layout and working with text, graphics, backgrounds, formatting, and color. The student will create a variety of printed and web publications using professional design guidelines.

BU3033/CS3033 Advanced Microsoft Office**3 credits**

This computer course develops advanced and post-advanced concepts and techniques for word processing, spreadsheets, and database software. Students will prepare for and take the Expert MOS (Microsoft Office Specialist) test. Prerequisite: CS203.

BU3043 Managerial Accounting**3 credits**

This course focuses on managerial uses of financial and accounting information in decision making, planning, and evaluating performance. It integrates coverage of both traditional topics (such as costing, pricing, and production), and more innovative topics (such as opportunity cost analysis and quality cost management). Prerequisite BU243 or instructor permission.

BU3053 Office Procedures**3 credits**

This course introduces an overview of the management and organization of the business office, including appropriate office related skills, leadership, communication, problem solving, meeting management, and other human resource and supervisory practices.

BU3063 Information Systems**3 credits**

Management issues and practical business applications in telecommunications.

Prerequisite: CS203 or instructor permission.

BU3083 Entrepreneurship and Venture Management**3 credits**

The purpose of this course is to introduce the fundamentals of entrepreneurship and the process of new venture creation, growth, and operation.

BU3103 Principles of Sports Management**3 credits**

This course is a critical study of problems, philosophy and principles of various physical education and sports programs. Additional issues such as cost, budgeting, and sponsorships will be covered.

BU3203/CS293W Web Site Planning**3 credits**

This course will cover the creation of web sites and will provide students with an overview of web page layout and working with text, graphics, backgrounds, formatting, and color using professional web page design guidelines.

BU3213 Internet Business Applications**3 credits**

The purpose of this course is to give students an understanding in the Internet process.

The Internet environment will help students understand the unique components, capabilities and culture of the system.

BU3223/CS293E E-Trading**3 credits**

This course examines the emerging technologies and how to conduct business in a wired world. The course emphasizes how to access and evaluate investment information for stocks, bonds and mutual funds.

BU3233 Cyber Business**3 credits**

This course examines the impact Internet has on business practices and the changes it has introduced. A major focus on the course is the emerging culture of e-business.

BU3243 Money and Banking**3 credits**

This is a course covering the financial institutions and their impact on economic activity. This course also covers the Federal Reserve System, the multiplier effect and general equilibrium analysis. Prerequisite: EC243.

BU4023 Production Operations

3 credits

This course is a comprehensive introduction to operation topics and issues faced by service and manufacturing organizations. An emphasis on new developments in the field of operation management, while retaining a strong focus on fundamental concepts such as forecasting, inventory and project management, material requirements and quality control. Prerequisite: MA143, MA243, or math placement score of 61 or greater, or permission of instructor.

BU4043 Labor Management Relations**3 credits**

The study of unionization and collective bargaining in the private sector; the mediation and arbitration process; a review of the workers compensation system; conditions of employment; federal and state employment anti-discrimination laws; application of the ADA in the workplace and occupational health and safety issues in the work environment. Prerequisite: BU393.

BU4103 Intermediate Finance**3 credits**

This course reinforces the concepts and techniques covered in BU323. Through the use of case studies, intermediate finance gives the skills required to analyze various financial problems, write reports, and make decisions. Prerequisite: BU323.

BUSINESS-SPORTS ADMINISTRATION**BSA200 Variable Topics in Business-Sports Administration****3 credits**

In this course, students will have the opportunity to study topics of interest in Sports Administration not usually covered in the present course offerings.

BSA301 Sports Administration Clinical I**1 credit**

Students will learn to handle the administrative and organizational challenges of actually running a sports team or organization by being paired with the team's coach or administrator during the team's "off-season" semester. Prerequisite: Junior or senior status as defined by the College catalog or permission of instructor.

BSA302 Sports Administration Clinical II**2 credits**

Students will learn to handle the administrative and organizational challenges of actually running a sports team or organization by being paired with the team's coach or administrator during the team's "in-season" semester. Prerequisite: Junior or senior status as defined by the College catalog or permission of instructor.

BSA303 Event Planning

3 credits

This course covers the management and operation of meetings, conventions and various athletic and other events and the economic impact of these events. Students gain an introduction to the sports tourism industry and the marketing of hospitality. Students will also learn about the meetings industry and the process of negotiation for meeting and convention equipment and services including food and beverage catering and other services. Facilities, technology, media and trends are discussed. Students will plan and manage an actual event.

BSA304/BSL304 Sports Marketing, Promotion and Fundraising

3 credits lecture/1 credit lab

This course will study the basic principles of marketing theory and practice in the sports industry and will include the areas of promotion and fundraising. Emphasis will be placed on professional sports, corporate fitness, college/high school athletics, and youth, amateur and recreational sports, leagues and organizations. Three credits lecture and one credit lab (20 hours). Prerequisite: BU353.

BSA400 Variable Topics in Business-Sports Administration

3 credits

In this course, students will have the opportunity to study topics of interest in Sports Administration not usually covered in the present course offerings.

BSA403 Legal and Ethical Issues in Sports Administration

3 credits

This course is designed to build on the basic legal concepts taught in Business Law I. Students are required to demonstrate the ability to understand, analyze and apply the substantive areas of sports law, regulation and ethics governing players, teams and sports organizations. The course will focus on the practical application and impact of such laws, regulations and ethical considerations at various competitive levels including youth, amateur, high school, collegiate and professional sports. Prerequisite: BU333.

BSA413 Sports Finance

3 credits

This course is designed to build on the basic concepts of financial analysis and decision making taught in BU323. Students will demonstrate the ability to apply these concepts to make financial, management and other decisions in the unique world of sports business. Students will also sharpen their analytic skills and will gain practical experience by solving real world problems related to sports finance. Prerequisite: BU323.

BSA423 Sports Media and Public Relations

3 credits

This course focuses on the study and application of media relations and communications and the role they play in contemporary sports. Prerequisites: CT233 and BU253.