

BUSINESS ADMINISTRATION (BUS)

Business Administration (BUS)

BUS 104 Business Math 5 Credits

Emphasizes solving practical problems in business, including percentages, payroll, simple and compound interest, annuities, discounts, and markups using a calculator.

Prerequisite: Prerequisite: Appropriate placement or a C or better in MATH 092 or an S in ABE 065.

Distribution Requirements: Computation

BUS 140 Customer Service 5 Credits

Introduces the importance of developing a service-oriented organization whose practices foster customer retention and loyalty. Develops skills in problem-solving, communication in both oral and written form, critical thinking and decision-making in order to identify and respond to customer needs.

Prerequisite: Prerequisite: Eligible for ENGL 098 or ENGL& 101.

BUS 160 Principles of Marketing 5 Credits

Introduces fundamental principles of marketing with an emphasis on application of the concepts.

Prerequisite: Prerequisite: BUS& 101 or instructor's permission.

BUS 220 Starting and Managing a Small Business 5 Credits

Describes the steps in business planning through the development of a business plan.

Prerequisite: None.

BUS 240 Principles of Finance 5 Credits

Introduces basic finance theory and decision making. Covers financial statement analysis, review of basic economic concepts, evaluating risk and return, sources of internal and external funds, and the effect of debt.

Prerequisite: Prerequisite: BUS&101 and ACCT&201

BUS 260 Principles of Management: Diversity 5 Credits

Describes the functions of management with an emphasis on current management issues, including the impact of diversity in the workplace.

Prerequisite: Prerequisite: BUS& 101 or instructor's permission.

Distribution Requirements: Diversity

BUS 289 Integrated Business Applications 5 Credits

Integrates accounting, data analytics, and business concepts to create solutions to complex business problems.

Prerequisite: BUS 289

BUS 340 Logistics/Supply Chain Management 5 Credits

Examines systematic approaches to managing all activities involved in moving materials, products, service, and information from point of origin to point of use.

Prerequisite: Prerequisite: ENGL& 101 with a C or better.

Distribution Requirements: Social Science

BUS 350 Advanced Product Marketing 5 Credits

Explores strategies to address opportunities and challenges faced by businesses when marketing new products and services.

Prerequisite: Prerequisite: ENGL& 101 with a C or better.

Distribution Requirements: Social Science

Business Administration (CCN) (BUS&)

BUS 101 Introduction to Business 5 Credits

Introduces current concepts and structures of American business. Covers the functions of business: forms of ownership, management, marketing, production, finance, and the economy.

Prerequisite: Prerequisite: Eligible for ENGL 098 or ENGL& 101.

Distribution Requirements: Social Science

BUS 201 Business Law 5 Credits

Introduces the American legal system from the business perspective.

Examines system structure, concepts, procedures, terminology, and ethics with an emphasis on principles and procedures applicable in the context of business.

Prerequisite: Prerequisite: Eligible for ENGL 098 or ENGL& 101.