

Business (BUS)

BUS 1010. Introduction to Business. 3 Hours.

Basic, introductory course designed to give students with little or no understanding of business a broad overview and understanding of the business world. Covers fundamental concepts of business such as definitions, business environment, business operations, role of business in the economy, the role of profit in a business, and how a business is established, financed, operated, and managed. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Understand the importance of oral and written communication for business. 2. Understand information management methods and networks using technology and social media. 3. Distinguish between ethical business practice and legally required business practice. 4. Recognize organizational structures and define management responsibility, structure, and function. 5. Understand the basic business structure and economic impact. 6. Evaluate international business relations in regard to cultural diversity. FA, SP.

BUS 1370. Human Relations. 3 Hours.

For all students interested in combining human relations in the workplace with personal growth and career success. Focuses on developing interpersonal skills through self-evaluation, methods of conflict resolution, behavioral concepts, and effective communication principles. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Describe the importance of obtaining and maintaining a positive attitude, self-esteem and appropriate life integration in all aspects of life, particularly in management. 2. Identify different personality and communication types and learn to apply this knowledge for successful communication in personal and business settings. 3. Identify personal values and how they differ from others' values. 4. Consider different aspects of human relations in a business/workplace setting and describe how to successfully manage those relations as they relate to leadership and teamwork. FA, SP, SU.

BUS 3000. Intermediate Career Strategies. 1 Hour.

Introduction to Career Strategies, with emphasis placed on successfully completing a focused career search. Target career industry sector(s) and specific opportunities within preferred sector(s) will be identified. Professional networking techniques / skills will be developed to effectively penetrate preferred industry sector(s). Continued emphasis will be placed on professional resume / portfolio development. It is recommended that students take this course prior to entering their Senior year. It is also recommended that students complete an internship related to their chosen major either before or while taking this course. Job interview skills will be addressed. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Conduct a targeted career search related to individual skills, interest, and current career opportunities. 2. Create and maintain a professional network that will support a targeted career search. 3. Create a customized resume for each identified career opportunity. 4. Create a Personal Career Portfolio, presenting academic work product germane to their targeted career search. 5. Demonstrate a professional manner during phone and personal interviews. Prerequisites: SSC 1010, BUS 2000 or BUS 1050. FA, SP.

BUS 4990. Seminar in Business. 1-3 Hours.

For students wishing instruction that is not available through other regularly scheduled courses in this discipline. Occasionally, either students request some type of non-traditional instruction, or an unanticipated opportunity for instruction presents itself. This seminar course provides a variable credit context for these purposes. As requirements, this seminar course must first be pre-approved by the department chair; second, it must provide at least nine contact hours of lab or lecture for each credit offered; and third, it must include some academic project or paper (i.e., credit is not given for attendance alone). This course may include standard lectures, travel and field trips, guest speakers, laboratory exercises, or other nontraditional instruction methods. Note that this course is an elective and does not fulfill general education or program requirements. Fees may be required for some seminar courses and instructor permission will be optional at the request of the instructor. ****COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions.