

# Business (BUS)

---

## **BUS 1100 Introduction to Business ..... 4 Credit Hours**

**Equivalent:** BUS 1010

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

This introductory business class covers the fundamentals of business including free market economics, ethics/social responsibility, entrepreneurship, management, human resource management, marketing, supply chain, finance, information systems, accounting, and government's role in business. All topics are approached in the context of a global business environment. BILLABLE CONTACT HOURS: 4

## **BUS 1210 Small Business Basics ..... 3 Credit Hours**

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

This course examines the factors necessary to start a small business and enhance the likelihood of its success. Topics of study include assessment of the entrepreneurial personality and the suitability of small business as a career, assessing market potential, conducting a feasibility analysis/writing a business plan, raising capital and managing both finances and credit, implementing marketing and management strategies (including risk management, taxes, and record-keeping), and responding to government regulation. BILLABLE CONTACT HOURS: 3

## **BUS 1310 Supervision ..... 3 Credit Hours**

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

**Prerequisite:** BUS 1100 or consent of instructor.

This course examines principles of supervision such as induction, training, disciplining, absenteeism, safety, waste, control, equipment layout, grievance control, production control, and time study. BILLABLE CONTACT HOURS: 3

## **BUS 1400 Investment Fundamentals ..... 3 Credit Hours**

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

This course examines common and preferred stocks, corporate and municipal bonds, mutual funds, cash instruments, and U.S. Treasuries, as they relate to personal investing. Additionally, this course will also examine types of exchanges, ways to analyze corporate financial statements, and economic forecasting. BILLABLE CONTACT HOURS: 3

## **BUS 1410 Personal Finance ..... 3 Credit Hours**

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

This course examines financial planning principles and proper money management for wealth accumulation. Topics of study include saving and budgeting for the short and long term, managing debt and credit, making major purchases (e.g. auto, home), estate and retirement planning, and investing fundamentals. BILLABLE CONTACT HOURS: 3

## **BUS 1450 Internship/Co-op I ..... 3 Credit Hours**

**Equivalent:** BUS 1423

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

**Prerequisite:** OCC student with at least 24 credits including 12 credits in business or retailing. Consent of Instructor.

The internship student will be employed in a position of responsibility as a supervisor or management trainee in a specific business within the student's career field. BILLABLE CONTACT HOURS: 3

## **BUS 2030 Business Law I ..... 3 Credit Hours**

**Equivalent:** BUS 2010

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

This course examines the legal environment of business including the nature of law and dispute resolutions in the United States. Specific topics include court procedure, alternative dispute resolution, constitutional rights, intellectual property, torts, crimes, business ethics, contracts, and sales under the Uniform Commercial Code. BILLABLE CONTACT HOURS: 3

## **BUS 2040 Business Law II ..... 3 Credit Hours**

**Equivalent:** BUS 2020

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

**Prerequisite:** BUS 2030

This course examines common law property rights, banking and finance (negotiable instruments, electronic transfers, secured transactions and creditors rights), agency and business organizations. BILLABLE CONTACT HOURS: 3

## **BUS 2150 International Business ..... 3 Credit Hours**

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

The course will introduce the complexities of the international business environment and provide a knowledge base essential for employment in today's contemporary businesses. International business fundamentals addressed in the course include culture, international economics, political and legal environments, theories of foreign trade, foreign investment, and monetary systems. Management, marketing, and financial business considerations are addressed as they interact in a dynamic international marketplace. BILLABLE CONTACT HOURS: 3

## **BUS 2450 Internship/Co-op II ..... 3 Credit Hours**

**Equivalent:** BUS 2403

**English/ESL Placement:** Placement into ENG 1510.

**Prerequisite:** BUS 1450 and consent of instructor.

The advanced internship student will continue his or her employment in a position of responsibility as a supervisory or management trainee in a specific business within the student's career field. BILLABLE CONTACT HOURS: 3

## **BUS 2530 Management ..... 3 Credit Hours**

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

**Prerequisite:** BUS 1100 or consent of instructor.

This course examines generally-accepted, major management concepts. Students will individually and in groups demonstrate their understanding of planning, organizing, empowering, changing and controlling organizations. They will be exposed to current problems in business ethics and business practice in a global economy. Additionally, this course offers insights as to how and when these concepts might be practically applied in the workplace. BILLABLE CONTACT HOURS: 3

## **BUS 2600 Principles of Advertising ..... 3 Credit Hours**

**Equivalent:** MKT 2010 | MKT 2010

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

The course will provide an introduction to the world of advertising and how it fits in with the marketing concept. The course will focus on the elements of effective and ineffective advertising as well as an extensive concentration of media, advertising agencies, consumer research, advertising planning and budgeting. The course will expose the student to careers in advertising, legal requirements and the advertising campaign in addition to the global aspects of advertising. BILLABLE CONTACT HOURS: 3

**BUS 2640 Marketing Fundamentals ..... 3 Credit Hours**

**Equivalent:** MKT 2520 | MKT 2520

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

**Prerequisite:** BUS 1100 or consent of instructor.

The course explores the contemporary process of marketing. The course promotes an understanding of such functions as retailing, pricing, wholesaling, advertising, market research, physical distribution, promotion, and personal selling. The course, which will emphasize a global perspective, will also focus on consumer behavior, buyer behavior and market segmentation. BILLABLE CONTACT HOURS: 3

**BUS 2700 Business and Labor Relations ..... 3 Credit Hours**

**English/ESL Placement:** Placement into ENG 1510.

**Prerequisite:** BUS 1310 or BUS 2530

This course examines various labor acts and their impact on both labor and management, as well as significant philosophies pursued by both labor and management. Additionally, this course will also consider techniques employed by first-line supervisors who seek to implement labor contracts. Case studies will be used. BILLABLE CONTACT HOURS: 3

**BUS 2800 Human Resource Management ..... 3 Credit Hours**

**English/ESL Placement:** Placement into ENG 1510 or ESL 2520.

This course introduces fundamental concepts of human resource management by examining employment law, recruitment and selection, compensation, performance appraisal, training and development, employee benefits and services, occupational health and safety, and personnel records and systems. BILLABLE CONTACT HOURS: 3