

COURSES

BUSINESS COURSES

BUS 010 Global Business (3.0 Lecture) 3.0 UNITS

Advisory: MAT 903 or High School Algebra I, or equivalent. This course provides a comprehensive overview of global business including international management, finance, law, global strategy and marketing. Emphasis is on the firm in the global competitive context, decisions to enter markets, how to compete in global markets, and how to develop and implement a global strategy.

BUS 011 International Business Law (3.0 Lecture) 3.0 UNITS

This course introduces the legal environment of international business, explains the basic principles of international business law and challenges students to consider legal implications of any international business strategy or transaction.

BUS 012 International Financial Management (3.0 Lecture) 3.0 UNITS

This course will focus on the fundamental principles of corporate finance in today's global business environment. It introduces international finance with a focus on the important role of modern multinational corporations in global commerce. This class provides a wide range of managerial topics and emphasizes the most recent changes in the international environment.

BUS 021 Introduction to Business Computing (3.0 Lecture) 3.0 UNITS

This course introduces computer hardware, software and technology applications in business. Information systems and the strategies for managing them change quickly, but the principles that guide both remain timeless. These principles form the backbone of this comprehensive survey of the field, designed for a student's first course in information technology. By presenting the details as well as the big picture, this course puts the lessons of managing information systems into an understandable context. The overall principle is that the right information, if it is delivered to the right person, in the right fashion, and at the right time, can improve and ensure organizational effectiveness and efficiency. C-ID # BUS 140.

BUS 021L Introduction to Business Computing Laboratory (1.0 Lab) 1.0 UNIT

This course provides hands-on training in business applications.

BUS 022 Principles of E-Business (3.0 Lecture) 3.0 UNITS

This class challenges students to explore the realities and implications of e-commerce from a marketer's perspective, including an examination of Business-to-consumer (B2C) and business-to-business (B2B) e-commerce markets. The course introduces students to a wide range of electronic commerce issues for marketers and serves as a foundation for continual learning in the dynamic e-commerce environment.

BUS 023 Social Media Marketing (3.0 Lecture) 3.0 UNITS

Advisory: BUS 056A This course provides an overview of social media marketing tools. Students complete hand-on activities using and relating to social media marketing.

BUS 028A Business Law I (3.0 Lecture) 3.0 UNITS

This course provides an introduction to the laws in the United States with an emphasis on matters relating to the conduct of business and commerce. C-ID # BUS 125.

BUS 037 Fundamentals of Project Management (3.0 Lecture) 3.0 UNITS

In this course, students will learn the secrets to successful project management: how to create a plan, implement it, monitor progress, correct as necessary and deliver as promised. This course prepares students with the necessary skills required to successfully manage a project and to prepare for the PMP® (Project Management Professional) or CAPM® (Certified Associate in Project Management) certification exams.

BUS 038 Applied Project Management (3.0 Lecture) 3.0 UNITS

In this course, students apply project management skills to real life project situations. Students also learn how to control project schedules, budgets, and scope using a variety of techniques. In-class exercises and case studies lead students to skills they can immediately apply to their own projects.

BUS 040 Professional Selling (3.0 Lecture) 3.0 UNITS

Advisory: COM 001 This course is a study of sales principles and strategies. Topics include advanced sales techniques, high impact questioning methodologies, closing techniques and managing objections, account and territory planning and management, resource planning and management. The course explores in detail the "selling cycle". Students taking this course explore how to succeed in sales.

BUS 041 Beginning Business Analytics (2.5 Lecture / 0.5 Lab) 3.0 UNITS

Prerequisites: MAT 010 OR MAT 009 BUS 021L OR CAP 063B Advisories: BUS 021 This introductory course focuses on the fast-growing field of Business Analytics. The course will use SAP's Predictive Analysis tools in helping students to become big data literate and proficient in data environments of social media tracking, web analytics, customer and marketing information. Data analytic solutions explored will involve hands-on experience using real-world business case studies. Data Analytics has become a highly sought-after skill in business, engineering, economics, government services, science, health care and other fields.

BUS 051 Introduction to American Business (3.0 Lecture) 3.0 UNITS

In this survey course, students learn about the business landscape, how to evaluate an investment in a business degree program, and to begin career planning. The course helps direct students towards career paths and a major which best reflects their own personal aptitudes, interests, and skills. This is a required first course for all business majors, and should be taken within their first year as a business major. C-ID # BUS 110.

BUS 052 Fundamentals of Financial Investing (3.0 Lecture) 3.0 UNITS

Advisory: MAT 903 or High School Algebra I, or equivalent. This course provides students with the fundamentals to make sound financial investment decisions. Study involves the investment environment, the risks and returns objectives consistent with an associated with different types of financial investments, and the establishment of investment individual's characteristics, capacities and restrictions. Other topics include the participants in the investment process including organization issuing securities, and the laws and regulations covering their activities. Class projects cover techniques of investment analysis, timing, decision making, investment planning and management.

BUS 054 Small Business Start Up and Management (3.0 Lecture) 3.0 UNITS

This course offers methods of research and planning to start a small business and is recommended for persons who want to explore the opportunities and requirements of creating and managing their own business enterprise.

BUS 056A Marketing Principles (3.0 Lecture) 3.0 UNITS

This course gives students an overall understanding of marketing functions and their society. The course covers the fundamentals of marketing, including: product planning and development; buyer behavior; pricing strategies; marketing channels; and methods of marketing research.

BUS 060 International Marketing (3.0 Lecture) 3.0 UNITS

This course focuses on marketing management techniques, and strategies necessary to incorporate the marketing concept when doing business in international markets. The challenges of competing in markets of different cultures and different legal and political environments are also explored.

BUS 061 Business and Society (3.0 Lecture) 3.0 UNITS

This course is a study of business and its impact on society and society's influence on business. Ethics, business and government in a global society, managing environmental issues and societal challenges, and the benefits of business activity are covered.

BUS 064B Business Math (4.0 Lecture) 4.0 UNITS

Advisory: MAT 903 or High School Algebra I, or equivalent. This course is designed for business majors to review the fundamental mathematical principles through lectures and individual operation of electronic calculators. This course emphasizes methods of problem analysis, interpretation and the solving of common business calculation problems such as percentage, trade and cash discounts, interest, time value of money, compounding, depreciation and discounting notes. This course is recommended for all business majors.

BUS 074 Purchasing & Supply Chain Management (3.0 Lecture) 3.0 UNITS

This course is an introduction to the basic principles of supply chain management that covers traditional supply chain topics such as procurement, inventory management, operations, quality management, logistics and transportation. Also discussed are issues related to sustainability, humanitarian logistics, ethical business practices and supply chain analytics in the context of evolving supply chains around the world. Students discover how business processes, performance metrics and modern supply chain IT tools aid in the management and growth of effective and efficient supply chains.

BUS 078B Business Communications (3.0 Lecture) 3.0 UNITS

Advisory: ENG 001A or ENG 001AX Advisory: REA 054 This course develops writing and success skills to improve communication ability in the business environment. Topics covered include communication theory, business writing style and group communication. Various forms of written communication are covered such as letters, email, employment messages, and reports. C-ID # BUS 115.

BUS 084 Internet Marketing (3.0 Lecture) 3.0 UNITS

This course introduces students to Internet marketing techniques and tools and examines how advanced technologies affect marketing functions. Consideration is given to the development of an organization's marketing plan and strategies in this dynamic environment. The course provides students with the opportunity to conceptualize and document an internet marketing plan based on ones' professional goals.

BUS 102 Leadership (3.0 Lecture) 3.0 UNITS

This course guides students in developing life-long learning skills for leadership that apply to any organizational level in a wide variety of business environments. Both historical and cutting-edge leadership theory and practice are explored. Topics discussed include visioning, inspiring, motivating as well as the effective use of power. By taking an active leadership role in this course, students examine the issues, challenges, and practical skills of leadership in today's workplace. Presentations, team activities, reflection, interviewing, and feedback are core developmental components of this course.

BUS 104 Project Risk Management (3.0 Lecture) 3.0 UNITS

This course is designed for personnel who will make project-related decisions in the presence of undefined conditions. Students will understand how to handle change and risk and how they can be mitigated. Also, in this course students will learn and apply proactive approaches to threats and opportunities based on an understanding of the risk management process.

BUS 105 Agile Project Management (2.0 Lecture) 2.0 UNITS

Prerequisites: BUS 037 The Agile Project Management course is designed for business students, project team members, product owners and project leaders looking to understand and apply the Agile approach and practices to new product development, software development and knowledge work projects. This course teaches management of projects using agile methods with a detailed focus on SCRUM and Kanban. Students will explore SCRUM roles, artifacts, events, and processes thereby learning how products can be delivered economically and how customers are brought in the loop of product development. Students will learn Kanban and how this flowed-based method is used to achieve efficient and smooth work management improving time-to-market. Even if you are currently using other project management methodologies, you will discover how Agile methods can make your projects more successful.

BUS 107 Soft Skills for Project Managers (2.0 Lecture) 2.0 UNITS

This course is designed for students who want to build their soft skills. Soft skills, sometimes known as "people skills", can provide an edge to project managers who have learned to use them well. This course will concentrate on the three pillars of Soft skills, Leadership, Communication and Collaboration.

In this course we take a deep dive into these critical skills. Topic include, leading teams, coaching, mentoring, negotiating skills, motivating people, decision making and influencing, reading body language, team dynamics, conflict, power, and organizational behavior. Since, project managers typically spend over 80% of their time interfacing with people – these skills are critical to successful project managers. This course is part of the new certificate for Project Management. Advisories: Eligibility for ENG 001A or ENG 001AX and REA 054

BUS 108 PMP & CAPM Exam Prep (2.0 Lecture) 2.0 UNITS

Prerequisites: BUS 037 This course will prepare students for the for CAPM® (Certificate Associate in Project Management) or PMP® (Project Management Professional) exams. Also, students will receive substantial Project Management Education (PDU) hours. This course emphasizes PMBOK Guide® (Project Management Body of Knowledge) and is structured around the ten knowledge areas, and it is focused on exactly what is necessary to pass the exam. The Project Management Professional (PMP®) certification is the profession's most globally recognized and respected certification credential based on the Project Management Institute (PMI®) well-known Project Management Body of Knowledge (PMBOK®).

BUS 109 Business Law for Entrepreneurs (2.0 Lecture) 2.0 UNITS

Advisory: BUS 054 This course provides students a foundation to understand legal attributes of an entrepreneurship enterprise. The course materials are a diverse mixture of different topical areas in law. These areas include commercial law, tort law, business structure, employment and contract law, the legal framework of finance, intellectual property and laws governing the sale of a business. The students will be able to identify the specific legal issues that an entrepreneur face during the various stages of the organization.

BUS 111 The Entrepreneurial Mindset (3.0 Lecture) 3.0 UNITS

Advisory: BUS 054 This course is designed for students to learn about the principles contained in the entrepreneurial mindset and the unlimited opportunities it can provide. So, what is an entrepreneurial mindset? An entrepreneurial mindset is a specific set of beliefs, knowledge, and thought processes that drives entrepreneurial behavior (The Learning Initiative 2018). This course also takes the approach that anyone (not just those who want to start businesses) can benefit from understanding and applying an entrepreneurial mindset to any situation.

BUS 112 Business Modeling (3.0 Lecture) 3.0 UNITS

Advisory: BUS 054 This course covers practical business model techniques used by leading companies in different industries. The business model describes how companies create, deliver and capture value. The students will learn about the nine building blocks in creating and implementing a business model. These blocks include Customer Segments, Value Propositions, Channels, Customer Relationship, Revenue Streams, Key Resources, Key Activities, Key Partnerships and Cost Structure. Furthermore, the student shall understand disruptive innovation as a sensation and strategy in today's business environment. Lastly, students will develop their own business model and understand the importance of sustainable.

BUS 114 Entrepreneurship Finance (2.0 Lecture) 2.0 UNITS

Prerequisites: CAP 062B or BUS 021L or Equivalent This course introduces financial thinking, tools, and techniques adapted to the area of entrepreneurship. Students will be introduced to the theories, knowledge, and financial tools an entrepreneur needs to start, build, and harvest a profitable venture. Students will learn how and where to obtain the financing necessary to launch and develop the venture. Also, we will highlight the discipline financial management practices that are vital to a venture's operation.

BUS 115 Operations Management (3.0 Lecture) 3.0 UNITS

This course is an introduction to the field of operations management and addresses the design and management of the activities and resources that a firm uses to produce and deliver its products or services. Topics covered include product design, applied forecasting, aggregate planning, scheduling, total quality management, statistical process control, inventory management, facility layout operations planning, and lean/Just-in Time business processes. Concepts are illustrated by using abundant real world case studies, articles, illustrations, problems and cases.

**BUS 118 Human Resources Management (3.0
Lecture) 3.0 UNITS**

This course is designed as an overview of the Human Resource functions and the employment of human resources to achieve organizational strategic goals by working with and through people. Topics include HR legal environment, recruitment and selection, training and development, compensation and benefits, performance appraisals, workforce diversity, downsizing, outsourcing, and contracting.