

# BUSINESS (BUS)

Division: Business Division

## **BUS 101 Business Organization & Mgmt (3 Credits)**

This course offers a concise overview of the world of business. Emphasis is placed on the following topics: ownership, risk, production, finance and the financial system, marketing, human resources, and the effect of government on business.

**Pre-requisites:** (Companion Essay with a score of 08 or Write Placer Essay with a score of 07 or Write Placer Essay with a score of 08 or Move Up English 096 with a score of P or ENG 096 Summer Bridge with a score of P or TRANSFERRED ENG 101 with a score of 889 or Elig. for Eng 101 with a score of 904 or Pre-reg. Eng 101 waiver only with a score of 906 or SAT/ACT Elig for Eng 101 with a score of 993 or TRANSFERRED ENG 102 with a score of 998) or COLLEGE DEGREE with a score of 988 or SAT/ACT Elig Eng101 Mth100 with a score of 995 or Transf. Eng 101 Mth 100 with a score of 999

## **BUS 105 Intro. to Hip Hop Business (3 Credits)**

This course offers a concise overview of the world of business. Emphasis is placed on the following topics: ownership, risk, production, finance and the financial system, marketing, human resources, and the effect of government on business.

**Pre-requisites:** (Companion Essay with a score of 08 or Write Placer Essay with a score of 07 or Write Placer Essay with a score of 08 or Move Up English 096 with a score of P or ENG 096 Summer Bridge with a score of P or TRANSFERRED ENG 101 with a score of 889 or Elig. for Eng 101 with a score of 904 or Pre-reg. Eng 101 waiver only with a score of 906 or SAT/ACT Elig for Eng 101 with a score of 993 or TRANSFERRED ENG 102 with a score of 998) or COLLEGE DEGREE with a score of 988 or SAT/ACT Elig Eng101 Mth100 with a score of 995 or Transf. Eng 101 Mth 100 with a score of 999

## **BUS 141 Business Mathematics (3 Credits)**

In this course, emphasis is placed on the application of fundamental mathematic principles to business: ratio and proportion, percentage, discount, interest, graphs and measurements

**Pre-requisites:** ((Companion Arithmetic with a score of 069 and Companion Elementary Algebra with a score of 076) or (Arithmetic (Next-Gen) with a score of 260 and Quant,Algebra,Stats(Next-Gen) with a score of 260) or (Bilingual Computation with a score of 20 and Bilingual Algebra with a score of 19) or MTH 092 with a minimum grade of C or Move Up Math 092 with a score of P or MTH 092 Summer Bridge with a score of P or TRANSFERRED COLLEGE LEVEL MATH with a score of 898 or Elig. for Math 100,101,103 with a score of 905 or Pre-reg. COLG math waiver only with a score of 908 or SAT/ACT Elig for Mth 100 with a score of 994) or COLLEGE DEGREE with a score of 988 or SAT/ACT Elig Eng101 Mth100 with a score of 995 or Transf. Eng 101 Mth 100 with a score of 999

## **BUS 201 Principles of Management (3 Credits)**

This course offers an introduction to the major functions of management: planning, staffing, organizing, controlling, direction and financing. The technical tools of management are considered in relation to their social and psychological implications in management decision making.

**Pre-requisites:** BUS 101 with a minimum grade of C

## **BUS 203 Intro. to Entrepreneurship (3 Credits)**

This course offers a framework for understanding the process of how to start and manage new businesses and exposes students to challenges, risk factors and strategies for examining the business environment in which new businesses must operate. Major objectives of this course is to understand the process of due diligence, how to generate ideas for a new business, the impact that new businesses have on society, the importance of vision/mission and organizational values and the tools necessary to conduct an initial financial evaluation of new business.

**Pre-requisites:** BUS 101 with a minimum grade of C

## **BUS 204 Intro to Org Behavior in Bus (3 Credits)**

This course traces the foundation and development of behavioral science as applied to business, and analyses organizational and human needs.

Topics emphasized include: organizational design and development, formal and informal work groups, communication and group processes, motivation theory, leadership, and the relationship between the work environment and the community and the urban setting. The course includes a review of selected behavioral research findings

**Pre-requisites:** BUS 201 with a minimum grade of C

## **BUS 207 Leadership & Supervision (3 Credits)**

This course offers students the opportunity to learn about leadership and supervision in modern organizations. Students are introduced to a variety of behavioral and managerial leadership theories and findings including the Ohio Studies, participative leadership and charismatic leadership. Case studies and experiential exercises print and electronic media are used to enhance classroom discussion

**Pre-requisites:** BUS 201 with a minimum grade of C

## **BUS 211 Principles of Marketing (3 Credits)**

A study of those activities which are paramount in affecting the sale and distribution of goods and services. Consideration is given to market research and analysis, the place of the consumer in our economic system and the functions of retailing and wholesaling.

**Pre-requisites:** BUS 101 with a minimum grade of C

## **BUS 212 Principles of Retailing (3 Credits)**

Retailing is a combination of activities involved in selling goods and services directly to the final consumer for personal or household use. This course will present an integrated approach to retail management. Many activities of retail establishments will be explored including but not limited to: retail strategy development, understanding the customer, retail information systems, market and location selection, merchandise buying and handling, financial operations management, store layout and design, laws and ethics, and retail tactics.

**Pre-requisites:** BUS 101 with a minimum grade of C

## **BUS 213 Principles of Selling (3 Credits)**

Students study the techniques of successful selling. Topics covered include the location and selection of prospects, the approach, and the sales presentation, meeting objectives, and closing the sale. These techniques are applied through student sales presentations and use of videotape evaluations.

**Pre-requisites:** BUS 101 with a minimum grade of C

## **BUS 215 Advertising Principles (3 Credits)**

Advertising and other sales promotional methods are studied from the perspective of communicating the market. Special emphasis is placed on the development of creativity in the student. Topics include advertising's place in the marketing mix, media selection, advertising research and production, and sales promotional strategies.

**Pre-requisites:** BUS 101 with a minimum grade of C

**BUS 221 Human Resources Management (3 Credits)**

This course focuses on the background and operating concepts underlying the management of human resources in business and public organizations. It examines the critical issues in human resources including employment, wage and salary administration, training and development, employee and labor relations, and accident prevention. Emphasis is placed on the findings of the behavioral sciences as applied to personnel administration.

**Pre-requisites:** BUS 201 with a minimum grade of C

**BUS 231 Global Business I (3 Credits)**

This course is an introduction to the theory and practice of international business. Topics covered include global organization, principles of international trade, international management, marketing, finance, foreign exchange, balance of payments, trade deficits, free trade agreements, NAFTA, GATT, trade barriers, international investment, US International Trade Zones, European Union, and the global environment of business.

**Pre-requisites:** BUS 201 with a minimum grade of C

**BUS 251 Business Law I (3 Credits)**

This course provides an introduction to the principles, rules and scope of business law. Topics covered include sources of law, contracts, and the law of sales under the Uniform Commercial Code. Major antitrust, administrative, and environmental laws are reviewed. Current issues in consumer affairs and legal challenges are discussed.

**Pre-requisites:** BUS 101 with a minimum grade of C

**BUS 252 Business Law II (3 Credits)**

This course further explores legal topics governing business operations. They include, Agency, Negotiable Instruments, Real and Personal Property, legal aspects of business ownership, types of businesses, the Uniform Commercial Code is referenced, as are other related sources of law.

**Pre-requisites:** BUS 251 with a minimum grade of C

**BUS 253 Legal Environment of Business (3 Credits)**

This course focuses on the interrelationship of social policies, the legal system, and global business practices in society, with emphasis on the rapidly changing business and legal environments. Relationships among governmental, ethical, social, and business interests will also be examined. The course will provide students with a comprehensive legal foundation to enable them to understand the impact of law on business decisions.

**Pre-requisites:** BUS 101 with a minimum grade of C