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Business Management Program

Course Curriculum

Semester 01 (Tuition: \$2,460)

Course #	Course Title	Credits
10-102-105	Introduction to Business	3
Credits: 3 Lecture Hours: 54		
Students gain an overview of the business enterprise in the American economy. Studies focus on the interrelationships between business functions and the economy by examining such topics as ownership forms, marketing, management, the legal environment of business, and management information systems.		
10-102-131	Developing a Business Plan	1
Credits: 1 Lecture Hours: 18		
Every new business faces challenges. A good business plan provides an objective look at the big picture issues for the potential business venture. Students will complete a business plan for their business concept in this course. Students will evaluate their business concept and develop the marketing, operations, and financial components for this concept.		
10-102-151	Personal Finance	1
Credits: 1 Lecture Hours: 18		
This course will help students with the process of making informed financial decisions. Students will explore money management techniques, credit options, insurance, saving and investing, and retirement plans.		
10-103-105	Beginning Microsoft Word	1
Credits: 1 Lecture Hours: 18		
This course is an introduction to Microsoft Word. Students will create, edit, and format documents while using the built-in proofing tools. Other topic areas covered include text, paragraph, & document formatting as well as working with graphics in documents. Basic experience with Windows is assumed.		
10-801-136	English Composition 1	3
Credits: 3 Lecture Hours: 54		
This course is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents.		
10-804-123	Math with Business Applications * <i>OR</i> *	
Credits: 3 Lecture Hours: 54		
Students use real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, and apply math concepts to the purchasing/buying process, the selling process, and apply basic statistics to business/consumer applications.		

10-804-195 College Algebra with Applications 3

Credits: 3 Lecture Hours: 54

Students perform the topics of real and complex number systems, polynomials, exponents, radicals, solving equations and inequalities (linear and nonlinear), relations and functions, systems of equations and inequalities (linear and nonlinear), matrices, graphing, conic sections, sequences and series, combinatorial, and the binomial theorem. This course covers those skills needed for success in Calculus and many application areas on a baccalaureate level.

10-809-195 Economics * *OR* *

Credits: 3 Lecture Hours: 54

Students will develop analytical skills central to how a market-oriented system operates and the factors that influence national economic policy. Students will apply basic concepts and analyses to a variety of contemporary problems and public policy issues. These concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment, and global economic issues.

20-809-287 Principles of Macroeconomics 3

Credits: 3 Lecture Hours: 54

This course provides an introduction to basic economic principles with applications to current economic problems affecting the overall performance of a nation's economy. The course begins with an analysis of the role of markets and prices in an economy. Topics include the causes and consequences of unemployment, inflation, and economic growth; the role of money and banking in the economy; the role of government taxing and spending policies to correct market failure and stabilize the economy; the implications of budget deficits and the national debt; and the implications of an increasingly global economy. This course is designed to meet the need for college transfer credit.

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Semester 02 (Tuition: \$2,290)

Course #	Course Title	Credits
10-101-111	Accounting 1	4

Credits: 4 Lecture Hours: 36 Lab Hours: 72

Students learn accounting concepts and principles in a logical step-by-step manner. Students will do extensive problem work. Students focus on accounting for both service and merchandising businesses.

10-102-109 Business Law I 3

Credits: 3 Lecture Hours: 54

Students explore the United States legal system, apply common law contract principles to everyday business transactions, and the Uniform Commercial Code to the formation of sales contracts, transfer of title and risk, performance and product liability.

10-102-130 Management Principles 3

Credits: 3 Lecture Hours: 54

Students explore the challenges faced by the managers of organizations in today's competitive business environment. Students will examine managerial roles and skills as important factors in determining organizational performance. These factors include planning for the future by anticipating changes in the external environment, organizing people into groups, allocating resources to them and motivating them to attain organizational goals.

10-103-106 Beginning Microsoft Excel 1

Credits: 3 Lecture Hours: 54

Students survey the multiple aspects of human behavior. This involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. The student forms an insightful understanding of the complexities of human relationships in personal, social, and vocational settings

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Semester 04 (Tuition: \$2,450)

Course #	Course Title	Credits
10-102-108	Risk Management	3

Credits: 3 Lecture Hours: 54

Students will be exposed to the process of managing risks faced by business firms and individuals. Students will use the risk management process in case studies to analyze and evaluate pure risks to minimize losses.

10-102-115	Business Management Strategies	3
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Credits: 3 Lecture Hours: 54

Students explore the activities undertaken by the management and leadership of a business organization. Students will apply problem-solving and decision-making skills to situations that affect business operations. The course will focus on the integration of the functions of finance, marketing, operations, technology, and human relations in the process of managing a firm. Prerequisites: Accounting 1 (10-101-111)

10-102-132	Operations Management	3
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Credits: 3 Lecture Hours: 54

Students will apply decision-making techniques to ensure efficient and competitive management of business operations. Students will focus on the key operational activities of product development, process design and management, and supply chain management. Course topics will include product design processes, quality, facility design and capacity planning, inventory control, project management, supply chain management, cost control, and customer service management. Prerequisites: Introduction to Business (10-102-105)

10-104-105	Selling Principles	3
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Credits: 3 Lecture Hours: 54

Philosophy of personal selling is introduced through learning to understand the societal role of salespersons and the human behaviors of customers, as well as how to sell ideas, services, and products. Students prepare sales presentations and practice selling techniques.

10-801-198	Speech	3
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Credits: 3 Lecture Hours: 54

Students explore the fundamentals of effective oral presentations to small and large groups. Students demonstrate competency through topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process.

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Total Credits: 60

Estimated Total Tuition*: \$9,810