

Degree Description

Marketable Skills

1. Management skills:

Learn to strategically plan and organize business operations, lead personnel, and control processes to increase efficiency, effectiveness, and profitability. 2. Teambuilding skills: Learn to create, participate in, manage, and find success using functional and cross-functional work teams. 3. Marketing skills:

Learn to understand and apply marketing concepts including consumer behavior, external environment factors, marketing research, target markets, and the marketing mix. 4. Accounting skills:

Learn to apply Generally Accepted Accounting Principles to transaction analysis, financial statement preparation, and financial statement analysis. 5. Computer skills:

Learn to use word processing, spreadsheet, data analysis, presentation, and database computer software to conduct business operations. 6. Communication skills:

Learn the ability to effectively develop, interpret, and express ideas through written, oral, and visual communication approaches. 7. Critical thinking skills:

Learn to diagnose, propose, and implement solutions to business problems through research, synthesis, and application of information. 8. Ethics skills:

Learn ways to evaluate situations and make ethical decisions that are socially responsible.

| Semester I | Hours |
|--|-----------------|
| BUSI 1301 Business Principles | 3 hours |
| ACNT 1303 Introduction to Accounting I | 3 hours |
| BMGT 1327 Principles of Management | 3 hours |
| MRKG 1311 Principles of Marketing | 3 hours |
| POFT 1301 Business English <i>or</i> ENGL 2311 Technical & Business Writing | 3 hours |
| | 15 hours |

| Semester II | Hours |
|--|-----------------|
| HRPO 2301 Human Resources Management | 3 hours |
| ECON 2301 Principles of Macroeconomics | 3 hours |
| BUSI 1307 Personal Finance | 3 hours |
| BMGT 2309 Leadership | 3 hours |
| BCIS 1305 Business Computer Applications | 3 hours |
| | 15 hours |

Total hours: 30 hours

Course Descriptions

BUSI 1301 Business Principles

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life. Semester Hours 3 (3 lec)

ACNT 1303 Introduction to Accounting I

Analyzes, classifies, and records business transactions in a manual and computerized environment. Emphasis is on understanding the complete accounting cycle and preparing financial statements, bank reconciliations, and payroll. May not be counted toward the associate degree if taken after successful completion of ACCT 2401. Semester Hours 3 (3 lec/lab)

BMGT 1327 Principles of Management

Examines concepts, terminology, principles, theories, and issues in the field of management. Semester Hours 3 (3 lec)

MRKG 1311 Principles of Marketing

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. Semester Hours 3 (3 lec)

POFT 1301 Business English

Introduces the practical application of basic language usage skills with emphasis on fundamentals of writing and editing for business. Students will apply the basic rules of grammar, spelling, capitalization, number usage, and punctuation; utilize terminology applicable to technical and business writing; develop proofreading and editing skills; and teaches how to write effective sentences and paragraphs for business applications. Semester Hours 3 (3 lec)

ENGL 2311 Technical & Business Writing

Intensive study of and practice in professional settings. Focus on the types of documents necessary to make decisions and take action on the job, such as proposals, reports, instructions, policies and procedures, e-mail messages, letters, and descriptions of products and services. Practice of individual and collaborative processes involved in the creation of ethical and efficient documents. Prerequisite: TSI complete in Writing or the equivalent. Semester Hours 3 (3 lec)

HRPO 2301 Human Resources Management

Introduces behavioral and legal approaches to the management of human resources in organizations. Recommended completion of BMGT 1303 or BMGT 1327. Semester Hours 3 (3 lec)

ECON 2301 Principles of Macroeconomics

Analyzes the economy as a whole including measurement and determination of aggregate demand and aggregate supply, national income, inflation, and unemployment. Other topics include international trade, economic growth, business cycles, fiscal policy and monetary policy. Prerequisite: Must have passed the TSI Assessment or be concurrently enrolled in INRW 0402. Semester Hours 3 (3 lec)

BUSI 1307 Personal Finance

Teaches personal and family accounts, budgets and budgetary control, bank accounts, charge accounts, borrowing, investing, insurance, standards of living, renting or home ownership, and wills and trust plans. (Cross-listed as HECO 1307) NOTE: This course is not part of the business field of study and may not transfer toward a degree in business. Semester Hours 3 (3 lec)

BMGT 2309 Leadership

Introduces concepts of leadership and its relationship to management. Prepares the student with leadership and communication skills needed to motivate and identify leadership styles. This is a Capstone course that integrates knowledge from previous courses and provides the opportunity to apply management and leadership principles to real world situations. Semester Hours 3 (3 lec)

BCIS 1305 Business Computer Applications

Introduces and develops foundational skills in applying essential and emerging business productivity information technology tools. The focus of this course is on business productivity software applications, including word processing, spreadsheets, databases, presentation graphics, data analytics, and business-oriented utilization of the internet. (BCIS 1305 is included in the Business Field of Study.) Semester Hours 3 (2 lec/2 lab)
