

# BUSINESS (BUSN)

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## **BUSN 1003, Introduction to Business (3 Credit Hours)**

*3 lecture hours per week, 0 lab hours per week, 3 contact hours per week*

A study of American business firms, organizational structures, practices, and principles. Organizational systems and terminology will be included.

## **BUSN 1103, Customer Service (3 Credit Hours)**

*3 lecture hours per week, 0 lab hours per week, 3 contact hours per week*

This course is intended to help participants progress from learning about themselves, to learning how to relate to their internal customers as well as their external customers in the workplace. This course requires a fee for a certification exam. This course may not be transferable to a University for use towards a 4-year degree program.

## **BUSN 2003, Legal Environment of Business (3 Credit Hours)**

*3 lecture hours per week, 0 lab hours per week, 3 contact hours per week*

Legal influences on the business environment, sources of law and their effect on business decision; constitutional, administrative, property, environmental, employment, anti-trust, securities regulation, consumer rights, and product liability law; social, ethical, and international facets of the legal environment.

## **BUSN 2013, Principles of Marketing (3 Credit Hours)**

*3 lecture hours per week, 0 lab hours per week, 3 contact hours per week*

A basic course in marketing, including the exchange process, marketing analysis, price determinants and present-day marketing trends. Emphasis is given to the marketing concept and how firms adapt products and services to changes in consumer demand.

## **BUSN 2113, Personal Finance (3 Credit Hours)**

*3 lecture hours per week, 0 lab hours per week, 3 contact hours per week*

A study of personal and family finances as well as personal money management. Topics will include budgets, savings, borrowing, taxes, insurance, and estate planning.

## **BUSN 2203, Software Applications (3 Credit Hours)**

*0 lecture hours per week, 6 lab hours per week, 6 contact hours per week*

This course is an in-depth study of current software applications such as MS Word, Excel, Access, and PowerPoint.

## **BUSN 2223, Small Business Management (3 Credit Hours)**

*3 lecture hours per week, 0 lab hours per week, 3 contact hours per week*

A study designed to introduce students to the start-up and operation of a small business. Business planning, decision making, and critical thinking will be topics of discussion. A research paper (business plan) and presentation will be required.

## **BUSN 2403, Digital Marketing (3 Credit Hours)**

*3 lecture hours per week, 3 contact hours per week*

This course provides an overview of digital marketing strategies and tools used in modern business environment. Students will explore key concepts such as search engine optimization (SEO), social media marketing, content marketing, email marketing, and online advertising. Through projects and case studies, students will develop practical skills in creating and executing digital marketing campaigns.

**Prerequisite(s):** (BUSN 2003 or 1100) and (CPTR 1013 or CSCI 1010).

## **BUSN 2803, Entrepreneurial Finance (3 Credit Hours)**

*3 lecture hours per week, 3 contact hours per week*

This course provides an in-depth exploration of financial principles and practices required for entrepreneurs and small business owners. Students will learn how to effectively manage financial resources, assess funding options, and make informed investment decisions. Key topics include financial statement analysis, budgeting, cash flow management, and valuation of new ventures.

**Prerequisite(s):** (ACCT 2113 or 2010) and (BUSN 2223 or 2220).

## **BUSN 2993, Business Internship (3 Credit Hours)**

*3 lecture hours per week, 0 lab hours per week, 3 contact hours per week*

This course provides a learning experience that integrates a student's academic background with practical experience in a supervised job situation. Included in the course are reflections on the internship experience, application of relevant course concepts, and feedback with the internship organization. This course may not be transferable to a University for use towards a 4-year degree program.