

B.S. Business Management: Program Outline

Program Goal

To prepare students for professional opportunities in management by providing a thorough background in the functional areas of modern business, such as human resources, finance/accounting, administration, marketing, and operations. Students will obtain skills they can apply immediately in the business workplace and the professional practices and benefits of general education required for lifelong personal growth in today's global economy. In addition, this program provides a foundation for further studies.

Program Outcomes	Courses	Evidence of Learning
Demonstrate effective written and interpersonal communication skills	ENG200: Speech	Multiple-choice lesson exam, graded project
	ENG121: Business and Technical Writing	Multiple-choice lesson examinations, writing project lesson examinations, final project
	ENG300: Advanced English Composition	Quiz, multiple-choice examinations, essay examinations
	ENG100: English Composition	Multiple-choice lesson exams, essays assignments, journal
	COM110: Public Relations 1	Multiple-choice lesson exam, written graded projects
	COM115: Public Relations 2	Multiple-choice lesson exam, written graded projects
Demonstrate a high level of inquiry, analytical, and problem-solving skills	ILS103: Information Literacy	Self-check quizzes, discussion boards, multiple-choice exams
	MAT106: Mathematics for Business and Finance	Multiple-choice lesson exams, final exam
	MAT115: Intermediate Algebra	Multiple-choice lesson exams, final exam
	MAT210: Business Statistics	Multiple-choice lesson exams, final exam
Demonstrate effective quantitative skills	MAT106: Mathematics for Business and Finance	Multiple-choice lesson exams, final exam
	MAT115: Intermediate Algebra	Multiple-choice lesson exams, final exam
	MAT210: Business Statistics	Multiple-choice lesson exams, final exam
Demonstrate computer and	ILS103: Information Literacy	Self-check quizzes, discussion board

Program Outcomes	Courses	Evidence of Learning
information literacy	CSC104: Computer Applications	posts, multiple-choice exams Multiple-choice lesson exams, graded projects
	CSC221: Advanced PC Applications	Multiple-choice exams, projects and final project
	INT205: Introduction to Internet Multimedia	Multiple-choice lesson exams, final project
Demonstrate an understanding of the liberal arts, natural sciences, and social sciences	HUM102: Art Appreciation	Multiple-choice lesson exams, discussion board assignments, final exam
	HUM104: Music Appreciation	Lesson exams, discussion boards, graded project, and final exam
	ENG100: English Composition	Multiple-choice lesson exams, written essays, journal
	SCI120: Introduction to Biology	Multiple-choice lesson exams, essay assignment, final proctored exam
	SCI140: Nutrition	Multiple-choice lesson exams, graded project, proctored exam
	SSC130: Essentials of Psychology	Multiple-choice lesson exams, research project, case studies, final exam
Demonstrate an understanding of the principles and processes involved in the functional areas and the need for collaboration among the different functions	BUS100: Business Orientation	Multiple-choice lesson exam
	BUS101: Introduction to Business	Multiple-choice lesson exams, final exam
	BUS110: Principles of Management	Multiple-choice lesson exams, final proctored exam, discussion board assignments
	ACC111: Financial Accounting	Multiple-choice lesson exams, project, and final exam
	MKT301: Marketing	Multiple-choice lesson exams, final proctored exam
	ACC112: Managerial Accounting	Multiple-choice lesson exams, final exam

Program Outcomes	Courses	Evidence of Learning
	HRM201: Human Resources Management	Multiple-choice lesson exams, final exam
	FIN310: Corporate Finance	Multiple-choice lesson exams, project, discussion boards, final exam
	BUS340: Organizational Behavior	Multiple-choice lesson exams, discussion board assignments, final exam
Discuss the management function and application to the business organization and develop problem solving skills needed for management	BUS110: Principles of Management	Multiple-choice lesson exams, final proctored exam
	BUS101: Introduction to Business	Multiple-choice lesson exams, final exam
	BUS340: Organizational Behavior	Multiple-choice lesson exams, discussion board assignments, final exam
	HRM201: Human Resources Management	Multiple-choice lesson exams, final exam
	BUS425: Strategic Business Management	Multiple-choice lesson exams, discussion boards, webinars, final project, final proctored exams
	BUS330: Risk Management	Multiple-choice lesson exams, discussion boards, webinars, final exam
	Discuss the steps of the accounting cycle and utilize financial document information as a management tool to plan and track the financial status of a business	ACC111: Financial Accounting
ACC112: Managerial Accounting		Multiple-choice lesson exams, final exam
ACC201: Intermediate Accounting		Multiple-choice lesson exams, final exam
ACC202: Intermediate Accounting		Multiple-choice lesson exams, final exam
ACC210: Cost Accounting		Multiple-choice lesson exams, project, final exam
ACC211: Computer Applications in Accounting		Multiple-choice lesson exams, projects, final exam
FIN310: Corporate Finance		Multiple-choice lesson exams, project, discussion boards, final exam

Program Outcomes	Courses	Evidence of Learning
	FIN101: Financial Management	Multiple-choice lesson exams, graded project, final exam
Discuss the factors affecting marketing plans to promote the business's products or services through an understanding of marketing principles, consumer buying habits, and advertising strategies	MKT301: Marketing	Multiple-choice lesson exams, final exam
	MKT340: Retail Management	Multiple-choice lesson exams, final exam, research project, discussion board assignments
	MKT320: Consumer Behavior	Multiple-choice lesson exams, final exam, research project, discussion board assignments
	MKT301: Advertising Principles	Multiple-choice lesson exams, research project, discussion board assignments, final exam
Discuss and apply ethical and legal standards to the business environment	BUS315: Legal Environment of Business	Multiple-choice lesson exams, projects, final exam
	BUS400: Business Ethics	Multiple-choice lesson exams, final exam, research project, discussion board assignments
Demonstrate an understanding of economic and financial markets and apply financial and economic principles to business decisions	BUS121: Economics 1	Multiple-choice lesson exams, final proctored exam, research project
	BUS122: Economics 2	Multiple-choice lesson exams, final proctored exam
	FIN310: Corporate Finance	Multiple-choice lesson exams, project, discussion boards, final exam
	FIN101: Financial Management	Multiple-choice lesson exams, graded project, final exam
	FIN210: Personal Financial Management	Multiple-choice lesson exams, final exam
Discuss the human resources function as it relates to the business environment	HRM201: Human Resources Management	Multiple-choice lesson exams, final exam
	HRM210: Compensation Management	Multiple-choice lesson exams, project, discussion boards, final exam
	HRM320: Employee Benefits	Multiple-choice lesson exams, project, discussion boards, final exam
	HRM355: Training Concepts	Multiple-choice lesson exams, project, final exam

Program Outcomes	Courses	Evidence of Learning
	HRM350: Labor Relations	Multiple-choice lesson exams, project, discussion boards, final exam
Analyze and evaluate the main structural features of a business or industry and develop strategies to position a firm attractively in the business environment	BUS425: Strategic Business Management	Multiple-choice lesson exams, discussion boards, webinars, final project, final proctored exam
	BUS450: Senior Capstone	Projects, webinars, discussion boards
Discuss the theories, influences, cultural forces, labor factors and methods of successfully entering international markets	BUS430: International Business	Multiple-choice lesson exams, project, discussion boards, webinars, final exam
Discuss the scientific method and approach to a variety of research methods likely to be useful to supporting successful decision making in business	BUS415: Business Research Methods	Multiple-choice lesson exams, webinar, graded project, final proctored exam

Program Structure

SEMESTER 1		CREDITS
BUS100	Business Orientation	1
ILS103	Information Literacy	1
BUS101	Introduction to Business	3
BUS110	Principles of Management	3
HUM104	Music Appreciation	3
MAT106	Mathematics for Business and Finance	3
Total		14
SEMESTER 2		
CSC104	Computer Applications	3
ENG100	English Composition	3
MAT115	Intermediate Algebra	3
ACC111	Financial Accounting	3
SCI140	Nutrition	3
Total		15
SEMESTER 3		
SSC105	World Civilizations	3
ENG121	Business and Technical Writing	3
ACC112	Managerial Accounting	3
ENG200	Speech	3
BUS121	Economics 1 (Macroeconomics)	3
Total		15
SEMESTER 4		
HUM102	Art Appreciation	3
MAT210	Business Statistics	3
CSC221	Advanced PC Applications	3
BUS122	Economics 2 (Microeconomics)	3
Elective (See Table)		3
Total		15

SEMESTER 5		
SSC130	Essentials of Psychology	3
MKT301	Marketing	3
ENG300	Advanced Composition	3
HRM201	Human Resources Management	3
Elective (See Table)		3
	Total	15
SEMESTER 6		
BUS315	Legal Environment of Business	3
FIN310	Corporate Finance	3
SCI120	Introduction to Biology	3
Business Elective (See Table)		3
BUS340	Organizational Behavior	3
	Total	15
SEMESTER 7		
BUS415	Business Research Methods	3
BUS400	Business Ethics	3
Elective (See Table)		3
Business Elective (See Table)		3
BUS430	International Business	3
	Total	15
SEMESTER 8		
BUS425	Strategic Business Management	3
Elective (See Table)		3
Business Elective (See Table)		3
Business Elective (See Table)		3
BUS450	Senior Capstone: Business	4
	Total	16
	Total Credits–BS Business Management	120

ELECTIVES

Course Number/Title	Credits	Prerequisites
ACC201: Intermediate Accounting 1	3	ACC112
ACC202: Intermediate Accounting 2	3	ACC201
ACC210: Cost Accounting	3	ACC112
ACC211: Computer Applications in Accounting	3	ACC112
COM110: Public Relations 1	3	ENG300
COM115: Public Relations 2	3	COM110
FIN101: Financial Management	3	None
FIN210: Personal Financial Management	3	None
HRM210: Compensation Management	3	HRM201
INT205: Introduction to the Internet	3	CSC104

BUSINESS ELECTIVES

Course Number/Title	Credits	Prerequisites
BUS330 Risk Management	3	BUS110
FIN305 Securities and Investments	3	None
HRM320 Employee Benefits	3	HRM201, HRM210
HRM350 Labor Relations	3	HRM201
HRM355 Training Concepts	3	BUS110, HRM201
MKT310 Advertising Principles	3	MKT301
MKT320 Consumer Behavior	3	MKT301
MKT340 Retail Management	3	MKT301

Course Descriptions and Objectives

BUS100: Business Orientation

Introduction to distance learning; study skills and techniques; reading textbooks and study guides; reviewing for examinations. Four basic life goals; individual life goals and steps needed to fulfill them; similarities between personal financial goals and business goals; determining personal financial goals; setting up a budget; researching, planning, starting up, and maintaining a business.

- Identify skills needed to be a confident and independent online learner
- Analyze the interdependent goals of life and business and the steps needed to achieve them

ILS103: Information Literacy

This course introduces students to the techniques and strategies necessary to research successfully in a cyber environment. Topics include the need for information literacy and how to formulate a search statement, navigate online search engines, cite sources, and organize and use information honestly and responsibly.

- Identify how to formulate focused and specific research questions and the need for information
- Explain the different types of research tools, how they're used to conduct different searches, and how to evaluate the quality and usefulness of the information found
- Explain how to cite sources properly using various citation styles in consideration of academic integrity, plagiarism, and ethical use of resources

BUS101: Introduction to Business

This course outlines the elements of business and the challenges businesses face in a global environment, such as competition and economics. You'll learn why accounting, technology and information systems, marketing, and management are essential to starting and growing a business. You'll also learn the basics of managing financial and human resources and the ethical and social responsibilities required of a successful manager.

- Identify different elements that distinguish capitalism, socialism, communism, and mixed economies
- Define the role of small business in the free enterprise system
- Assess elements of the global economy, such as labor, capital, trade, and natural resources, and how they influence business
- Analyze the functions of business, such as management, organization, human relations, marketing, financing, and ethics
- Discuss the purpose of business policy and strategy

BUS110: Principles of Management

This course familiarizes the student with both the business environment and the manager's role within it. It covers decision making, planning, organizing, leading, and controlling, as well as developing an ethical perspective.

- Summarize the functions of management and the basic steps in various planning processes

- Explain how to make effective decisions as a manager and a leader
- Describe the fundamental elements of an organization's structure and the components of an organization's competitive environment
- Explain principles for setting goals that motivate employees, why companies develop control systems, and why teamwork is beneficial
- Analyze why diversity is a critical organizational and managerial issue, and describe the criteria for technology decisions and managing change

HUM104: Music Appreciation

In this course, you'll practice the skill of active listening. Learning to listen differently will allow you to experience all kinds of music in a new way. Most listeners are familiar with how music makes them feel, and we often say we like a particular piece of music because it has a "good beat" or a beautiful melody. This course will allow you to go deeper. You'll identify what the composer might have been trying to convey and listen for the way elements of musical composition and performance make each piece unique.

- Identify the building blocks of music a composer can use to create a piece, such as rhythm, melody, harmony, texture, form, and timbre
- Differentiate between the music of the baroque era and the musical styles of previous time periods
- List the major characteristics of classical music, including form, melody, and instrumentation
- Describe the musical trends and innovations that occurred during the romantic era
- Relate musical styles of the early twentieth century to comparable movements in art and literature
- Explain the evolution of American popular music in the twentieth century
- Describe the influence of world music on modern western composition
- Synthesize research comparing composers' influence in their respective genres

MAT106: Math for Business and Finance

This course will provide the student with a foundation in basic mathematical operations. Topics covered include percentages; discounts; interest; present worth; sinking funds; installment buying; pricing; depreciation; investments; insurance; use of symbols and their applications, equations and formulas; and the importance of statistics.

- Analyze functions of whole numbers, fractions, decimals, and percents
- Show calculations involved in simple interest, compound interest, and time value of money
- Prepare various business math applications involving financial reports, installment buying, and depreciation
- Analyze various financial concepts related to taxes, insurance, financial investments, and basic business statistics

CSC104: Computer Applications

Microsoft® Office allows people to create documents, spreadsheets, presentations, and databases. This course will teach you how to use three popular tools from the Microsoft® Office Suite— Word™, Excel®, and PowerPoint®. In this

course, you'll learn how to use Word™ to create and edit text documents, insert figures and tables, and format pages for a variety of uses. You'll then learn how to use Excel® to organize and format data, including charts, formulas, and more complex tables. Next, you'll learn how to use PowerPoint® to create and deliver slide shows. Finally, you'll complete a graded project, which will test the skills acquired in Word™, Excel®, and PowerPoint®.

- Create various Microsoft® Word™ documents
- Produce a thorough Microsoft® Excel® spreadsheet
- Identify the basic skills needed to use Microsoft® PowerPoint®
- Synthesize what you've learned by integrating Word™, Excel®, and PowerPoint®

ENG100: English Composition

This course teaches the skills and techniques of effectively developing, drafting, and revising college-level essays toward a specific purpose and audience: active reading, prewriting strategies, sentence and paragraph structure, thesis statements, varied patterns of development (such as illustration, comparison and contrast, and classification), critical reading toward revision of structure and organization, editing for standard written conventions, and use and documentation of outside sources. Students submit two prewriting assignments and three essays (process analysis, comparison and contrast, and argumentation).

- Use writing skills to construct well-written sentences and active reading skills to understand and analyze text
- Develop paragraphs using topic sentences, adequate detail, supporting evidence, and transitions
- Contrast the revising and editing steps of the writing process
- Distinguish between different patterns of development
- Write a process analysis essay using prewriting, drafting, revising, and editing skills
- Recognize how to determine the reliability of secondary sources and to give proper credit to sources referenced in an essay
- Write a comparison and contrast essay by using persuasive writing techniques to defend a claim
- Create a sound written argument using techniques of drafting and evaluating sources

MAT115: Intermediate Algebra

Algebra is the mathematical language used to interpret and represent patterns in numbers by using variables, expressions, and equations. Algebra is an essential tool used in business, science, and computer technology. Throughout this course, you'll be introduced to algebraic concepts, along with real-world application problems from a variety of fields. In addition to providing a springboard to the discovery of underlying mathematical properties, these applications illustrate the importance of mathematics in your world.

- Demonstrate effective quantitative skills
- Solve algebraic equations, linear equations, inequalities, and absolute value equations
- Solve and graph linear equations and inequalities
- Solve polynomials
- Apply algebraic operations to rational expressions and rational equations

- Solve problems involving radicals and complex numbers
- Solve quadratic equations, rational inequalities, nonlinear equations, and nonlinear inequalities
- Calculate exponential and logarithmic functions
- Solve binomial expansions, sequences, and arithmetic and geometric series
- Prepare for the final exam

ACC111: Financial Accounting

This course will provide students with a basic understanding of the principles of Financial Accounting. Topics covered include analyzing transactions; completing the accounting cycle; merchandising businesses; inventories, assets, and liabilities; and corporations, stocks, bonds, and cash flow.

- Solve important accounting principles and concepts by creating four types of financial statements: balance sheet, income statement, statement of retained earnings, and statement of cash flows
- Explain inventory systems, the inventory process, and the role of ethics in accounting
- Explain cash and receivables, assets, current liabilities, and debt
- Analyze stocks and the statement of cash flows and financial statements that are used to assess the value of a business
- Solve accounting problems using knowledge of accounting forms and functions

SCI140: Nutrition

Nutrition is the science that investigates how the body takes in, breaks down, and uses foods. The course will provide you with basic information on how these processes take place, including information about nutrients and how they contribute to the way the body functions. This will help you to have a better understanding of your decisions about food and diet. You'll also learn about physical activities that can contribute to a healthier lifestyle. Because a central focus of nutrition studies is on health promotion, suggestions for individual nutrition choice will be discussed, as well as tactics for maintaining a healthy weight and keeping food supplies safe.

- Describe how nutrition supports a body's wellness
- Recognize the body's use of carbohydrates, fats, and proteins
- Identify the body's use of water, minerals, and micronutrients
- Discuss what nutritional needs are for a healthy weight and for an athletic lifestyle
- Define food safety and the nutritional needs of humans over a lifetime
- Prepare a research paper on a nutritional topic

SSC105: World Civilizations

This course serves as an introduction to many of the major events of the fifteenth through twenty-first centuries. It also examines the causal relationships between events and trends all across the globe.

- Identify the causes and consequences of global trade and its conflicting worldwide impact

- Describe the impact of social and industrial revolutions, fifteenth century onward, on various nations
- Recognize the conditions that led to the World Wars, decolonization, and the Cold War
- Summarize post–World War II effects on the economic and political structures around the world
- Discuss an event that occurred after the fifteenth century and had an impact on a world civilization
- Explain the effects of World War II on the world population

ENG121: Business and Technical Writing

This course provides an introduction to the various methods of organizing material for a professional setting. Students will compose business documents using the ABC method. These include: memos, emails, outlines, reports and proposals, descriptions, and organizing materials. Students also work on honing their grammar skills.

- Recognize how to use words correctly and effectively
- Produce a well-constructed interoffice memo, workplace email, and business letter
- Produce a brief business report based on findings obtained using research techniques and methods of documentation
- Produce an informal report that lists findings of an investigation and provides recommendation for issues raised in the findings
- Describe procedures for creating proposals, descriptions, instructions, and manuals for the workplace
- Create a detailed proposal designed to solve an internal human resource issue

ACC112: Managerial Accounting

This course provides an introduction to managerial accounting; analysis: C-V-P and management; budgeting and performance evaluation; decentralized operations; differential analysis and product pricing; capital investment analysis, and cost activities.

- Analyze the various concepts related to managerial accounting and cost accounting
- Explain the different tools of management used for the decision-making process
- Identify the various budget analysis processes and the performance measurements for decision making
- Analyze the various components of capital budgeting, cash flow statements, and ratio analysis
- Solve examples of real-world accounting problems using knowledge of accounting forms and equations

ENG200: Speech

This course provides students with a foundation in the basic concepts of public speaking. Students will learn how to research, organize, and write effective speeches; incorporate presentation aids; and rehearse and deliver speeches effectively. Students will prepare, rehearse, record, and submit speeches in a number of rhetorical styles to be graded.

- Analyze the different methods and principles required for effective public speaking
- Point out the principles, methods, and skills required to rehearse and deliver effective public speaking
- Prepare and record a narrative or speech on personal experience

- Prepare and record an informative podcast for a website
- Create and record an infomercial by using one of the mentioned methods
- Prepare and present a motivational or reasoning speech to persuade your audience
- Develop a speech by using key information delivery of a speech

BUS121: Economics 1 (Macroeconomics)

This course will provide an overview of macroeconomics and the modern market economy. Law of supply and demand, cost of living, monetary systems, international factors, and short run economic fluctuations will be examined and discussed.

- Explain economic systems and the economic perspective
- Identify the key factors in macroeconomics and how economists use them to study the economy as a whole
- Explain the macroeconomic models and fiscal policies
- Explain money, banking, and financial policy
- Explain the extending analysis of aggregate supply, current issues in theory and policy, and international economics
- Analyze foreign exchange and investment and the effects each nation's economy has on another nation's economy

HUM102: Art Appreciation

In this course, the student will gain an understanding of artistic media, historical periods and artistic movements, the roles of the artist and the viewer, and the principles of art criticism.

- Define the language, visual elements, and principles of design of art
- Identify two-dimensional media
- Identify three-dimensional media
- Explain the evolution of art from ancient Mediterranean cultures through eighteenth century Europe
- Identify features and popular examples of art throughout the history of African, Asian, Pacific, and American cultures
- Compare the genres of the Modern and Postmodern eras of art from around the world

MAT210: Business Statistics

In this course, you'll learn how to make sense of the numbers that drive business decisions. You'll develop the skills to organize and visualize data effectively, enabling you to uncover relationships and draw meaningful conclusions. Probability will become your ally as you learn to express common knowledge using standardized language, allowing statisticians to communicate effectively. You'll explore unions, intersections, conditional probability, and the concept of random variables.

You'll also gain experience estimating unknown population parameters and conducting hypothesis tests, preparing you to make reliable inferences. From analyzing variances to conducting ANOVA and linear regression, you'll gain a solid foundation in statistical techniques that are essential for making informed business decisions.

- Show the methods of collecting data and visualizing of qualitative data in statistics
- Analyze the methods of computing probability for discrete and random variables
- Apply sampling distribution methods, estimation, and hypothesis testing in business applications
- Point out the process of computing inferences, linear regression, and least square

CSC221: Advanced PC Applications

Database applications; integrating word processing, spreadsheet, and presentation software applications.

- Explain the components of Microsoft Access 2016
- Construct an inventory database using Microsoft Access
- Add to PowerPoint using Word, Excel, and other data
- Create a PowerPoint presentation including an outline, video file presentation, table of statistics, and spreadsheet
- Combine Word, Access, and Excel to integrate documents and information
- Develop a one-table database with client information, a letter that integrates an Excel spreadsheet and Access merge fields, and final merge documents
- Produce a database, spreadsheet, mail merge letter, and presentation for a promotional event

BUS122: Economics 2 (Microeconomics)

This course will provide an overview of microeconomics and the modern market economy. Supply and demand; the role of government; public sector; tax system design; firm behavior; organization of industry; and labor markets will be examined and discussed.

- Point out the basic concepts of economic perspective
- Analyze how price and efficiency affects consumer behavior
- Distinguish between pure competition market, pure monopoly, monopolistic competition, and oligopoly market structure
- Analyze the factors affecting allocation of resources and wages with the impact of government policies
- Point out the modern issues related to resource pricing, trade, immigration, and poverty on the economy

SSC130: Essentials of Psychology

This course covers biology and behavior, consciousness, memory, thought and language, intelligence, personality and gender, stress, and community influences.

- Explain various states of consciousness, learning theories, and thought processes and development
- Summarize the nature of human motivation and development, the human development cycle, and approaches

to understanding and assessing personality

- Prepare an essay on the topic of conditioning, memory, or motivation and emotion
- Recognize psychological disorders and available treatments
- Explain social psychology as it relates to attitudes, influences, behaviors, and stress
- Use critical thinking skills to determine the likely causes of behaviors of individuals and groups discussed in case studies

MKT301: Marketing

This course covers the principles of marketing. Topics covered include assessing, analyzing, understanding, and targeting the marketplace, as well as the creation, capture, delivery, and communication of value. Students will learn how to develop a marketing plan, use social and mobile marketing effectively, integrate ethics into marketing strategies, influence the consumer decision process, perform market research, perform SWOT and STP analyses, make decisions concerning branding, packaging, and developing new products, price products and services fairly, set advertising objectives, and more.

- Analyze marketing plans, strategies and the aids needed to catalyze it
- Analyze the foundation of the marketing model and its emergence
- Point out the targeted strategies and plans in marketing and globalization
- Formulate a plan of valuing production, innovation, and product marketing
- Develop the valuing strategies for products and services in marketing
- Categorize the strategies for supply chain management and retailing
- Distinguish between the various domains under IMC strategies
- Design a marketing plan for an existing business

ENG300: Advanced Composition

In this course, you'll practice research and writing skills by developing papers that require you to use sources and correctly cite them using APA formatting. You'll learn to look at writing with a critical eye—a skill you can apply to your work, as well as to the reading you do for research or in your daily activities. You'll apply these skills to your writing through editing and revising.

- Analyze the fundamentals of the writing process
- Categorize the planning and evaluating methods of a research project and the sources
- Point out the sources of research and the methods of working with them
- Differentiate between the organizing, drafting, revising, and documenting processes related to a research project
- Point out the necessity of describing, illustrating, classifying, dividing, and defining your writing
- Prepare illustrative essay based on a specified topic
- Analyze the process of comparison and contrasting in developing literary content
- Prepare an essay using comparison and contrast

- Prepare a cause and effect essay on a specified topic
- Categorize the steps, elements, and strategies of writing and evaluating arguments

HRM201: Human Resources Management

An overview of Human Resources Management (HRM), as it's understood today. This course illustrates the dynamic interaction of the personnel functions with each other and with the objectives of an organization.

- Describe the elements of human resource management, including labor considerations, regulation, and management of workflow
- Explain how companies should prepare for and implement HRM to hire new employees and create training programs
- Identify the aspects of employee, career, and turnover management
- Summarize how employees are paid, including legal requirements, performance-based pay, commissions, salaries, and benefits
- Describe other HRM functions including collective bargaining, labor relations, global HRM, and building a high-performance organization
- Explain key aspects of the field of human resource management

BUS315: Legal Environment of Business

The nature and sources of law, the U.S. court systems, litigation and alternative methods of dispute resolution, constitutional and administrative law; tort law and product liability; contract law; agency law; business organizations; business ethics and social responsibility; and property rights for both personal and real property.

- Analyze the sources and structure of the U.S. legal system, and the business laws and organizations
- Point out the purpose, requirements, and criteria needed for contracts
- Distinguish between real and personal property and the relationship between principal and agent
- Analyze the principles of sales, goods, and services and laws by UCC that governs them
- Distinguish between the role of insurance, transactions, and bankruptcy in business law
- Create a case brief by following the instructions and procedure
- Prepare a written memorandum by applying your knowledge and following the instructions
- Prepare written essay responses by applying your knowledge on the legal environments of business

FIN310: Corporate Finance

This course addresses one of the most important components of every business operation—financial decision-making. All business decisions have some financial implications, either directly or indirectly. Many of the financial concepts addressed in this course may be applied to personal financial and economic decisions. It's very important, therefore, to develop a broad, basic understanding of the study of finance and corporate finance.

- Analyze the intricacies of corporate finance and the related financial statements
- Categorize the methods of evaluating various types of cash flows
- Point out the valuation procedures related to capital budgeting and the considered decisions
- Distinguish between the various types of market risks and returns
- Differentiate between the utility of WACC, equity, and debt financing in computing investments
- Apply your knowledge and skills acquired from this course to perform an organization analysis

SCI120: Introduction to Biology

An introductory course that explains the origin of life and the relationships between all living things. It describes how a significant number of organisms are structured and how they work, in order to enable students to discuss intelligently the various forms of life and their processes.

- Analyze cells and their processes for obtaining energy and reproducing
- Explain how traits are passed on from one generation to the next
- Explain how different species of living things have evolved and are classified
- Write responses to fundamental biology essay prompts
- Identify the characteristics and behavior of plants and animals
- Diagram the anatomy and physiology of the human body
- Describe the ecology of living things

BUS340: Organizational Behavior

This course covers management approaches; human decision making; conflict management; communication in groups; power and influence; organizational environment, structure and design; and fundamental forces of change.

- Analyze the fundamentals of organizational behavior, culture, and individuality
- Differentiate between the stages of perception, attribution, stress management, motivation, and engagement
- Point out the methods of fostering creativity, innovation, and decision making
- Distinguish between the concepts of effective communication, group making, and team development
- Categorize the elements of conflict, negotiation, and leadership
- Analyze the structure of organizational working and its associated elements
- Prepare a report on emotional labor perspectives at various workplaces by utilizing your findings

BUS415: Business Research Methods

This course will provide you with a foundational understanding of the scientific method and approach to a variety of research projects likely to be useful to businesses. This course focuses on human subjects and experimental design research, which has grown in use and application in business. The skills you'll develop in this course are highly valued

in today's business environment. Focus most of your time and effort on learning new terms and the presented research structures and formats. Finally, you'll review research reports and their design.

- Explain the research process
- Summarize the ethical considerations of research
- Categorize the process of conducting qualitative research, observation studies, experiments, and surveys
- Discuss measurement scales and the process of conducting questionnaires and sampling
- Identify the process of analyzing and presenting research data
- Prepare a case analysis report

BUS400: Business Ethics

This course explores the ethical and moral responsibilities of businesses in a capitalist system. It examines different approaches to ethics and morality, including the principles of egoism, utilitarianism, Kant's categorical imperative, and Rawls's theory of justice. The course also focuses on how different moral philosophies might best be applied to business organizations and their activities. Many examples and case studies are used to explain how the ethical issues facing businesses ultimately affect all of us.

- Categorize ethics and perspectives pertaining to business and decision making
- Distinguish between the norms of corporate culture and the corporate social responsibilities
- Analyze the various employer and employee responsibilities, the issues of technological capabilities, and ethical marketing
- Point out the impact of ethical corporate governance on corporate sustainability and conflicts of interest
- Prepare a report on business ethical decision in veterinary practice by utilizing your findings

BUS430: International Business

This course is an introduction to the opportunities and risk of doing business outside the U.S. Students will learn about country-market differences, trade and investment patterns, the international- financial environment; issues in business-government relations and strategies for international business are also covered.

- Categorize the theories that influences on international trade
- Analyze how cultural forces, political, environmental, and socioeconomic factors are related to business
- Compare how various strategic plans, organizational design, and market researches affect businesses
- Show how implementation of various strategies helps in standardizing global operations
- Solve the questions after reviewing the article "Reinflating Real Property Values"

BUS425: Strategic Business Management

This course establishes the foundation necessary to understand strategic business management in today's economy. Students will integrate knowledge from this course with skills acquired in previous courses to make sound management decisions.

- Analyze the importance of strategy in crafting directions for companies

- Identify the analytical tools, strategies, and evaluation processes associated with company competition
- Categorize the methods of crafting ideal strategies for companies and the related responsibilities
- Distinguish between the methods of executing strategies and managing companies
- Prepare a report on your findings on the Tesla case

BUS450: Senior Capstone: Business

Students use real fact patterns, real data and the expertise they acquired from courses completed throughout their business curriculum to complete two business case projects. Students will estimate the market size and market share required to break even, and in a separate case they will execute the quantitative analysis of financial data. This course also includes a lab experience designed to expose students to real-world business activities in their community.

- Analyze the assignments and case studies to complete the senior capstone business project
- Recognize the PPMC projections and the data associated with it in the presented case
- Summarize your findings in the motomart case

ACC201: Intermediate Accounting 1

This course will provide students with the knowledge to apply accounting theory, concepts, and procedures to financial problems. Topics covered include: computing earnings per share; lease transactions; income tax accounting; cash flow information; pension and benefit information; financial statement analysis.

- Point out the process of creating journal entries and balance sheet for disclosing financial information
- Analyze the fundamentals of income statement, cash flows, revenue recognition, and value of money concepts
- Compare the different ways to properly account for cash, receivables and inventory
- Analyze value and account for changes to long-term assets as well as intangible assets

ACC202: Intermediate Accounting 2

This course will provide students with an expansion on materials presented in Intermediate Accounting 1. Topics examined and discussed include: inventories; investments; intangible assets; current, contingent, and estimated liabilities; premium and discount on long-term debt; stockholder's equity.

- Evaluate how companies deals with investments, current liabilities, and the contingencies they present
- Differentiate between leases, bonds, and long-term notes
- Analyze and account for other types of liabilities including income taxes, pensions, and post-retirement benefits
- Categorize the fundamentals of share-based compensation, accounting changes, and the statement of cash flows

ACC210: Cost Accounting

Students will be able to use cost data in budgeting and capital planning for various types of manufacturing operations and use a personal computer to perform various accounting functions. Topics covered include timekeeping and payroll procedures; setting overhead rates; accounting for spoiled and defective goods; development of cost analysis; process cost accounting; job-order cost accounting.

- Analyze the fundamentals and processes of cost decision making
- Categorize the various costing processes related to cost accounting
- Identify the methods of analyzing cost performance and the importance of management control systems
- Apply your accounting skills on cost accounting computation and analysis
- Prepare a balance sheet, an income statement, and post-closing trial balance for Ice Cream Systems

ACC211: Computer Applications in Accounting

Builds on concepts learned in Financial and Managerial Accounting and covers Sage 50 Accounting. Combines real-world accounting systems and examples with computer-based solutions. The course is a blend of problem solving, reading, case projects, and computer applications to problems encountered in today's accounting environment.

- Explain the processes involved in the Sage 50 accounting software program
- Demonstrate accounting functions in the Sage 50 software
- Show various procedures in the Sage 50 accounting software program for setting up merchandising businesses
- Demonstrate how to complete the accounting cycle for a merchandising business

COM110: Public Relations 1

Public Relations 1 begins by introducing students to the role of public relations writers, including their ethical and legal responsibilities. Some of the general topics covered include persuasion, research skills, the public relations planning process, writing clearly and simply, and using proper grammar, spelling, and punctuation. Specifically, the course covers writing styles and processes for emails, memos, letters, reports, proposals, news releases, broadcasts, ad copy, material for the Internet, speeches, newsletters, brochures, magazines, and annual reports. The course concludes with an examination of how to communicate information during a crisis.

- Analyze the principles, components, and strategies involved in strategic writing
- Categorize the principles, ethics, and methods of strategic writing in public relations
- Point out the fundamentals of strategic writing in advertising
- Distinguish between the principles and methods of strategic writing in sales and marketing
- Analyze the importance of strategic writing in business communication

COM115: Public Relations 2

This course will give you an overview of the process and purpose of public relations by connecting it to business, social, and environmental trends and values. You'll learn about the importance of corporate social responsibility in strategic public relations, and the need for ethical, socially responsible communicators in the field to build trust and respect with diverse communities. With a focus on communication theory, history, and practice, you'll learn how to create a believable and persuasive message.

- Analyze the role of public relations
- Categorize the various processes involved in public relations
- Point out the various public relations strategies
- Distinguish between the tactics used by public relations for interaction
- Differentiate between the various applications of public relations in different fields

FIN101: Financial Management

This course will introduce students to the world of finance, including financial concepts, instruments, and financial decision making. Topics covered include financial assets; investing in long-term assets; capital structure and dividend policy; financial planning and working capital management.

- Categorize financial management functions and organizational structure
- Analyze the time value of money, financial ratios, and risks and returns from investments
- Categorize the capital structure and the capital management of a firm
- Perform financial calculations and analysis related to basic financial concepts

FIN210: Personal Financial Management

This course will introduce students to the fundamental concepts and importance of personal financial management, including analysis and management of personal assets and financial instruments.

- Point out how money management skills are applied to personal financial goals and plans
- Develop a plan for saving, protecting, and managing financial assets and debt
- Prepare strategies for consumer and housing purchases
- Analyze various types of investing
- Categorize the different types of investments that suits your financial goals
- Formulate a will, a trust, and an estate plan

HRM210: Compensation Management

The course covers the basic components of a total compensation package (salary, bonus, and benefits), the development, implementation, and maintenance of a program, the impact of internal and external equity, and additional factors which must be considered for the overall success of a program.

- Explain the factors and methods included in compensation strategies

- Describe how to evaluate employee performance and motivate workers using compensation strategies
- Explain how unions, laws, and special groups affect compensation
- Discuss labor regulation locally and globally
- Compare job postings for different pay models

INT205: Introduction to Internet Multimedia

Provides an overview of multimedia on the Web and multimedia elements such as text and graphics, as well as sound, animation, and video; describes multimedia-authoring programs and the development and design of multimedia titles; covers the management and distribution of multi-media titles.

- Point out the tools and best practices for text, images, and sound in creating multimedia projects
- Categorize the best use of animation, video, and software tools in creating multimedia projects
- Distinguish between the important steps of planning, costing, designing, and producing a multimedia project
- Analyze the various tools and consideration for adding multimedia to the web and mobile platform
- Plan the steps in designing and developing a Web site using multimedia

BUS330: Risk Management

This course provides students with a framework for managing the effects of risk and a basic understanding of risk management and insurance.

- Demonstrate effective written and interpersonal communication skills.
- Demonstrate a high level of inquiry, analytical, and problem-solving skills
- Demonstrate effective quantitative skills
- Identify the types and methods of risks, effects of minimizing risk, and risk identification
- Analyze the types of arrangements for reducing risks, operations of state insurance, and solvency regulations
- Explain the importance and types of loss control and the legal liabilities in risk management
- Categorize the concepts, products, and issues under personal insurance
- Analyze the employer-employee relationship including the benefits, compensations, and regulations
- Analyze the benefits and risks involved in homeowners and automobile insurance
- Identify the types liability insurance, crime insurance, and surety bonds
- Calculate the imposed social security taxes based off of social security insurance and retirement benefits

FIN305: Securities and Investments

In this course, you'll gain an understanding of the steps in making investment decisions, the nature of securities and markets, how technical analysis is performed, and how to set up a portfolio.

- Analyze the concepts of risk and return, the investment process, and the various types of investments
- Categorize the functions of stock market and how investors choose investments

- Point out the process of calculating interest rates, bond values, and yields
- Analyze how to form a diversified portfolio and how to evaluate the portfolio's performance
- Distinguish between futures and options and the investment strategies built on each
- Show how investors use option valuation, financial statements, credit ratings, and economic indicators
- Develop the ability to perform investments calculations and analysis related to this course

HRM320: Employee Benefits

This course will introduce the many different elements that comprise employee benefits. The course will not only help the career of the benefit specialist, but it will also cover the history and many of the governmental issues concerning benefit programs today. Employee Benefits covers the total employee benefit planning process.

- Analyze the fundamentals of employee benefits
- Point out the types and purposes of group insurance
- Categorize the benefits and purposes of group medical expense
- Categorize the benefits and purposes of group medical expense
- Differentiate between the various types of plans associated with retirement
- Categorize the types and benefits of profit-sharing plans and other similar plans
- Apply your knowledge on employee benefits for evaluating the benefit packages of three similar companies

HRM350: Labor Relations

The study of labor relations examines the interactions between organized labor unions and company management. These interactions between unions and management include rights and responsibilities, negotiations, and collective bargaining.

- Demonstrate an understanding of the liberal arts, natural sciences, and social sciences
- Demonstrate effective written and interpersonal communication skills
- Analyze the role played by labor unions and the impact of labor laws
- Explain labor relations management and bargaining strategies, structure, and constraints
- Discuss empowerment, partnership, globalization, and financialization
- Analyze various labor relations standards and considerations and what's expected of the union
- Analyze the successes and challenges facing ALPA

HRM355: Training Concepts

Employee training takes place in every business. In some organizations, employee training is a formalized process that continues throughout an employee's entire career. In other organizations, employee training is an informal event used to introduce new employees to the basic skills they'll need to complete their tasks. Your current or future employer will approach training by some combination of the two methods. This course will help you make employee training a more

efficient and effective process. After completing this course, you should be a valuable asset to any employer.

- Show the various elements in the organizational training process
- Categorize the various training designs and methods
- Analyze the significance of development, implementation, and evaluation of training process
- Describe the concept of adult learning theory and discuss how it influences employee training
- List and describe the interrelationships among the five phases of the training process model

MKT310: Advertising Principles

Students will learn about the global effect of advertising and integrated marketing communications (IMC), as well as how to use advertising and IMC strategies to create compelling marketing strategies and campaigns.

- Analyze the impact that advertising and marketing have on society
- Compare the different factors that determines purchasing motives and incorporate that information in marketing mix
- Show the importance of a creative IMC plan
- Analyze ways that copy and print, electronic, and digital interactive media are used in marketing
- Point out the importance of social media, supplemental media, and relationship building in marketing strategy
- Develop an ad on a social media site to increase market share of RVs

MKT320: Consumer Behavior

This course will teach you the principles involved in how and why consumers make decisions. Topics covered include influencing consumer behavior, consumer decision-making, effects on research and marketing, factors that affect purchasing behavior, and consumer acceptance of products.

- Define consumer behavior, segmentation, targeting, and positioning
- Explain how individual influences, such as perception, memory, attitudes, emotions, lifestyles, and decision-making processes, all influence consumer behavior
- Describe how different social and cultural groups, roles, and expectations impact consumer behavior
- Apply the knowledge of consumer behavior in determining the present marketing concepts and strategies

MKT340: Retail Management

This course is designed to introduce students to retailing in a rapidly changing environment. Topics covered include organization of retail stores, basics of retailing, management of a successful retail business, and merchandising principles.

- Analyze the fundamentals related to the world of retailing
- Identify the strategies and components necessary for successful retailing
- List the steps involved in the merchandise management process

- Distinguish between the processes and strategies involved in store management
- Prepare a report on a retailer's strategies, layout, design, visual merchandising, and internet retailing

Note: The titles of your learning materials may be different from those listed on your program outline. There is no need to call your instructor about these differences. While the titles of certain learning materials may differ, the educational content is the same. All learning materials are designed to give you the finest education in your field. If you need instructional assistance, however, be sure to call for help. We reserve the right to revise the program of study and the instructional materials and to substitute for the items of equipment offered.