

BUSINESS ADMINISTRATION SYSTEMS (BAS)

BAS 110 (3 credit hours)

Worksheets in Business Applications

Focuses on the application of worksheet features to business practices. Provides students with the knowledge and skills necessary to apply worksheet enhanced functions to derive charts, graphs and tables to aid in analyzing business data. Provides students the opportunity to think critically and find solutions to realistic business problems through use of available data analysis tools. Lecture: 3 credits (45 contact hours).

Pre-requisite: Computer Literacy or Consent of Instructor.

Attributes: Technical

Components: LEC: Lecture

BAS 120 (3 credit hours)

Personal Finance

Provides information needed to make intelligent choices and to take effective action in the management of personal resources. Applies financial planning, buying, borrowing, saving, budgeting, investing, insurance, and taxes to personal finances. Lecture: 3 credits (45 contact hours).

Pre-requisite: Completion of or concurrent enrollment in MAT 65 or higher level math or Consent of Instructor.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 125 (3 credit hours)

Social Media Marketing: Fundamental Concepts, Skills, and Strategies

Cultivates a basic to intermediate understanding of social media history, terminology, and concepts as they apply to the marketing and business sectors. Integrates a working knowledge of platform management and simple social media marketing strategy. Lecture: 3 credits (45 contact hours).

Pre-requisite: Placement scores for college level reading or completion of developmental reading courses.

Attributes: Technical

Components: LEC: Lecture

BAS 126 (3 credit hours)

Social Media Marketing: Project Management and Implementation Strategies

Prepares students to create a comprehensive social media marketing campaign, applicable to any business or organization. Learn intermediate social media strategies and best practices for engagement. Introduces the student to social media policy, procedure, and engagement guidelines that will explain how all stakeholders and groups in an organization should monitor and participate in social media interactions. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 125.

Attributes: Technical

Components: LEC: Lecture

BAS 155 (3 credit hours)

Personal Selling

Introduces the professional selling process involving a series of interrelated activities with emphasis on planning and delivery of sales presentations and simulation and role playing of sales techniques. Examines the six selling steps including prospecting, qualifying, presenting, answering objections, closing, and the after-sale service. Lecture: 3 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

BAS 160 (3 credit hours)

Introduction to Business

Introduces business careers, terminology, and the interrelationships of business topics. Presents the complexities of business and the impact on communities and their economies. Lecture: 3 credits (45 contact hours).

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 170 (3 credit hours)

Entrepreneurship

Presents topics such as product development, finance, and business plan preparation and their impact on entrepreneurship/small business management. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 160 or Consent of Instructor.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 200 (3 credit hours)

Small Business Management

Introduces the facets of establishing and operating and/or owning a small business, including legal forms of business organization, finance, accounting, insurance, governmental regulations and assistance, economics, marketing, and management principles. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 160 or Consent of Instructor.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 201 (3 credit hours)

Customer Service Improvement Skills

Students will develop cognitive processes and behavioral skills needed to improve personal and work group effectiveness. Techniques are discussed and demonstrated in assessing internal and external customer needs and develop plans for delivery of quality customer service. Topics include customer's point of view, benchmarking quality customer service processes, developing partnerships with customers, measuring customer satisfaction, self-evaluation, personal mission statements, time management, communication and listening techniques, coaching, mentoring, group problem solving, and decision making techniques. Lecture: 3 credits (45 contact hours).

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 212 (3 credit hours)**Introduction to Financial Management**

Introduces the basic concepts of managing financial resources and techniques of financial analysis used for practical business decisions. Demonstrates use of financial ratios to evaluate the past performance of the firm, financial planning techniques, the effect of leverage on profitability and risk, the time value of money, and contemporary approaches to working capital management and capital budgeting. Computes financial ratios, constructs pro forma financial statements, conducts break-even analysis, and computes present and future values of funds. Lecture: 3 credits (45 contact hours).

Pre-requisite: MAT 105 or MAT 110 or Consent of Instructor.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 256 (3 credit hours)**International Business**

Identifies the business and managerial processes in a global context. Examines the importance and impact of the economic, cultural, and political environment on business functions. Determines the effect of management functions as they apply across various cultures. Lecture: 3.0 credits (45 contact hours).

Pre-requisite: BAS 160 or Consent of Instructor.

Attributes: Course Also Offered in Modules

Components: LEC: Lecture

BAS 260 (2 credit hours)**Professional Development and Protocol**

Prepares students approaching the major career transition from college to work either as a graduating student or as a cooperative education student. Focuses on acceptable business protocol and how to project a professional image. Lecture: 2 credits (30 contact hours).

Attributes: Technical

Components: LEC: Lecture

BAS 267 (3 credit hours)**Introduction to Business Law**

Introduces the state and federal court systems, tort and criminal law, law of contracts, partnership, sale of goods, government regulations, bailment, negotiable instruments, methods of research, and the judicial system (discovery, trial, and appellate processes). Lecture: 3 credits (45 contact hours).

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 270 (1 credit hours)**Business Employability Seminar**

Creates an error-free portfolio of business employment documents, using computer technology to assist with composition, proofreading, and formatting. Demonstrate proper interviewing skills through mock interviews. Course is offered on a Pass/Fail basis. Lecture: 1 credit (15 contact hours).

Pre-requisite: (CIT 105 Introduction to Computers, Sophomore Standing, and Business Administration Program Students only) or Consent of Instructor.

Attributes: Enrichment Career Counseling, Technical

Components: LEC: Lecture

BAS 274 (3 credit hours)**Human Resource Management**

Introduces basic methods of recruiting, selecting, training, compensating, and maintaining a productive workforce. Examines concepts of effective employee relations including collective bargaining, contract administration, and safety and health programs. Emphasizes techniques for systematic human resource planning and development of policies consistent with government regulations. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 160 and BAS 283 or Consent of Instructor.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 280 (1-4 credit hours)**Business Internship**

Provides an opportunity for a work experience related to the student's educational objective and concepts learned in courses required for credential. (One hour of credit, up to a maximum of four credit hours, awarded for every 40 hours of approved work experience, not to exceed 160 hours). Practicum/Internship: 1.0 - 4.0 credits

Pre-requisite: Sophomore Standing or Consent of Instructor.

Attributes: Technical

Components: PCM: Practicum

BAS 282 (3 credit hours)**Principles of Marketing**

Introduces marketing functions as it applies to various types of business organizations with attention to the marketing concept, including the marketing mix of product, price, promotion, and distribution decisions; international marketing; and social responsibility. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 160 or Consent of Instructor.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 283 (3 credit hours)**Principles of Management**

Examines the functional framework of planning, organizing, leading, and controlling as it is utilized to introduce the management process. Introduces the interdisciplinary nature of management with the inclusion of relevant aspects of human behavior and rational decision making. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 160 or Consent of Instructor.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 284 (3 credit hours)**Applied Management Skills**

Applies management theories and techniques with emphasis on the action-skills that managers need for success. Examination of various course topics in this capstone course include: delegating, motivating employees, team building, conflict management, coaching, and managing change. Lecture: 3 credits (45 contact hours).

Pre-requisite: (BAS 160 and BAS 283) or prior supervisory experience.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 287 (3 credit hours)**Supervisory Management**

Examines the roles and responsibilities of the supervisor, emphasizing human relations skills while recognizing the behavioral factors of individuals and groups in the work environment. Applies conceptual knowledge base and skills to identify and develop the supervisor's role and responsibilities. Lecture: 3 credits (45 contact hours).

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 288 (3 credit hours)**Personal and Organizational Leadership**

Recognizes personal leadership skills that are essential for effective team and organizational guidance while examining organizational leadership theories that promote personal and organizational goal setting, ethical management, time management, human relations, effective communication, and fundamentals of synergy. Lecture: 3 credits (45 contact hours).

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 289 (3 credit hours)**Operations Management**

Introduces the fundamental concepts, principles, and practices of operations management. Introduces and examines operations management careers, terminology and concepts in both manufacturing and service organizations. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 160 or Consent of Instructor.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 290 (3 credit hours)**Management, Ethics and Society**

Examines the business leadership-government-society relationship. Includes business leadership, ethics, decision-making, social costs, corporate responsibility, governance, global trends and the role of government in business. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 283 or Consent of Instructor.

Attributes: Course Also Offered in Modules, Technical

Components: LEC: Lecture

BAS 291 (3 credit hours)**Retail Management**

Examines retail structure, merchandising, promotions, store control, and decision. Identifies fundamental principles of store organization, consumer behavior, and customer service. Includes retailing trends, opportunities, and problems. Lecture: 3 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

BAS 293 (3 credit hours)**Principles of Finance**

Explains fundamentals of financial concepts and valuation, corporate decisions (with emphasis in financial instruments), the banking system, financial planning, money and interest rates, and capital structure and investments. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 160 or Consent of Instructor.

Attributes: Technical

Components: LEC: Lecture

BAS 299 (0.1-6 credit hours)**Selected Topics in Business Management: (Option Topic)**

Technological developments, new business issues, and/or business topics are presented and studied. Lecture: 0.1- 6.0 credits (1.5-90 contact hours).

Pre-requisite: Consent of Instructor.

Attributes: Technical

Components: LEC: Lecture