

Excel for Business	Principles of Marketing
BUS 170 3 hours of lecture Prerequisite: BUS 102 and (BTEC 169 or BUS 169) (grades of "C" or higher) Advanced Microsoft Excel skills including creating, editing, and printing professional workbooks, using advanced formulas and charts, auditing and validating worksheet data, and solving complex problems with Excel. Integrating Excel with other office applications and understanding how technology is critical to solving business problems. An introduction to Visual Basics for Applications (VBA), macros, and making an application in Excel. [GE][PNP]	BUS 260 5 hours of lecture Introduction to concepts of marketing, with practical emphasis on the research, evaluation, and segmentation of markets. Focus on behavior of consumer and organizational buyers. Activities include developing a marketing plan to include product planning, pricing, promoting, and placement. [GE][PNP]
Cooperative Work Experience	Introduction to Digital Marketing
BUS 199 15 hours of clinical Up to 5 credits for supervised work experience in an approved job. Completion of specific learning objectives and employer evaluation. [GE][PNP]	BUS 270 5 hours of lecture Gain an understanding of how digital marketing works and develop the critical insights necessary to succeed in digital and social media marketing. Learn various methodologies of marketing efforts to digital technologies such as search engines, email, social media, mobile and more. [GE, SE]
Principles of Finance I	Selected Topics
BUS 206 5 hours of lecture Prerequisite: ACCT& 201 (grade of "C" or higher) Finance theory and practice through the lens of Time Value of Money by examining the financial health of a company based on market conditions, risk, and profitability; evaluate sources of financing based on risk, cost, terms and valuation; and analyze asset structure and financing framework. [GE]	BUS 280 5 hours of lecture Selected topics in Business. Topics vary and course theme and content change to reflect new topics. Because the course varies in content, it is repeatable for credit. Individual topics are listed in the term class schedules. [GE]
Principles of Finance II	Special Projects
BUS 207 5 hours of lecture Prerequisite: BUS 206 (grade of "C" or higher). A continuation of Principles of Finance I to investigate finance theory and practice through the lens of Time Value of Money by examining the mix of debt and equity to fund assets as well as dividend distributions, apply measurement tools to make informed capital budgeting decisions, evaluate factors influencing the risk of an investment, and identify capital markets. [GE]	BUS 290 5 hours of lecture Opportunity to plan, organize and complete special projects approved by the department. [GE]
Business Communications	Introduction to Business
BUS 211 3 hours of lecture Prerequisite: ENGL& 101 (grade of "C" or higher) or eligibility for ENGL& 102 Developing proficiency in written and oral communications appropriate for business by composing, organizing, and editing documents such as letters, reports, memos, emails, and presentations from a variety of business cases and managerial interviews. Emphasis on team work, collaboration, diversity, intercultural communication, and the delivery of oral presentations, using specialized software. [CA, CT, GE, SE, WC]	BUS& 101 5 hours of lecture Learn about the business functions of management, human resources, marketing, law, computers, accounting, finance, production, small business and international business. [GE, HR, SE][PNP]
Professional Selling	Business Law
BUS 251 3 hours of lecture Introduction to personal selling concepts for the relationship era of business. Focus on selling stages, including prospecting, qualifying, developing rapport, overcoming objections, closing techniques, and following up with customer service. Focus on personal, retail, and organizational selling. [GE][PNP]	BUS& 201 5 hours of lecture Prerequisite: Sophomore Standing (completion of 45 credits or more) Practical applications of the law of contracts, agency, employment, real and personal property, and bailments in the business world and in one's personal affairs. Legal reasoning and illustrative case problems. [GE, SE]