

BUSINESS & PROF. DEVELOPMENT (BIZ)

BIZ 101 UNIVERSITY SUCCESS FOR BUS MAJ (1 Hour)

This course is designed to assist first year students in their adjustment to college life and in exploring career options. Students are introduced to professional development requirements including portfolio development. In addition, library and computer orientation sessions are scheduled and conducted by library personnel. Students are required to attend special clinics, and Freshman Development workshops. Professional dress is required. (Fall, Spring)

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BIZ 201 INTRODUCTION TO BUSINESS (3 Hours)

This course introduces the student to the terminology and concepts used in the world of business through a comprehensive approach designed around the functional areas of business administration. The course will focus on how the business entity interacts with its employees (management), customers (economics and marketing), and lenders and creditors (accounting and finance). Emphasis will be placed on understanding the global business environment (international business). Topics include the components and actions needed to start a business (entrepreneurship), the skills needed to manage the firm, how products and services of the business are effectively priced and marketed, sources of funds to start and grow the company, and the accounting tools that are used to track income and expenses. Business ethics and social responsibility will be emphasized as well as the use of technology within each of the functional areas mentioned above, and effective business communication skills. (Fall, Spring)

BIZ 350 BUSINESS COMMUNICATIONS (3 Hours)

This is an applied business communications course. Students will engage in a variety of business writing exercises to allow students to practice with simulated real-world materials and situations. Each exercise in this course aims toward developing students' skills in the rational process of business communication. It is designed to merge written, oral and nonverbal communication theory and applications in business communication. It provides the opportunity to cultivate skills and dispositions of critical thinking and collaborative inquiry dialogue, and decision-making to foster personal integrity as a foundation for ethical leadership and business communication. The course explores contemporary ethical issues in business communication, such as the impacts of globalization. Strong emphasis will be given to leadership theory and development context, conducting business research, organization, presentation competencies, developments in business communication technology, reports, proposals, networking, analytical reasoning, global inquiry, research, problem-solving and decision-making skills. Students are provided opportunities to participate in mentoring activities. Critical reading and thinking about oral and written communication is encouraged. (Fall, Spring)