BUSINESS ADMINISTRATION

Courses

**BUS.100 Introduction to Business**

This course is a comprehensive overview of business principles, practices, and trends that are influencing today’s business and affecting tomorrow’s competitive environment. The impact of globalization, technology, ethics, diversity, and culture, in addition to various emerging issues, is studied in application or relation to all business disciplines. This course provides a general orientation to business organizations for students who plan to pursue a bachelor’s degree. Also, it is useful to individuals who desire a basic understanding of the business community for occupational or personal reasons.

Offered: Fall or Spring or Summer

Applicable toward graduation at Sandburg where program structure permits:

Degree or Certificate: AA, AS, AAS, AGS, and Certificates where applicable.

General Education – Not Applicable Elective Only

**BUS.101 Marketing Fundamentals**

This course introduces the business activities involved in planning, pricing, promoting, and distributing want-satisfying goods and services to present and potential customers.

Offered: Spring

Prerequisites: BUS.100

Applicable toward graduation at Sandburg where program structure permits:

Degree or Certificate: AA, AS, AAS, AGS, and Certificates where applicable.

General Education – Not Applicable Elective Only

**BUS.102 Sales Fundamentals**

This course presents the basic principles underlying the sales process. The basic philosophy is to promote an understanding of the salespersons’ obligation to themselves, the company, the customer, and society.

Offered: Fall

Prerequisites: BUS.100

Applicable toward graduation at Sandburg where program structure permits:

Degree or Certificate: AAS, AGS, and Certificates where applicable.

General Education – Not Applicable

**BUS.108 Personal Finance**

This course provides the foundation and skills necessary for effective personal financial decision making. Students will gain an understanding of financial products and strategies and will develop the tools needed to analyze and evaluate alternatives. Topics cover money management, budgeting, consumer credit, banking services, savings, investments, insurance, securities, real estate, income taxes, and estate planning.

Offered: Fall or Spring

Applicable toward graduation at Sandburg where program structure permits:

Degree or Certificate: AA, AS, AAS, AGS, and Certificates where applicable.

General Education – Elective Only

**BUS.111 Small Business Principles**

This course provides an overview for students interested in creating and operating a small business. Basic accounting principles, organizational business structures, operational and supervisory skills, and oral and written communications will be covered in this course.

Offered: Fall and Spring

Applicable toward graduation at Sandburg where program structure permits: Degree or Certification: AAS, AGS, and Certificates where applicable. General Education: Not applicable.

General Education – Not Applicable

**BUS.112 Supervision Fundamentals**

This course is intended for persons who desire to become supervisors and those who are currently in supervisory positions, but wish to improve their performance. It will provide a basic knowledge of the duties and responsibilities common to various types of supervisory jobs and how to avoid common mistakes of supervisors. Leadership skills will be discussed along with suggestions on the development of leadership qualities. Basic concepts of organization, management and planning as well as organizing work, directing work, and improving work methods will be studied. Evaluation of worker performance, along with teaching supervisors how to instruct workers will be covered. Some attention will be given to developing good public relations.

Offered: Fall

Applicable toward graduation at Sandburg where program structure permits:

Degree or Certificate: AAS, AGS, and Certificates where applicable.

General Education – Not Applicable

**BUS.114 Skills for Business Careers**

This course is designed to prepare students for entering a career in business. Topics include: employer expectations, success skills, basic business etiquette, and business professionalism. The course may include field site visits and guest speakers to provide students with the opportunity to interact with business professionals.

General Education – Not Applicable
This course presents a general survey of the field of advertising and is designed for students seeking initial or improved employment opportunities. Concepts included are those which relate to three basic questions: 1) What is advertising? 2) Why is advertising used? and 3) How can advertising be used effectively?

Offered: Spring
Prerequisites: BUS.101
Applicable toward graduation at Sandburg where program structure permits:
Degree or Certificate: AAS, AGS, and Certificates where applicable.
General Education – Not Applicable

This course provides a basic study of the field of management for individuals preparing for initial or improved employment. Several streams of management theory are reviewed. The basic functions of the business manager (planning, organizing, leading and controlling) are considered. Management in a global business environment and current management technologies and processes are stressed.

Offered: Spring
Prerequisites: BUS.100 or equivalent background as evaluated by instructor.
Applicable toward graduation at Sandburg where program structure permits:
Degree or Certificate: AAS, AGS, and Certificates where applicable.
General Education – Not Applicable

This course introduces philosophical ethical theory and its application to business decisions. It considers theories of economic justice, social responsibility of corporations, regulation, conflict of interest and obligation, ethics of advertising, product quality and safety, environmental responsibility, hiring practices, and rights of employees and employers.

Offered: As Needed
Prerequisites: BUS.100
Applicable toward graduation at Sandburg where program structure permits:
Degree or Certificate: AA, AS,AAS, AGS, and Certificates where applicable.
General Education – Not Applicable Elective Only

This course provides students the fundamentals of financial management of a firm. Principles and methods of obtaining, managing, controlling and using capital in the operation of a business are studied. Topics include Time Value of Money, financial analysis, financial institutions, cost of capital, return on investment, and short-term and long term financing.

General Education – Not Applicable

Students will study the promotion and communication element of Marketing, which includes: Advertising, Public Relations, Personal Selling, and Sales Promotion.

General Education – Not Applicable