

Small Business Management/Entrepreneurship Course Descriptions

ACCT 105: Principles of Bookkeeping (3)

Prerequisite: None

This course demonstrates the application of the full accounting cycle using a manual system and the elements of financial statements. Course is designed for non-accounting majors.

ACCT 110: Computerized Accounting with QuickBooks (1)

Prerequisite: ACCT 105 and BOTE 127 or CSCI 101

To acquaint and provide students with skills in using the desktop computer to perform accounting tasks from start-up of the system, entering and verifying daily transactions, and printing and interpreting reports. Skills can be readily generalized to any commercial computerized accounting situation. This course utilized QuickBooks accounting software.

ACCT 215: Legal Environment of Business (3)

Prerequisite: None

A course in the principles, psychology and the human relations of selling and customer service as it applies to small business. Students explore the steps of a sale, handling objections, product knowledge, investigating competition and closing the sale. Integration of training will be provided in meeting customer wants and needs, providing superior customer service, handling difficult customers and building permanent customer relations.

BADM 103: Leadership Techniques (2)

Prerequisite: None

This course provides students with the opportunity to develop or enhance their leadership styles and techniques. Prepares students for a variety of career areas. Example topics include, but not limited to: employee motivation, business ethics, and self-managing work teams.

BADM 120: Fundamentals of Business (3)

Prerequisite: None

Acquaints the student with the free enterprise system. Topics include consumer rights, personal finance, business ethics, employment and careers in finance, management, marketing and international business. An excellent course for beginning business students and non-business majors.

BADM 200: Grant Writing (2)

Prerequisite: None

Intended for non-profit managers. Introduces the planning, proposal development phases and all the other aspects of grant writing. Topics included, but not limited to: identifying funding sources, making key interpersonal contacts, budget preparation and justification, and the basics of competitive writing. Hands-on activities provide practice in the skill of grantsmanship.

BADM 201: Principles of Marketing (3)

Prerequisite: None

Acquaints students with the principles, concepts and perspectives underlying marketing functions, including the conception, pricing, promotion, and distribution of products, services, and ideas, and the role of marketing in small business society.

BADM 202: Principles of Management (3)

Prerequisite: None

Focuses on the nature of management, the evolution of management thought, strategic management and planning concepts, decision making and creative problem solving, and motivation and leadership in a changing business environment.

BADM 210: Advertising (3)

Prerequisite: None

This course is a study of the integrative role of the uses of promotion to inform, persuade, or remind consumers of the business or organization. Includes how to utilize the elements of promotion, techniques used in media selection, the creative processes in advertising, and evaluation advertising effectiveness. Students will develop and present an advertising promotional campaign for a product or small business.

BADM 240: Sales and Customer Service (3)

Prerequisite: None

A course in the principles, psychology and the human relations of selling and customer service as it applies to small business. Students explore the steps of a sale, handling objections, product knowledge, investigating competition and closing the sale. Integration of training will be provided in meeting customer wants and needs, providing superior customer service, handling difficult customers and building permanent customer relations.

BOTE 127: Information Processing (3)

Prerequisite: None

Introduction to computer concepts, hardware and software application, operating systems, word processing, spreadsheets, presentations, and Internet. Course may be waived if student holds MOS Certification in Word, Excel, and PowerPoint at the specialist level.

BOTE 148: Keyboard Skill Building (2)

Prerequisite: BOTE 102

Designed to provide students with increased skills in the operation of the keyboard. Greater speed and accuracy are the goals using straight-copy material.

BOTE 162: Supervised Occupational Experience (3)

Prerequisite: Sophomore Status

This course integrates on-campus classroom study with off-campus related work experience. Course offers the student the opportunity to integrate career, social and personal development into the educational process along with gaining practical work experience related to their career interests. Requires that a student has successfully completed two years of academic study.

BOTE 211: Business Communications (3)

Prerequisites: ENGL 110, BOTE 102, and BOTE 127 or BOTE 147

Theories of communication applied to internal and external business communications including oral, written and nonverbal. Emphasis on interpersonal communication, collaborative skills, and virtual and global communication. Students develop a high degree of skill pertaining to the principles of grammar usage, sentence analysis and sentence structure.

BOTE 224: E-Business (3)

Prerequisite: None

This course covers standards, technologies and practices for both business-to-business and business-to-consumer e-commerce models. Students will learn the concepts involved with designing and implementing ecommerce-driven web sites.

ENTR 233: Entrepreneurship/Small Business Management (3)

Prerequisite: None

This course provides specialized instruction to both theory and practical application of the small business principles necessary for the operation of a successful small business. Designed for students who want to evaluate going into business for themselves or working for a small business. Course content should prove valuable to small business sales, finance, personnel and the concepts and current practices of managing a small business. Course is designed for small business start-up and existing businesses who desire to upgrade their skills.

ENTR 234: Entrepreneurship II (3)

Prerequisite: ENTR 233 suggested

Course combines the necessary research and methods necessary to provide students the skill to complete a detailed analysis of their small business idea. By the end of the course the student will have completed a detailed business plan ready for small business start-up.