BMGT-BUSINESS MANAGEMENT

BMGT 112. Banks and Your Money
3 Credits (3)
Banking in today's economy: language and documents of banking, check processing, teller functions, deposit function, trust services, bank bookkeeping, loans, and investments.
Learning Outcomes
1. Define and explain the importance of full-service commercial banking.
2. Explain the impacts of the banking industry on the economy, the community, and individuals.
3. Describe the major functions of commercial banks and their interrelationships.
4. List and describe the major products and services provided by commercial banks.
5. Contrast the differences and similarities between time and demand deposits.
6. Describe the process and rationale behind issuing credit and loans.
7. Discuss the importance, necessity and process of bank investments.
8. Explain the concept of liquidity and its importance to the banking industry.
9. Identify and describe the duties of the various bank regulating agencies and the major regulations they enforce. 1
10. Describe the history and growth of the banking industry in the United States. 1
11. Explain the functions and importance of the Federal Reserve System.

BMGT 126. Retail Management
3 Credits (3)
Phases of retailing, including types of retail outlets and basic problems of organizing and operating a retail store. Restricted to: Community Colleges only.
Learning Outcomes
1. Define retailing in its various perspectives and note its special characteristics.
2. Explain the steps in strategic planning for retailers.
3. Describe consumer demographics, lifestyle factors, needs and desires.
4. Examine consumer attitudes toward shopping and consumer shopping behavior, including the consumer decision process and its stages.
5. Explore the methods used by manufacturers, wholesalers, and retailers to exert influence in the distribution channel.
6. Describe the wheel of retailing, scrambled merchandising and the retail life cycle and retail strategy mixes.
7. Examine consumer attitudes toward shopping and consumer shopping behavior, including the consumer decision process and its stages.
8. Create a merchandise plan, which uses forecasting, assortments, brands, timing and allocation.

BMGT 132. Principles of Selling
3 Credits (3)
Analysis of customer behavior, persuasive communication, process of the sales interview. Restricted to: Community Colleges only. May be repeated up to 3 credits.
Learning Outcomes
1. Define selling, consider it from various perspectives; demonstrate its impact, and its special characteristics.
2. Explain the steps within the selling process.
3. Demonstrate how the steps in the selling process interact within one another in a logical, seamless flow.
4. Examine ethics in personal selling.
5. Demonstrate the creativity and innovation that any successful salesperson uses to overcome challenges by employing new ideas to sell their products.
6. Students will identify and understand their core personality style to enhance their communication skills.
7. Incorporate sales communication and techniques into a job interview.

BMGT 136. Forecasting Business Activity
3 Credits (3)
Course covers the important elements of forecasting all types of business activities including inventory control, revenue forecasts, staffing, and other industry specific activities using metrics and data analysis processes. Restricted to Community Colleges campuses only.
Prerequisite: BUSA 1110.
Learning Outcomes
1. Define integrity and understand its importance to small business and explain how it applies to various stakeholders.
2. Distinguish among the different types and sources of startup ideas.
3. Understand the pros and cons of franchising.
4. Describe the purpose and content of an income statement and balance sheet.
5. Designate the purpose of financial forecasting.
6. Diagnose a pro forma income statement to forecast a new ventures profitability.
7. Realize the concepts of forecasting a firm's cash flows.
8. Identify various scenarios for effective financial forecasting.
9. Evaluate the choice between debt and equity financing. 1
10. Comprehend how technology can be used to improve customer relationships. 1
11. Explain how the internet and social media are changing promotional and communication practices. 1
12. Discuss the key financial issues in managing a firm's inventory.

BMGT 138. Advertising
3 Credits (3)
Psychological approach to non-personal consumer persuasion; applied techniques in media selection, layout mechanics, production methods, and campaign structures. Restricted to: Community Colleges only. May be repeated up to 3 credits.
Learning Outcomes
1. Define advertising and the relevant application of psychology in delivering the message.
2. Explain the importance of various advertising media in the marketing mix.
3. Identify and explain the social, ethical and legal issues advertisers must consider.
4. Describe the significance of the marketing function in business.
5. Explain the importance of advertising and other marketing communication tools.
6. Demonstrate application of the planning process as it applies to marketing and advertising.

7. Describe the factors that are weighed when considering the use of radio and television in the creative advertising mix.
8. Describe the relationship between market segment, consumer behavior and selection of advertising campaign types.
9. List the alternative means of reaching a target market and the technical challenges of each.

BMGT 140. Principles of Supervision I
3 Credits (3)
Principles of supervision emphasizing planning, organization, rating of employees and procedures to develop good morale. Introduction to interpretation of case studies. Restricted to: Community Colleges only.
Learning Outcomes
1. Identify the elements that are necessary to be a successful supervisor in today's workforce.
2. Discuss how globalization affects supervisors in today's diverse labor force.
3. Explain the concepts of the learning organization and Continuous Quality Improvement and how their concepts influence organizational design and the management of employees.
4. Examine employee benefits and the applicable federal laws which affect the individual and the organization, and discuss their impact on both.
5. Identify and explain the decision-making process for a supervisory position.
6. Describe the value and impact of employee motivation for both the organization and the supervisor.
7. Recognize and define effective leadership styles and skills.
8. Review the importance of communication in the workplace, give examples of communication techniques and describe techniques for overcoming communication barriers.
9. Define and analyze essential supervisory skills including: team cohesiveness, human relations, decision making skills, planning and goal setting. 1
10. Summarize the importance of high ethical standards within the organization and for the employee.

BMGT 150. Income Taxation
3 Credits (3)
Federal income taxation of individuals, sole proprietorships, partnerships, corporations, trusts, and estates with particular reference to CLU, life insurance and annuities. Restricted to: Community Colleges only.

BMGT 155. Special Topics I
1-3 Credits (1-3)
Introductory special topics of lower division level work that provides a variety of timely subjects and content material. May be repeated up to 9 credits. Restricted to Community Colleges campuses only.

BMGT 160. Self-Presentation and Etiquette
3 Credits (3)
Introduction to business etiquette based on tradition, social expectations, and professional behavior standards. Restricted to: Community Colleges only.

BMGT 201. Work Readiness and Preparation
3 Credits (3)
Instruction in methods of selection, seeking, acquiring and retaining employment. Addresses work success skills, business etiquette, employer expectation and workplace norms. Restricted to Community Colleges campuses only.
Learning Outcomes
1. Catalog personal and professional information that will aid in career planning and job search processes.
2. Develop methods of establishing short- and long-term career goals.
3. Recognize the strengths of various kinds of resumes and how they are used based on one's career status and type of job being sought.
4. Explain the importance of good communication and work etiquette in job success.
5. Demonstrate how to create a professional image to increase job search success.
6. Explore career management opportunities and practices.
7. Demonstrate successful interview techniques.
8. Compare and contrast employee and employer expectations.
9. Discuss ethical and appropriate work practices. 1
10. Prepare a job specific resume, cover letter, and follow up/thank you letter which are professional and appropriate.

BMGT 205. Customer Service in Business
3 Credits (3)
Establishes concepts of service quality in relationship to business success and maximization of returns to the organization. Explores techniques for delivering quality and service in a variety of business settings. Restricted to: Community Colleges only.
Learning Outcomes
1. Identify customer service and aspects of exceptional customer service.
2. Describe the elements of communication in customer service.
3. Explain professionalism in customer service.
4. Evaluate methods of resolving complaints from customers.
5. Describe the differences and influences of customers with disabilities, generational groups, and culturally diverse backgrounds.
6. Describe the purpose and use of voice and virtual technologies.
7. Explain the role of customer service management in providing quality service.

BMGT 208. Business Ethics
3 Credits (3)
The course examines the underlying dimensions of ethics in business, investigating ethics in relationship to the organization, the stakeholders, and society. Exploration of ethical issues from a historical context, analyzing actual events through the lens of business decision making, including legal/political, sociocultural, economic, and environmental considerations will be undertaken. Restricted to Community Colleges campuses only.
Learning Outcomes
1. Identify and reflect on the foundation of personal morals.
2. Compare and contrast the various ethical philosophies that impact personal and business decisions.
3. Describe the concepts of justice and economic distribution and apply to a real-world scenario.
4. Explain capitalism and how ethics relate to that economic system.
5. Illustrate ethical responsibilities through the lens of the corporation and apply to a real-world scenario.
6. Define and appraise the impact of ethical decisions on the consumer.
7. Explain environmental ethics through a business perspective and apply to a real-world scenario.

8. Analyze ethical and moral issues and decisions facing employers and employees through real world scenarios.

BMGT 216. Business Math
3 Credits (3)
Application of basic mathematical procedures to business situations, including percentage formula applications, markup, statement analysis, simple and compound interest, and annuities. Restricted to: Community Colleges only.
Prerequisite(s): CCDM 103 N or satisfactory math score on ACT.

BMGT 221. Internship I
1,3 Credits (1,3)
Work experience that directly relates to a student's major field of study that provides the student an opportunity to explore career paths and apply knowledge and theory learned in the classroom. Internships may be paid or unpaid. Students are supervised/evaluated by both the employer and instructor. May be repeated up to 3 credits.
Learning Outcomes
1. Define and explain the purpose, expectations, and professional standards associated with the internship experience.
2. Demonstrate the ability to apply theoretical knowledge and practical skills acquired in the classroom to real-world situations within the internship setting.
3. Assess personal strengths, weaknesses, and areas for improvement based on feedback received from internship supervisors, self-reflection, and peer evaluations.
4. Collaborate effectively with colleagues, supervisors, and clients in the internship setting, demonstrating strong communication, teamwork, and problem-solving skills.
5. Evaluate the overall internship experience and its impact on personal and professional development, and identify areas for future growth and learning in the chosen field of study.

BMGT 232. Personal Finance
3 Credits (3)
Budgeting, saving, credit, installment buying, insurance, buying vs. renting a home, income tax statement preparation, investment, and estate disposal through will and trust. Restricted to: Community Colleges only.
Learning Outcomes
1. Explain the time value of money.
2. Explain the importance and relevance of financial planning.
3. Demonstrate development of a financial plan.
4. Explain the concepts of cash flow and use of capital.
5. Describe credit and the use of credit to attain wealth.
6. Demonstrate a variety of investment techniques and vehicles.
7. Explain the importance of estate planning.
8. List the functions and uses of insurance.

BMGT 236. Small Business Start-Up
3 Credits (3)
Starting a small business is a complex endeavor that requires specialized knowledge. This course prepares students to take the first step in business ownership and operations. Restricted to Community Colleges campuses
Learning Outcomes
1. Identify the unique challenges of starting a small business.
2. Identify opportunities to start up a business and conduct a needs analysis.
3. Develop value proposition/market fit for proposed products and services.
4. Develop an appropriate business model.
5. Identify the availability of necessary resources.

BMGT 237. Managing Small Businesses
3 Credits (3)
Managing a small business requires the owner/operator to be proficient in a number of skills and technical areas. This course provides small business owners/operators with the training and essential knowledge to manage a small business. Restricted to Community Colleges campuses.
Learning Outcomes
1. Identify the strengths and weaknesses of small businesses.
2. Define entrepreneurship and identifying its traits.
3. Demonstrate a capability to explore and research business opportunities.
4. Explain how to plan to start a new business, identifying legal structures, financing options, and organizing a management team.
5. Identify and analyze financial statements.
6. Review the importance of management information systems.
7. Identify their own managerial leadership style.
8. Review purchasing and inventories, taxation and insurance.
9. Describe the process of writing a business plan.

BMGT 250. Diversity in the Workplace
3 Credits (3)
Concepts of culture, diversity, prejudice, and discrimination within the domestic workforce/society. Restricted to Community Colleges campuses only.
Prerequisite: BUSA 1110.
Learning Outcomes
1. Students will identify and evaluate tools useful for exploring their own identity.
2. Students will analyze and evaluate the connections they have with individuals from different backgrounds.
3. Students will analyze and evaluate concepts of culture, prejudice, and discrimination.
4. Students will demonstrate the ability to analyze, evaluate, and apply inclusive strategies to work effectively within a diverse workforce.

BMGT 272. E-Commerce Operations
3 Credits (3)
Includes the many forms of e-commerce and emerging technologies that will impact the business of tomorrow. Restricted to Community Colleges campuses only.
Prerequisite(s): OECS 105 or BCIS 1110.

BMGT 280. Introduction to Human Resources
3 Credits (3)
Personnel functions encompassing job analysis, recruitment, selection, training, appraisals, discipline, and terminations. Prerequisite(S): BUSA 1110 or B A 104. Restricted to Community Colleges campuses only.

BMGT 282. Introduction to International Business Management
3 Credits (3)
Overview of the social, economic and cultural environment of international business transactions. Restricted to Community Colleges only.
Prerequisite(s): BUSA 1110.

BMGT 286. Introduction to Logistics
3 Credits (3)

Overview on the planning, organizing, and controlling of transportation, inventory maintenance, order processing, purchasing, warehousing, materials, handling, packaging, customer service standards, and product scheduling. Restricted to: Community Colleges only.

BMGT 287. Introduction to Export/Import
3 Credits (3)
Procedures and documentation for exporting and importing products. Emphasis on NAFTA regulations and other U.S. border operations crossings. Restricted to Community Colleges only.
Prerequisite(s): BUSA 1110.

BMGT 290. Applied Business Capstone
3 Credits (3)
Refines skills and validates courses taken in BMGT program. Business simulations, case studies and projects used to test and improve business practices. Student must be within 25 credits of graduation. Restricted to: BMGT majors. Restricted to Community Colleges campuses only.
Prerequisite: BUSA 1110, and (BMGT 140 or MGMT 2110), and (BUSA 2230G or SOCI 1110G or PSYC 1110G).
Learning Outcomes

1. Plan, design, and create a real world project related to their field of study.
2. Participate in job shadowing in positions related to their field of study.
3. Create a portfolio in preparation for career applications.
4. Collaborate as a member of a team in their field of study.
5. Identify and use ethical decision-making in working on individual projects, job shadowing, and a team.

BMGT 298. Independent Study
3 Credits (3)
Individual studies directed by consenting faculty with prior approval of department chair. May be repeated up to 6 credits. Restricted to Community Colleges campuses only.
Prerequisite(s): Sophomore standing with 3.0 GPA.