

# BMGT-BUSINESS MANAGEMENT

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## **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. May be repeated up to 3 credits. Restricted to Community Colleges campuses only.

## **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.

## **BMGT 132. Principles of Selling**

### **3 Credits (3)**

Analysis of customer behavior, persuasive communication, process of the sales interview. Restricted to: Community Colleges only.

## **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. May be repeated up to 3 credits. Restricted to Community Colleges campuses only.

**Prerequisite(s):** BUSA 1110.

## **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.

## **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.

## **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.

## **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.

## **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.

## **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. Consent of Instructor required. Restricted to: BMGT majors. Graded: S/U Grading (S/U, Audit). Restricted to Community Colleges campuses only.

## **BMGT 225. Introduction to Commercial Lending**

### **3 Credits (3)**

Commercial lending overview, the lending process, portfolio management, and regulation and business development. Restricted to: Community Colleges only.

**Prerequisite(s):** BMGT 112.

## **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.

**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 247. Customer Relationship Management****3 Credits (3)**

The course addresses the application of positive customer relationship practices and demonstrates the connection between managing excellent customer experiences and business success. Customer related decision making processes through the use of data based decision matrices are introduced. Restricted to Community Colleges campuses

**Learning Outcomes**

1. Recognize and explain the concept of customer service.
2. Describe the basic factors in Customer Relationship Management (CRM).
3. Explain how technological tools can support CRM processes.
4. Discuss the impact of CRM on the marketing processes.
5. Describe how effectively using CRM techniques impacts customer satisfaction.
6. Demonstrate the use of data to make effective CRM decisions.

**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(s):** BUSA 1110.

**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 277. Entrepreneurship II - Small Business Management****3 Credits (3)**

This course is designed to acquaint the student with the opportunities encountered in the management and operations of a small business enterprise. May be repeated up to 3 credits. Restricted to Community Colleges campuses only.

**Prerequisite(s):** ENTR 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 285. Introduction to Manufacturing Operations****3 Credits (3)**

Introduction to issues related to manufacturing, including an overview of the production function, product design and development, location, layout, forecasting, planning, purchasing, materials/inventory, and quality management. Restricted to Community Colleges campuses only.

**Prerequisite(s):** BUSA 1110 and (BMGT 140 or MGMT 2110).

**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 (BMGT 240 or SOCI 1110G or PSYC 1110G), and MKTG 2110.

**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.