BUSINESS (BUSI)

BUSI 1301. Introduction to Business. 3 Hours.
Open to non-business majors, this course introduces areas of accounting, computer information systems, economics, finance, marketing, management, and production. It furnishes an overview of subjects covered in more depth in more specialized business and economic courses.

BUSI 2101. Introduction to Leadership Principles. 1 Hour.
Leading organizations in a contemporary business climate is increasingly complex. The evolution of the global market place and the economic challenges associated with instant access to electronic information and how that has altered traditional leadership thinking will be explored. This course focuses on the complexity of twenty-first century organizations and the application of leadership in this environment. (1 sch).

BUSI 2102. Building Trust: The Heart of Leadership. 1 Hour.
High trust organizations thrive in all economic environments but thrive exceptionally well in tough economic times as a result of increased efficiency and speed. Highly successful organizations characteristically have leaders who are able to build a “high trust” environment and continually work to develop and maintain that “high trust” work place. This course will explore the characteristics of leaders that are capable of building these “high trust” organizations. (1 sch).

BUSI 2103. Communication: Written & Oral. 1 Hour.
This course provides students with the skills necessary for public speaking and business writing in a professional environment.

BUSI 2104. Clarifying Purpose: Defining the Core Mission. 1 Hour.
Surveys of companies and organizations throughout the United States show an alarming trend indicating only a limited number of their employees are able to clearly define the Core Mission of the business. Without this clarity of purpose employees often fail to embrace the very reason for their employment. For an employee’s work to be meaningful, and to recruit and retain the best and the brightest, organizations/companies must find new ways to cascade an understanding of the core mission throughout the organization. (1 SCH).

BUSI 2105. Aligning Systems: Moving from Planning to Execution. 1 Hour.
The leader’s skill to link the three core processes of people, strategy, and operations into an aligned model or system that will ensure timely execution may be one of the best predictors of success for companies and organizations in the 21st century. Lagging indicators like capital resources and inventory are no longer primary predictors of future success when “just in time delivery” of the product most immediately desired by the customer is so rapidly becoming the norming benchmark for profitability. Those leaders, who have mastered the ability to create and architecture of execution, and then lead and improve that execution model every day, have proven to be some of the most elusive talent in today’s fast paced society. Topics include: what is a “system”; aligning to meet the highest priority; matching goals to outcomes; communicating what is “wildly” important; enabling people to give their best; acting on “lead measures”; core work processes; creating a culture and rhythm of accountability; creating and implementing a compelling scoreboard; and utilizing failure to improve.

BUSI 2106. Time Management/Effective Decision Making. 1 Hour.
This course presents the concepts of time management as they relate to effective decision making.

BUSI 2107. Written Communication for Leaders. 1 Hour.
This course provides students with the skills necessary for business writing in a professional environment.

BUSI 2108. Verbal Communication for Leaders. 1 Hour.
This course provides students with the skills necessary for public speaking in a professional environment.

BUSI 2109. Strengths Based Leadership. 1 Hour.
The ground breaking research of Donald Clifton on the leadership and management of employees via a “strengths based” model will serve as a foundation to explore how to lead people through their strengths. Topics include: a historical perspective of the most widely accepted model of the management; the research base for Clifton’s “strengths based leadership” and an overview of a “strengths based thinking” model.

BUSI 2301. Business Law. 3 Hours.
The purpose of this course is to expose the student to a broad range of legal concepts encountered in business environments, including torts, contracts real and personal property, sales transactions, commercial paper, negotiable instruments, agency, employer-employee relationships, business entities, insurance, landlord-tenant relationships, wills, trusts and inheritances. This course integrates the principles of Experiential Learning and meets the criteria for a project-based course.