GENERAL BUSINESS (GBUS)

GBUS 300. Economic Development and the Global Economy. 1 Hour.
This course will provide an introduction and basic understanding of the global economy and its impact on the world of economic development. The theoretical aspects include economics, capitalism, innovation, strategies and value issues. The practical aspects include market analysis, writing business plans, selecting the most beneficial entity, team development, capitalization, team member selection and legal and ethical issues.

GBUS 301. Strategic Planning and Development. 1 Hour.
This course presents the concepts of strategic planning considering its nature, scope, elements, development and the steps in the strategic planning process. (1 sch).

GBUS 302. Implementing the Leadership Action Plan. 1 Hour.
This course is designed to assist each individual student to identify their unique strengths as a leader or potential leader. To facilitate the development of a personalized student growth plan the Gallup Strengths Finder 2.0 has been chosen for administration to each student. Following the initial class meeting, students will read the text Strengths Based Leadership and execute the online Strengths Finder 2.0 evaluation.

GBUS 310. Business Communications. 3 Hours.
This course presents communication as a critical component for success in the workplace. In this class, students will develop a foundation for designing effective messages, both written and oral, from concept to delivery. Students will use a strategic communication model to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way. Students will practice drafting and editing clear, precise, and readable written business documents. Students will develop and deliver an individual presentation, using appropriate and effective visual support, in which they present a persuasive argument that demonstrates relevance and benefits to an audience at different levels of expertise. Students will also learn and practice skills in low structure presentations, managing meetings, dealing with conflict, and leveraging the power of diversity, at both the individual and cultural level.

GBUS 315. Legal Aspects of Sports Management. 3 Hours.
This course focuses on the legal aspects of sports in the areas of ethics, torts, commercialization, and contract issues as they relate to professional, intercollegiate, and interscholastic sports.

GBUS 357. Profitability in Sports. 3 Hours.
Covers the business and economics side of sports teams and organizations. Basic principles of economics are used to analyze and understand league organization, pricing, advertising and broadcasting as well as the labor market in sports. Prerequisite: ECON 2302.

GBUS 430. The Culture of Mexico. 3 Hours.
Via a trip to Mexico City, this course provides an interdisciplinary business background for understanding the growing commercial and economic interdependence among nations and specifically as related to the major trading partner of the United States, the country of Mexico. Course content focuses on 1) the impact of culture on the Mexican citizens; 2) differences in U.S. and Mexican cultures; 3) how Mexican culture affects its attitude towards its neighbors; and 4) the structure of the Mexican population by ethnic groups and how this affects the culture. Prerequisite: Course requires travel outside of the United States.

GBUS 435. The Economy of Mexico. 3 Hours.
Via a trip to Mexico City, this course provides an interdisciplinary business background for understanding the growing commercial and economic interdependence among nations and specifically as related to the major trading partner of the United States, the country of Mexico. Course content focuses on 1) the economic structure of the Mexican economy; 2) the role of exports; 3) major international trading partners; 4) growth of the economy by sectors; 5) why illegal aliens cross the U.S. borders and the impact on the economy and psyche of the people, including the government. Prerequisite: Course requires travel outside of the United States.

GBUS 440. International Business (EL). 3 Hours.
This course is designed to allow students to explore problems and challenges in international business. Students are given the opportunity to visit with representatives of various international companies during a field trip.

GBUS 450. Business Ethics. 3 Hours.
This course is a study of ethical problems in business and the foundation for decisions involving ethical issues. Topics include ethical concepts, personal integrity, individual conscience and company loyalty and responsibility conflicts, as they impact on the decision process in the functional areas of business.

GBUS 452. Business Ethics for Non-Accounting Majors. 3 Hours.
This course is a study of ethical problems in business and foundations for decisions involving ethical issues. Topics include ethical concepts, personal integrity, individual conscience, and company loyalty and responsibility conflicts as they impact on the decision making process in the functional areas of business.

GBUS 456. Social, Political and Legal Environment. 3 Hours.
The study of the social, political, and legal environments in which organizations must operate, this course places special emphasis on legal institutions, their impact upon the operation and performance of business and government, and ethical standards and their effect upon business and government.
GBUS 470. Internship in Business. 3 Hours.
This is a directed internship that provides business students with the applications of business related knowledge in an organization. The student receives hands-on experience under the joint guidance of a professional from an organization and a faculty supervisor. May repeat for additional 3 hours. Prerequisite: Consent of instructor.

GBUS 489. Individual Study. 3 Hours.
This course provides individual instruction. Students may repeat the course when topics vary.

GBUS 497. Special Topics. 3 Hours.
Instructors will provide an organized class designed to cover areas of specific interest. Students may repeat the course when topics vary.

GBUS 530. The Culture of Mexico. 3 Hours.
Via a trip to Mexico City, this course provides an interdisciplinary business background for understanding the growing commercial and economic interdependence among nations and specifically as related to the major trading partner of the United States the country of Mexico. Course content focuses on 1) the impact of culture on the Mexican citizens; 2) differences in U.S. and Mexican cultures; 3) how Mexican culture affects its attitude towards its neighbors; and 4) the structure of the Mexican population by ethnic groups and how this affects the culture. Prerequisite: Course requires travel outside of the United States.

GBUS 535. The Economy of Mexico. 3 Hours.
Via a trip to Mexico City, this course provides an interdisciplinary business background for understanding the growing commercial and economic interdependence among nations and specifically as related to the major trading partner of the United States the country of Mexico. Course content focuses on 1) the economic structure of the Mexican economy; 2) the role of exports; 3) major international trading partners; 4) growth of the economy by sectors; 5) why illegal aliens cross the U.S. borders and the impact on the economy and psyche of the people, including the government. Prerequisite: Course requires travel outside of the United States.

GBUS 570. Internship in Business. 3 Hours.
The internship is a work experience that will allow the student to develop skills, gain hands-on business experience, and test career choices and options. The internship will complement and validate the student’s academic training.

GBUS 589. Individual Study. 3 Hours.
This course provides individual instruction. Students may repeat the course when topics vary.

GBUS 597. Special Topics. 3 Hours.
Instructors will provide an organized class designed to cover areas of specific interest. Students may repeat the course when topics vary.