

GENERAL BUSINESS (GBUS)

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 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 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 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 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.