

Business Course Descriptions

ACCT 200: Elements of Accounting (4)

Prerequisite: ACCT 102 or instructor approval

This course is a study of the basic principles of the complete accounting cycle and accounting for merchandising, cash and receivable.

ACCT 201: Elements of Accounting II (4)

Prerequisite: ACCT 200

Special emphasis on corporate accounting and the uses of accounting information by managers is covered in this course.

BADM 201: Principles of Marketing (3)

Prerequisite: None

This course is an introductory course that is designed to cover the basic marketing concepts. This course will introduce the students to the marketing mix of product, price, promotion and distribution. Discussion will focus on market segmentation and consumer behaviors globally and locally.

BADM 202: Principles of Management (3)

Prerequisite: None

The study of management will ensure the student will receive a thorough understanding of the environment problems and duties that confront the manager. Topics will include planning, organizing, controlling, leadership and decision making on a global and local perspective.

BOTE 247: Spreadsheet Applications (3)

Prerequisite: None

This course is an intermediate and advanced use of application software for creation of spreadsheets, graphs, databases, and macros. Integration with other software application is also reviewed.

ECON 201: Principles of Microeconomics (3)

Prerequisite: NONE

Microeconomics is the study of a piece of the economy. For example, (microeconomics studies a single tree in the forest, whereas, macroeconomics studies the entire forest).

Microeconomics studies and analyzes (through graphs and models), elasticity's of supply and demand, utility (customer satisfaction), costs and market structures. The four different market structures: perfect competition, monopolistic competition, oligopoly, and monopoly are compared and contrasted to show how firms behave in each of the different market structures.

The students will learn how to measure utility (satisfaction) and how business entities and consumers try to maximize utility through their purchasing behavior.

ECON 202: Principles of Macroeconomics (3)

Prerequisite: NONE

Macroeconomics is the study of the economy as an aggregate (whole entity). The text includes the latest economic statistics. The course will use numerical examples which will provide greater clarity in graphical presentations. Aggregate demand and aggregate supply, unemployment and inflation, fiscal and monetary policy will be studied and analyzed. The Keynesian aggregate expenditure is thoroughly covered and is integrated into the aggregated demand model. The U. S. Department of commerce method for calculating the growth of real GDP, and data on the new "chain-type" real GDP will be examined.

MATH 212: Statistics I (3)

Prerequisite: Math 112 or MATH 103 or department approval.

In this course the student will study the description of sample data, numerical methods for analyzing data, normal distribution, sampling, estimation, hypothesis testing, linear correlation, regression, probability, rules of probability, discrete probability distributions and the properties, chi-square distribution, analysis of variance and nonparametric statistics. Emphasis is given to application in word problems.