

# BUSINESS

Explore More About This Program: <https://cwi.edu/program/business-general>

## Business (BUSA)

Refer to [How to Read Course Descriptions](#) for an explanation of elements found within the course descriptions below.

### BUSA 101 Introduction to Business

(3 Credits, Fall/Spring/Summer)

A survey of business subject areas for both business and non-business students. Topics covered will include business operation and organization, financial management, marketing, accounting, and labor relations. Career opportunities in the field of business will be discussed. (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 120 Business Software Applications

(3 Credits, Fall/Spring/Summer)

This is a skills-based course where students learn to use business software primarily focused on Microsoft Office applications. Projects include Internet research, document preparation including spreadsheets, database management, presentations, and website creation. Students are provided with critical-thinking opportunities and hands-on experience with computers. In order to pass this class, you must pass the Microsoft Office Specialist exams for Word and Excel. It is strongly recommended that students have basic computer skills including using the internet and email, saving and printing documents, and a proficient typing ability. (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 199 Business Special Topics

(1-5 Credits, Varies)

This course is designed to permit the offering of special topics appropriate to a student's program. Regular or frequently recurring topics are not offered under this title. The course may be repeated as new topics are presented. (1 lecture hours, 0 lab hours, 1 credits)

### BUSA 201 Business Communication and Professionalism

(3 Credits, Fall/Spring/Summer)

This course will primarily focus on preparing students to communicate in a corporate work setting both through familiarity of social expectations for interactions within that setting and the skills needed to professionally communicate. Subjects and skills covered will include cover letters, resumes, interviews, attire, introductions, body language, listening, audience, short presentations, meetings, email writing and etiquette, phone conversations, social media, proposal and report writing, business research, grammar, delivering bad news, intercultural communication, and professionalism. PREREQ: ENGL 101 or PERM/INST. (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 207 Introduction to Business Analytics

(3 Credits, Fall/Spring)

Using practical applications and problem-solving, students will develop a basic understanding of business analytics and its impact and uses in business. Topics include frequency distributions, measures of central tendency and dispersion, probability, normal distribution, sampling methods, estimation, and hypothesis testing. PREREQ: BUSA 120 and mastery of Units 1-12 in MATH 095 or equivalent placement score. (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 208 Business Analytics

(3 Credits, Fall/Spring)

Using practical applications and problem-solving, students will develop further understanding of business analytics and its impact and uses in business. This course is a continuation of BUSA 207; topics include hypothesis testing, analysis of variance (ANOVA), regression, and non-parametric statistics. PREREQ: BUSA 207. (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 220 Entrepreneurial Strategy

(3 Credits, Fall/Spring)

This is a beneficial course for students who are considering running their own business. Students will be introduced to the challenges of opening, operating, financing, and marketing a successful small business. This course is designed to provide students with an understanding of the underlying beliefs and assumptions which drive the behaviors entrepreneurs need to succeed. (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 250 Principles of Marketing

(3 Credits, Fall/Spring)

A survey course covering the general principles of marketing and the marketing process, including analysis of product, pricing, promotion, place, and distribution. Attention is given to consumer motivation and factors leading to ultimate buying decisions. BUSA 101 is recommended prior to this course. (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 255 Leadership Development Skills

(3 Credits, Fall/Spring)

This course is an application of behavioral science principles and skills to the practice of leadership in a variety of contexts. Topics include team building, motivation, problem-solving, negotiation, and self-management. PREREQ: ENGL 101. (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 256 Introduction to International Business

(3 Credits, Fall/Spring/Summer)

This survey course is designed to provide students with the background, knowledge, and skills needed to understand concepts in international business. The course introduces a framework for the analysis of international business operations. Topics include multi-national business, monetary relations, the growth and magnitude of international business, international economic and political institutions, and the effects of culture on business. (This CWI course meets the institutional competency requirements in *Global Perspectives*.) (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 265 Business Law

(3 Credits, Fall/Spring/Summer)

This course is a survey of various legal subjects including, but not limited to, the United States' legal system, constitutional law, administrative law, property, torts, contracts, and agency. PREREQ: ENGL 101. (3 lecture hours, 0 lab hours, 3 credits)

### BUSA 270 Big Data and Business Analytics

(4 Credits, Fall/Spring)

Explores understanding, managing, and visualizing data; applying the appropriate analysis tools; and communicating the relevance of the findings. Using practical applications and problem-solving, students will develop a basic understanding of data wrangling, descriptive analytics, predictive analytics, prescriptive analytics, and incorporating the concepts into a cohesive whole. PREREQ: BUSA 208. (4 lecture hours, 0 lab hours, 4 credits)

**BUSA 290 Business Capstone**

(2 Credits, Fall/Spring)

Exploration of potential careers in business and transfer options to four-year colleges and universities. Includes completion of a program survey and national standardized test which will allow students to compare themselves and the program to other institutions. Also includes peer collaboration on group projects and critical reviews of leadership and contemporary business theories. Must be taken in the final semester of the program. PRE/COREQ: ACCT 202, BUSA 201, BUSA 208, BUSA 265, ECON 201, ECON 202, and MATH 143 or higher. *(2 lecture hours, 0 lab hours, 2 credits)*

**BUSA 293 Business Internship**

(1-3 Credits, Varies)

Internships allow students to apply learning to real-life career possibilities. Credits are earned through supervised fieldwork specifically related to a student's area of study. An Internship Registration Form must be completed and turned into a One Stop Student Services location before a student may register for an internship course. PREREQ: Permission of department's internship coordinator and submission of a completed Internship Registration Form. *(0 lecture hours, 3 lab hours, 1 credits)*

**BUSA 296 Business Independent Study**

(1-10 Credits, Varies)

This is a term long project. Each credit hour is equivalent to 45 hours of work on a project. Students should make arrangements with the instructor in their field of interest. Before enrolling for independent study, a student must obtain approval of the department chair and dean, acting on the recommendation of the instructor who will be supervising the independent study. An Independent Study Registration Form must be completed and turned into a One Stop Student Services location before a student may register for this course. PREREQ: PERM/INST and submission of a completed Independent Study Registration Form. *(0 lecture hours, 0 lab hours, 1 credits)*