

BUSINESS (BUSN)

BUSN 1100 – Introduction to Business 3 credit hours

This course provides a general survey of the functions and practices of a business. It introduces students to the functional activities of business organizations and to the external factors that affect the operation of business units. It provides an overview of accounting, marketing, general management, human resource management, finance, purchasing, and production and operations management.

Schedule type: Independent Study, Lecture, Web

BUSN 1150 – Survey of Microcomputer App 3 credit hours

This course is a survey of computer applications for business and personal use. Topics include introduction to microcomputer operation, Windows, word processing, spreadsheets, data management, web page authoring, internet, and email. Students work in a computer lab using PCs and a Popular integrated program such as Microsoft Office. This course will prepare students for the Microsoft Office Specialist (MOS) exams.

Course Fee: \$20.00 (Fees are subject to change) 3.00 Lecture Hours 0.00 Lab Hours 3.00 Credit Hours Transferable Level: Undergraduate Schedule Types: Lecture, Hybrid, Independent Study, Web

Schedule type: Independent Study, Lecture, Web

BUSN 1175 – Customer Service,Sales,Skills 3 credit hours

This course introduces students to various topics such as customer and human relations management, leadership, and sales through a series of lectures, class participation, and possible simulations. Emphasis will focus on maintaining healthy, productive, and professional relationships with both internal and external customers, understanding gender and cultural influences, preventing and resolving conflicts, listening and feedback skills, increasing productivity through motivation, training, and evaluation, understanding the importance of both consumer behavior and product knowledge, and the methods for improving customer service systems.

Schedule type: Independent Study, Lecture, Web

BUSN 1330 – Personal Finance 3 credit hours

This course surveys family finances and personal money management, including budgeting, housing, insurance, taxes, investments, and estate planning. It also examines the relationship between consumer finance and the economy.

Schedule type: Independent Study, Lecture, Web

BUSN 1500 – Intro to Entrepreneurship 3 credit hours

This course is designed to introduce the student to early development, planning, formation, and management of entrepreneurial ventures.

Emphasis will focus on: fundamental business concepts; start-up team issues; entrepreneurial thinking and creativity, business plan creation; life-cycle of opportunity and assessment; feasibility analysis; business implementation; new product introduction; and seeking funds. Lab Fee.

Louisiana Common Course Number: CMGM 2413

Schedule type: Independent Study, Lecture, Web

BUSN 1510 – Small Business Management 3 credit hours

This course introduces students to the essentials of small business start-up Management. Students will learn the importance of developing a small business and the creation of a business plan. (LCN; CMGM 2313) Lab Fee. 3 credit hours

Schedule type: Independent Study, Lecture, Web

BUSN 1520 – Marketing for Entrepreneurs 3 credit hours

This course introduces students to marketing for small and start-up businesses through a series of lectures, class participation, and computer simulations. Emphasis will focus on the principles of marketing, the marketing mix, demography, marketing strategies, Bootstrap and Guerilla marketing, social media marketing, e-marketing, SWOT analysis, niche marketing, and various pricing strategies.

Additionally, students will develop and present a marketing plan.

Schedule type: Independent Study, Lecture, Web

BUSN 1530 – Retailing 3 credit hours

This course introduces students to current relevant topics within the area of Entrepreneurship. Topics will vary by semester but will help to build and reinforce skills within the field. With the approval of the Vice Chancellor for Academic and Student Affairs, this course may be repeated for credit and applied to the degree if the repeated course is on a different topic. Transferable

Schedule type: Independent Study, Lecture, Web

BUSN 1600 – Word Processing 3 credit hours

This course focuses on creating and managing professional looking reports and documents, multi-column newsletters, resumes, and business correspondence using Microsoft Word. Topics include formatting text, paragraphs, and sections, creating tables and lists, applying references, and inserting and formatting various objects. Course Fee 3.00 Lecture Hours 0.00 Lab Hours 3.00 Credit Hours This course is not transferable

Schedule type: Independent Study, Lecture, Web

BUSN 1610 – Spreadsheets 3 credit hours

This course focuses on creating and managing worksheets and workbooks, creating and managing cells and ranges, creating and managing tables, applying formulas and functions, and creating charts and objects using Microsoft Excel. Topics include formulas, functions, spreadsheet formatting, graphs, data projection, data analysis, creating Excel web pages, and file management. Course Fee Not Transferable

Schedule type: Independent Study, Lecture, Web

BUSN 1620 – Presentations 3 credit hours

This course focuses on creating and managing presentations, inserting and formatting shapes and slides, creating slide content, applying transitions and animations, and managing multiple presentations using Microsoft PowerPoint. Topics include planning, programming, and delivering a PowerPoint presentation. Course Fee

Schedule type: Independent Study, Lecture, Web

BUSN 1630 – Databases 3 credit hours

This course focuses on creating and managing a database, building tables, creating queries, forms, and reports using Microsoft Access. Topics include database terminology, database design and creation, forms, queries, reports, macros, switchboards, web databases, file management, and database management. Course Fee

Pre-requisite(s): BUSN 1150

Schedule type: Independent Study, Lecture, Web

BUSN 1640 – DataTasking,Email,Collab 3 credit hours

This courses focuses on managing the OneNote environment, sharing and collaborating with other users, organizing and finding notes, and editing and linking content in OneNote using Microsoft OneNote. Continuing, the courses focuses on managing the Outlook environment, messages, schedules, and contacts and groups of people using Microsoft Outlook. Topics include email, scheduling, and listing contacts. Furthermore, this course focuses on creating and formatting content, managing SharePoint sites, participating in user communities, and configuring and consuming site search results using Microsoft SharePoint. Course Fee Transferable

Pre-requisite(s): BUSN 1150

Schedule type: Independent Study, Lecture, Web

BUSN 1800 – Introduction to Hospitality Management 3 credit hours

This course provides an understanding of the scope and complexity of the hospitality industry, and introduces key hospitality definitions, the opportunities available, and the training necessary to achieve a successful hospitality management career. The class will follow the American Hotel and Lodging Association (AHLA) curriculum. At the completion of the class, students will test for the Certified Guest Service professional (CGSP) industry based certification. Lab Fee.

Schedule type: Independent Study, Lecture, Web

BUSN 2000 – Marketing 3 credit hours

This course takes a managerial approach to marketing functions. It emphasizes market-related variables including place, product, price, and promotion.

Pre-requisite(s): BUSN 1100

Schedule type: Independent Study, Lecture, Web

BUSN 2100 – Management 3 credit hours

BUSN 2100 – Management This course covers management processes such as planning, organizing, staffing, influencing, and controlling. It examines relationships between supervisors and employees, as well as among the members of groups in the business society. It establishes operating principles and policies through examining case material. 3.00 Lecture Hours 0.00 Lab Hours 3.00 Credit Hours Transferable Level: Undergraduate Schedule Types: Lecture, Independent Study, Web, Hybrid

Louisiana Common Course Number: CMGM 2103

Schedule type: Independent Study, Lecture, Web

BUSN 2150 – Human Resource Management 3 credit hours

This course is designed to provide the student with the concepts, theories, principles and techniques of personnel administration, including job analysis; employment law; recruitment; selection, training and development; employee motivation and performance appraisal; compensation and employee benefit programs; grievances; and labor relations. The course focuses on selecting employees; employee training, development and retention; compensation, performance appraisal, and promotion; employment law; and the modern-day importance of strategic human resource management.

Schedule type: Independent Study, Lecture, Web

BUSN 2190 – Legal Environment of Business 3 credit hours

This course covers the fundamental legal principles and issues facing businesses. It introduces the student to legal institutions and agencies, as well as to business-related topics such as ethics, torts, labor law, employment law, and environmental law.

Pre-requisite(s): BUSN 1100

Schedule type: Independent Study, Lecture, Web

BUSN 2200 – Business Law 3 credit hours

This course covers the legal concepts related to contracts, negotiable instruments and secured transactions, and sales. Topics also include the forms of business organizations and agency law.

Pre-requisite(s): BUSN 1100

Schedule type: Independent Study, Lecture, Web

BUSN 2400 – Business Communication 3 credit hours

This course addresses the theory and application of oral and written communication in business. It includes various media used in business communication.

Pre-requisite(s): ENGL 1010, ENGL 1009

Schedule type: Independent Study, Lecture, Web

BUSN 2500 – Financing for Entrepreneurs 3 credit hours

This course introduces students to the various financial options and strategies available for entrepreneurs through a series of lectures, class participation, and computer simulations. Emphasis will focus on principles of entrepreneurial finance, venture capital, angel and institutional investors, private equity, measuring and evaluating financial performance, and the importance of cash flow. Additionally, students will develop and present a funding proposal.

Pre-requisite(s): BUSN 1100

Schedule type: Independent Study, Lecture, Web

BUSN 2550 – Foundtn Strategic Mgmt Entrepr 3 credit hours

This capstone course in the Entrepreneurship Track will allow students to develop, implement, and manage a new venture via a simulation platform. Participants will be learning the strategic level decision making elements of running a virtual startup business. Also, this course can be viewed as an opportunity to showcase the learning and skill sets developed in previous business courses in the curriculum and apply, make connections, clarify, practice at a higher level to provide "the culmination" of the student's studies. Lab Fee.

Pre-requisite(s): BUSN 1500, BUSN 1510

Schedule type: Independent Study, Lecture, Web

BUSN 2600 – Advanced Word Processing 3 credit hours

This course focuses on managing and sharing documents, designing advanced documents, creating advanced references, and creating custom Word elements using Microsoft Word. Topics in this course include merging, advanced text editing and writing tools, online documents and forms, and Visual Basic applications.

Pre-requisite(s): BUSN 1600

Schedule type: Lecture, Web

BUSN 2610 – Advanced Spreadsheets 3 credit hours

This course focuses on managing and sharing workbooks, applying custom formats and layouts, creating advanced formulas, creating advanced charts and tables using Microsoft Excel. Topics include spreadsheet databases, macros, Visual Basic applications, formulas, using multiple worksheets, pivot tables, pivot charts, and templates.

Course Fee

Schedule type: Independent Study, Lecture, Web

BUSN 2620 – Advanced Databases 3 credit hours

This course focuses on understanding core database concepts, creating database objects, manipulating data, understanding data storage, and administering a database using Microsoft SQL Server. Topics include database applications and the use of Structured Query Language. Course Fee Non-Transferable

Pre-requisite(s): BUSN 1630

Schedule type: Independent Study, Lecture, Web

BUSN 2630 – MS Windows OS Fundamentals 3 credit hours

This course focuses on understanding operating system configurations, installing and upgrading client systems, managing applications, managing files and folders and devices, understanding operating system maintenance, understanding server installations, server roles, active directory, storage, server performance management, and server maintenance using the Microsoft Operating System. Course Fee 3.00 Lecture Hours 0.00 Lab Hours 3.00 Credit Hours Non-Transferable
PREREQUISITE: BUSN 1150

Pre-requisite(s): BUSN 1150

Schedule type: Independent Study, Lecture, Web

BUSN 2640 – Networking & Security Fund. 3 credit hours

This course focuses on understanding network infrastructures, network hardware, protocols and services, security layers, operating system security, network security, security software using Microsoft Windows Server. Topics include general security concepts, it addresses communication security, infrastructure security, cryptography basics, and operational/organizational security. Course Fee 3.00 Lecture Hours 0.00 Lab Hours 3.00 Credit Hours Non-Transferable
PREREQUISITE:

BUSN 1150 Level: Undergraduate

Pre-requisite(s): BUSN 1150

Schedule type: Independent Study, Lecture, Web

BUSN 2650 – Web Development Fundamentals 3 credit hours

This course focuses on programming web applications, working with data and services, troubleshooting and debugging web applications, working with client-side scripting, configuring and deploying web applications, understanding .NET Framework concepts, namespaces and classes in the .NET Framework, .NET code compilation, I/O classes in the .NET Framework, .NET security .NET languages, and memory management using Microsoft Visual Studio. Course Fee 3.00 Lecture Hours 0.00 Lab Hours 3.00 Credit Hours Non-Transferable
PREREQUISITE: BUSN 1150
Level: Undergraduate

Pre-requisite(s): BUSN 1150

Schedule type: Independent Study, Lecture, Web

BUSN 2660 – Software Dev Fundamentals 3 credit hours

This course focuses on understanding core programming, object-oriented programming, general software development, web applications, desktop applications, understanding databases, game design, hardware, graphics, and animation using Microsoft Visual Studio. Course Fee 3.00 Lecture Hours 0.00 Lab Hours 3.00 Credit Hours Non-Transferable
PREREQUISITE: BUSN 1150
Level: Undergraduate

Pre-requisite(s): BUSN 1150

Schedule type: Independent Study, Lecture, Web

BUSN 2670 – Config. & Supporting Windows 3 credit hours

This course focuses on installing and upgrading to the latest Microsoft Operating System software, configuring hardware, applications, network connectivity, accessibility to resources, remote access and mobility, system and data recovery options, monitoring and maintaining Windows client, and supporting the operating system and installations, resource access, and client and various devices using the Microsoft Windows platform. Course Fee 3.00 Lecture Hours 0.00 Lab Hours 3.00 Credit Hours Non-Transferable
PREREQUISITE: BUSN 1150
Level: Undergraduate

Pre-requisite(s): BUSN 1150

Schedule type: Independent Study, Lecture, Web

BUSN 2700 – Foundt Stratg Mgmt Bus Admin 3 credit hours

This capstone course will allow students to develop, implement, and manage a full scale business via a simulation platform. Participants will be learning the strategic level decision making elements of running a virtual business. This course is an opportunity for students to showcase the learning and skill sets developed in previous business courses in the curriculum and apply, make connections, clarify, practice at a higher level to provide the culmination of the student's studies. Lab Fee

Pre-requisite(s): BUSN 1100, BUSN 2000, BUSN 2100

Schedule type: Independent Study, Lecture, Web

BUSN 2800 – Lodging Management 3 credit hours

This course provides a detailed presentation of lodging operations management in specific areas including front office operations; housekeeping and sanitation; food and beverage; and facility operations, including risk management/security, accounting/financial operations, and hospitality services. In addition to the hotel and motel industry, other topical areas also include vacation ownership (time-share) industry and the casino and resort industry.

Pre-requisite(s): BUSN 1100, BUSN 1800

Schedule type: Independent Study, Lecture, Web

BUSN 2820 – Markng for Hospitality & Tourism 3 credit hours

This course examines the marketing of hospitality and tourism operations. Students explore destination-oriented marketing goals and strategies, trend issues, and challenges influencing hospitality and tourism destination organizations. Specific topics include fundamental marketing principles as they apply to hospitality and tourism services, customer behavior, advertising, publicity, and public relations.

Pre-requisite(s): BUSN 1100

Schedule type: Independent Study, Lecture, Web

BUSN 2890 – Found.of Strat. Mgmt for Hospi 3 credit hours

This capstone course in the Hotel, Restaurant, and Tourism Administration Track will allow students to develop, implement, and manage a new hospitality based company via a simulation platform. Participants will be learning the strategic level decision making elements of running a virtual hospitality business. Also, this course can be viewed as an opportunity to showcase the learning and skill sets developed in previous business courses in the curriculum and apply, make connections, clarify, and practice at a higher level to provide the culmination of the student's studies. Lab Fee

Pre-requisite(s): BUSN 1800, BUSN 2800, BUSN 2820

Schedule type: Independent Study, Lecture, Web

BUSN 2900 – Business Plan Basics 1 credit hour

This course will discuss the necessary steps to create your business plan. Students will create a functional business plan that includes an Executive Summary, Company Overview, a Business Environment section, a Company Description section, a Company Strategy section, a Financial section, an Action Plan section, and an Appendix. 1.00 Lecture Hours 0.00 Lab Hours 1.00 Credit Hours Transferable
PREREQUISITE: BUSN 1500 and BUSN 1520. Students must have completed all developmental reading. Level: Undergraduate
Schedule Types: Lecture

Pre-requisite(s): BUSN 1500, BUSN 1520

Schedule type: Independent Study, Lecture, Web

BUSN 2999 – Business Capstone **3 credit hours**

The capstone course is a multidisciplinary course that is required of both Business Administration and Entrepreneurship candidates. The purpose of this course is to tailor a program of study designed specifically with their personal interests in mind. The capstone course assesses a candidates' fluency in topics covered throughout the Business Administration or Entrepreneurship concentration and covers aspects of marketing, management, accounting, business law, entrepreneurship, and economics. This course may include assignments, the creation of a business plan, quizzes, research papers, projects, or presentations, simulations, publications, and journals. This course is designed to be completed in the last term before graduation.

Pre-requisite(s): BUSN 1100, BUSN 2100, BUSN 1500, BUSN 1510

Schedule type: Lecture, Web