

BUSN (Business Administration)

BUSN 1000 - Workplace Relationship Skills

(3 Credits)

Critical to success in the workplace is the ability to develop and maintain effective working relationships with co-workers, supervisors, subordinates and both internal and external customers. This course guides students in developing interpersonal skills and strategies to manage their work lives.

Lecture: 3 hours

BUSN 1010 - Introduction to Business

(3 Credits)

This course emphasizes both small and publicly traded businesses along with strategies for competing in modern economic conditions. Topics include: cultivating a business in a diverse global environment, developing and implementing customer-driven strategies, motivating and empowering employees to satisfy customers and financing a small business. This course serves as a prerequisite for several courses in the business curriculum. However, this prerequisite may be waived and credit received by examination or submission of a portfolio. Contact the department for details. Lecture: 3 hours

BUSN 1040 - Personal Finance

(3 Credits)

This course helps individuals manage their money and property. Financial planning, budgeting, consumer protection, consumer credit, investing, housing and insurance are discussed. Lecture: 3 hours

BUSN 1050 - Small Business Administration

(3 Credits)

This course covers the practical considerations involved in starting and operating a small business. Topics include what business to enter, success factors, financing, location, franchising, managing, record-keeping and small business computers. Lecture: 3 hours

BUSN 1060 - Leadership Development

(3 Credits)

This course provides emerging and existing leaders the opportunity to explore the concept of leadership and to develop and improve their leadership skills. The course integrates readings from the humanities, experiential exercises, films and contemporary readings on leadership. Lecture: 3 hours

BUSN 1150 - Introduction to International Business

(3 Credits)

This course introduces students to the importance and role of international business. Predominant themes include culture and business opportunities. Topics include international trade, balance of payments and multinational companies. Factors and entities that influence trade are considered.

(Recommended: BUSN 1010) Lecture: 3 hours

BUSN 1220 - QuickBooks, Computer Application

(1 Credit)

QuickBooks is a widely used computerized accounting package for small businesses. Topics covered include writing checks and paying bills, creating reports, managing accounts receivable and accounts payable, invoicing, managing inventory and preparation of payroll. Concepts are presented through hands-on exercises using a case study approach. Lecture: 2 hours, Lab: 2 hours - Lab Fee: \$10

BUSN 2050 - Principles of Management

(3 Credits)

This course introduces students to the basic role of the manager in modern business. Among the topics discussed are: paradigm shifts; environmental factors affecting decision-making; ethics/social responsibility; and planning organizing, motivating and controlling organizational resources.

(Prerequisite: BUSN 1010. May be waived. See course description for BUSN 1010) Lecture: 3 hours

BUSN 2060 - Principles of Marketing

(3 Credits)

This course offers an introduction to the basic concepts and operations involved in the marketing process. Among the topics covered are the basic marketing functions, identification and selection of target markets (including international), marketing research and technologies, pricing, products, promotion and channels of distribution. (Prerequisite: BUSN 1010. May be waived. See course description for BUSN 1010) Lecture: 3 hours

BUSN 2061 - Marketing Communications

(3 Credits)

This course provides an introduction to the basic promotional tools available to the person interested in marketing a business or service. Topics to be covered include: source credibility, message development, media selection and understanding audiences. Communication with audiences through advertising, public relations and printed materials are explored. Lecture: 3 hours

BUSN 2063 - Sales

(3 Credits)

This course introduces the fundamental skills required for work in a sales position. Topics include: the role and importance of selling, sales processes, personal qualities necessary for salesmanship and basic procedures for seeking a sales position. Lecture: 3 hours

BUSN 2065 - Advertising Principles

(3 Credits)

This survey course deals with the planning, creation and role of advertising in our society. Topics include: advertising strategy development, media planning and the function of ad agencies. All major media are covered. Lecture: 3 hours

BUSN 2070 - Management Strategy

(3 Credits)

This course is the capstone for the Management Concentration and the Management Certificate programs. Integration of key aspects covered in other management, business and communications courses are utilized. Emphasis is on the formulation, application and justification of managerial strategies through the use of cases and simulation. (Prerequisites: ACCT 1010, BUSN 2050, BUSN 2060. Note: ACCT 1020 strongly recommended) Lecture: 3 hours

BUSN 2100 - Entrepreneurship Capstone

(3 Credits)

THIS COURSE IS THE CAPSTONE FOR THE CERTIFICATE IN ENTREPREURSHIP AND IS OFFERED IN AN INDEPENDENT STUDY FORMAT. TO ENROLL IN THIS COURSE, CONTACT THE BUSINESS DEPARTMENT CHAIRPERSON FOR DETAILS.
 Students work with a member of the business faculty in developing a Business Plan, in conjunction with the Rhode Island Business Plan Competition. The completed plan is reviewed by the faculty member who will then determine your final grade. All work is done independently without the benefit of classroom instruction. (Prerequisites: ACCT 1010, BUSN 1010, BUSN 1050.)

BUSN 2110 - Money and Banking

(3 Credits)

This course is an analysis and description of the monetary and banking aspects of our present economic system. Introductory material on money, credit and monetary standards precedes a more intensive study of the nature and functions of commercial banking and the Federal Reserve System. Lecture: 3 hours

BUSN 2120 - Investments

(3 Credits)

This course studies the scope and nature of investment from the viewpoint of the individual investor. The course includes discussions of investment objectives, types of securities, mechanics of investing, security market procedures, sources of information, security analysis and forecasting techniques. Lecture: 3 hours

BUSN 2160 - Management and Labor Relations

(3 Credits)

This course is the study of the evolution of the labor relations concept in the public and private sectors. Emphasis is placed on techniques that have resulted in sound management-labor relations policies. (Lecture: 3 hours)

BUSN 2350 - Human Resources Management

(3 Credits)

This course introduces the functions and management of human resources in the development of an effective work force. Topics include job descriptions, recruitment and hiring procedures, training, performance evaluation methods, motivation, incentive compensation, the grievance procedure, application of affirmative-action legislation and implementation of health and safety programs. (Prerequisites: BUSN 1010, 2050) Lecture: 3 hours