

BGEN - BUSINESS: GENERAL

BGEN 105B Introduction to Business. 3 Credits

Term Typically Offered: Fall, Spring

Provides an overall picture of business operations. Specialized fields within business organizations are presented and analyzed. The role of business in today's society is examined and career opportunities in business are explored.

Lecture Hours 3

Department: Business Management - COT

BGEN 110 Applied Business Leadership. 3 Credits

Term Typically Offered: Fall

Focuses on the aspect of leadership in business and management. Topics include leadership skills for motivation, organizational change, teamwork, empowerment, ethics, communication, decision-making, conflict management, and diversity. Personality traits will be examined and how personalities contribute to team dynamics.

Lecture Hours 3

Department: Business Management - COT

BGEN 220 Bus Ethics & Soc Responsibility. 3 Credits

Term Typically Offered: Spring, Summer

Provides students with an overview of business ethics and ethical management practices with emphasis on the process of ethical decision-making and working through contemporary ethical dilemmas faced by business organizations, managers, and employees. The course is intended to demonstrate how ethics can be integrated into strategic business decisions, and can be applied to students' careers. The course uses a case study approach to encourage the student in developing analytical, problem solving, critical thinking, and decision-making skills.

Lecture Hours 3

Department: Business Management - COT

BGEN 235B Business Law. 3 Credits

Covers the nature, origin and philosophy of law and civil procedure. Provides a comprehensive treatment of contracts and also emphasizes the advantages and disadvantages of different organizational forms.

Lecture Hours 3

Department: Business Management - COT

BGEN 280 Business Planning. 3 Credits

Term Typically Offered: Spring

Prerequisite(s): BMGT 210, BMGT 235, BMKT 225.

Corequisite(s): ACTG 102.

Provides students with knowledge and skills necessary for a small business manager or entrepreneur to develop a business plan. Topics include concepts of mission statements, goals and objectives, business and community compatibility, development of product or service idea, determination of market feasibility, determination of financial feasibility, development of marketing strategy, development of operations outline, and application of financial concepts.

Lecture Hours 3

Department: Business Management - COT

BGEN 292 Independent Study. 1-6 Credits

Lecture Hours 1-6

Department: Business Management - COT

BGEN 294 Seminar/Workshop. 1-3 Credits

Provides students an opportunity to investigate topics pertinent to the field of Business.

Lecture Hours 1-3

Department: Business Management - COT

BGEN 299 Capst: Brewing & Fermentation.

2 Credits

Pass/No Pass

(90 hours) Provides students an individual opportunity to engage in education and training not covered by regular coursework. Students will be working directly for a brewery, distillery, or winery. Students, through advising with course instructor, must select either the 90 hour professional internship or professional project option (business, scientific, brew house/mechanical, etc.) in consultation with the site supervisor for their capstone experience.

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