

# BUSINESS (BSAD)

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## **BSAD 1000 Leadership & Team Development**

### **1.5 credit hours**

23.0 Classroom Hours = 23.0 Lecture Hours

Applies leadership practices common to successful leaders through team building activities. This class is designed for the Associate of Applied Science Degree in Business. Attendance is mandatory.

## **BSAD 1010 Personal/Professional Development**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

Special emphasis on relating image and social awareness to job success. Covers on-the-job situations of problem-solving, time management, goal setting, business etiquette, listening skills, work groups, and the relationship between productivity and job attitude. A major emphasis will be placed on developing productive work ethics. This class is designed for the Associate of Applied Science Degree in Business.

## **BSAD 1030 Business & Professional Speaking**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

The basic objective of this course is to provide students with a variety of communication experiences that might be encountered in the business world. These experiences are intended to help students achieve maximum effectiveness in their day-to-day relations with people at work. Classroom presentations are required.

## **BSAD 1050 Introduction to Business**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

An introductory study and overview of the role of business in society as well as a discussion of the various disciplines of business including an overview of business organization, management, marketing, human resource management, business ethics, and finance. Also a study and discussion of various strategies for success of public and private firms as well as small business. Business vocabulary is introduced and used to understand, analyze, interpret business news and information.

## **BSAD 1060 Introduction to Sports Management**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

The purpose of this course is to provide an exploration into the specialized field of sports management. Students will be introduced to the history of sports management, management principles and how to apply them to sports management, financial and economic principles as they apply to sports management, and legal and ethical issues within the industry.

## **BSAD 1070 Customer Service**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course will aid the student in developing methods for successful customer relations while improving upon an attitude of superior customer service which is critical to success in all organizations. Students will learn how to enhance customer relationships and differentiate between internal and external customers in a service and manufacturing organization.

## **BSAD 1080 Personal Finance & Business Oper**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course is designed to introduce the concepts associated with owning and operating a successful small business as well as the concepts of achieving financial independence through tax planning, protection planning, credit analysis and budgeting.

## **BSAD 1095 Job Search Strategies**

### **1.5 credit hours**

23.0 Classroom Hours = 23.0 Lecture Hours

Instruction designed to provide the student with the tools and skills to design an effective job search campaign. Emphasis will be placed on the written and oral communications necessary to market one's potential. Topics will include but are not limited to: self-evaluation and identification of transferable skills; methods of analyzing and finding a job opportunity; resume preparation; development of customized application letters; preparation of follow-up communications; critique of interview skills; practice in professional networking; social media strategies for job search.

## **BSAD 1100 Personal Finance**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

A practical approach to managing one's personal finances that includes financial record keeping and personal federal income tax, major consumer purchases and financing, investment fundamentals, and other financial topics of interest. Note: This course may not transfer toward general education or degree requirements at some four-year colleges.

## **BSAD 1110 Introduction to Events Management**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

The purpose of this course is to provide an exploration into the specialized field of "event management." Students will become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

## **BSAD 1120 Social Issues/Nonprofit Sector**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course examines the scope of the nonprofit sector and the role nonprofit organizations play in our society when dealing with complex social issues such as social services, poverty, homelessness, animal welfare, healthcare, child abuse, education, arts, religion, legal reform and other timely social issues.

## **BSAD 1130 Entrepreneur Venture**

### **1.0 credit hours**

15.0 Classroom Hours = 15.0 Lecture Hours

Students will gain an introductory understanding of entrepreneurship and the challenges, rewards, and components of owning and running a small business. This course is intended for WEC business technology students only.

## **BSAD 1170 Business English**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

Preparation for written communication is vital to communicate effectively in today's workplace. This course emphasizes the basic English grammar, spelling, punctuation, correct word usage, sentence structure, and paragraph construction as it applies to effective written communication in business.

**BSAD 1500 Leadership Behavior****1.5 credit hours**

23.0 Classroom Hours = 23.0 Lecture Hours

This course focuses on developing behaviors and habits that lead to positive and productive lifestyles. Students will understand that leadership is a 360-degree proposition - we lead ourselves before we lead others. With this insight, students will develop personal habits and exhibit behaviors that lead to positive influence with others.

**BSAD 2000 Intro to Leadership Concepts****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course introduces leadership theory by focusing on definitions of leadership, exploring historical and contemporary leadership theory, and examining the role of leaders in various contexts. Students will develop foundational leadership and collaboration skills through a variety of group activities and exercises.

**BSAD 2010 Principles of Selling****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

An introduction to salesmanship. Covers the sales process and techniques effectively employed in selling. Includes sales demonstrations, including demonstrations by students.

**BSAD 2020 Leadership Development****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course helps to prepare students to assume increasingly responsible leadership roles in their personal, professional and academic lives and their applicability to leaders of the past and present, but also includes substantial hands-on, experiential learning opportunities. Readings are from the PTK Leadership Training Manual, and the course is taught by PTK/Kellogg Foundation Certified Leadership Instructors.

**BSAD 2030 Practical Leadership****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

The mission of the Leadership Institute is to develop effective community leaders from every section of Southwest Nebraska who will strengthen and transform the area.

**BSAD 2050 Strategic Planning and Leadership****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course is designed to teach leadership skills and strategic planning by having students take on the role of board members and consultants and expose them to the realities of strategic planning in a simulated environment. Students will gain the knowledge needed to facilitate, formulate, execute, and monitor strategic planning for any organization.

**BSAD 2060 Intro Sports Facilities Management****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

The purpose of this course is to provide a general introduction to sports facilities management. Students will be introduced to the concepts of facility management, facilities planning, site design, construction considerations, facility systems, operations and maintenance. Students will be introduced to the concepts of marketing and sales as well as budgeting for events and facility upkeep. Legal responsibilities as well as security considerations will also be covered.

**BSAD 2100 Organizational Behavior****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course provides an understanding of the complex interrelationships of people in formal organizations that affect the achievement of organizational goals. Course topics include organizational culture, structure and design; team dynamics; motivation; leadership; conflict management; power, influence and organizational politics; communications; decision-making; and change implementation.

**BSAD 2250 Business Communications****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course focuses on the introduction to the basic styles of communication in the business world. The overall objective of this course is to familiarize students with the principles of written and oral communication needed for business. Focus will be given on how to effectively write business messages (routine, bad-news, goodwill, persuasive, etc.) and business reports. Focus will also be given on how to effectively communicate orally and deliver a formal presentation in the business work environment. Correct usage of the language is emphasized. This course is a Writing Intensive course. Prerequisite: Appropriate score on placement test or have passed ENGL 0990 and/or ENGL 0920 with a "C" or higher, or have passed BSAD 1170 with a "C" or higher.

**BSAD 2350 Advertising****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

A course designed to apply advertising functions within the broader context of business and marketing.

**BSAD 2370 Digital Marketing****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course focuses on using digital and social media tools as a component of a strategic marketing campaign, examining techniques to create brand equity and align overall marketing efforts with organizational goals. Strategies for how businesses can initiate digital elements and measure their effectiveness will be emphasized. This includes search engine marketing, paid search advertising, content marketing, email, and social media. Ethical and societal implications of digital marketing will be addressed.

**BSAD 2500 Business Mathematics****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course will develop and apply mathematical skills to solve problems related to business occupations. Topics include: basic mathematics related to cash and trade discounts, markup and markdowns, interest, banking, and payroll. Students will also gain familiarity with conducting calculations utilizing a 10-key calculator and Microsoft Excel as they apply to the business setting. Prerequisites: Score into MATH 0900 or higher on the Math ACCUPLACER placement test or permission of instructor.

**BSAD 2510 Business Computer Systems****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This course explores the integration of technology into the business environment through the application of basic computer concepts and terminology. The course addresses basic competencies and applications of computer skills in basic file management, word processing, spreadsheets, database and presentation software using the Office Suite. Fee \$10.

**BSAD 2520 Principles of Marketing****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

A study of the development of an effective marketing system including consumer behavior, product, pricing, distribution, and promotional strategies.

**BSAD 2540 Principles of Management****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

Introduction to management theory and practice with emphasis on the primary functions of planning, organizing, leading and controlling. Topics will include the ever-changing challenges and opportunities within the management field.

**BSAD 2560 Information Management****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

Study of the systematic analysis and technological control of business records through the records life cycle. Management considerations for records program development, records creation and forms control, classification systems, active and inactive records control, retention and disposition scheduling, and cost analysis or records maintenance. Includes computer applications.

**BSAD 2570 MS Office Integration****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

This is an advanced computer applications integrated course. Focus will be on how to effectively use the various office suite applications and integrate them to meet project demands of today's electronic workplace. Prerequisite: BSAD 2510 or permission of instructor. Fee \$10

**BSAD 2580 Administrative Proc & Mgmt****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

Focus is given to meeting the challenges in today's workplace - the digital age. Current issues in the workplace are addressed. Some of the topics include workplace etiquette, business ethics, effective communication techniques, leadership and management, e-business, digital tools, conferences, and future trends. Prerequisite: CSCE 1480.

**BSAD 2710 Business Law I****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

A study of the law on contracts, employment, insurance, property, and sales. Emphasis is placed upon the application of the Uniform Commercial Code.

**BSAD 2720 Business Law II****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

A study of the law covering partnerships, corporations, real property, commercial transactions, negotiable instruments, government regulation of businesses, and related topics.

**BSAD 2745 Business Internship****5.0 credit hours**

255.0 Classroom Hours = 15.0 Lecture Hours + 240.0 Lab Hours

Students will review job descriptions, qualifications, and employer expectations and receive information about their internship responsibilities. Students will experience on-the-job training through a cooperative arrangement with an organization, working a minimum of 240 clock hours under the direction of a sponsoring manager or supervisor. Emphasis is placed on the application of technical knowledge, communication skills, and relationships with others. Students will be required to attend a specified number of business or personal development seminars as approved by the instructor. This class is designed for the Associate of Applied Science in Business Degree Program.

**BSAD 2760 Business Technology Internship****1.0 credit hours**

60.0 Classroom Hours = 60.0 Lab Hours

On-the-job training through a cooperative arrangement with business, service, not-for-profit, legal, and medical organizations. This class is designed for the Associate of Applied Science in Office Technology. Concurrent enrollment in OFFT 2700 is required. Prerequisite: Completion of at least 30 credit hours toward an AAS in Office Technology Degree, current enrollment in the Office Technology Internship Seminar, permission of the appropriate Office Technology Internship supervisor, and permission of advisor.

**BSAD 2900 Project Management****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

Project management is the discipline of defining and managing the vision, tasks, and resources required to complete a project. This course provides an introduction to the project management process, resource management (time, money, and people), quality control, communications, and risk.

**BSAD 2950 Vocational Career Tour****1.0 credit hours**

15.0 Classroom Hours = 15.0 Lecture Hours

Career exploration into various vocational areas relating to skills, management, labor, experience, and educational requirements pertaining to employment salary and advancements. This unit consists of a 3-4 day field trip to metro/rural regions in the Midwest. Students participating must be members of a vocational organization. Note: This course may not transfer toward degree and/or program requirements at a four-year college. Contact transfer college for information.

**BSAD 2980 Directed Study****3.0 credit hours**

15.0 Classroom Hours = 15.0 Lecture Hours

Directed Study

**BSAD 2990 Special Topics****3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

Special topic course description upon request.