BUSINESS (BSAD)

BSAD 1000 Leadership & Team Development
3.0 credit hours
24.0 Classroom Hours = 24.0 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 theoretical and verbal communication approaches that are intended to help them achieve maximum effectiveness in their day-to-day relations with people at work. Classroom presentations are required. This class is designed for the Associate of Applied Science Degree in Business.

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, and finance. Also a study and discussion of various strategies for success of specific public and private firms as well as small business. Business vocabulary used to understand, analyze, interpret business news and information. [Offered as BSAD 1020: Introduction to Business prior to Fall 2016]

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 1500 Leadership Behavior
1.5 credit hours
24.0 Classroom Hours = 24.0 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 2070 Risk Management for Events & Sports
3.0 credit hours
45.0 Classroom Hours = 45.0 Lecture Hours
Students will learn to recognize potential risks in special and sporting events and to prioritize those risks for action and minimization. Practical strategies to manage risks of people, property and reputation are stressed. Students will also learn how to comply with legal regulations such as permitting, insurance, vendor contracts, federal laws, state laws and local laws as they pertain to events. Fire codes, handicap compliance and security considerations when dealing with minors will also be examined.

BSAD 2080 Event Marketing/Sponsorship
3.0 credit hours
45.0 Classroom Hours = 45.0 Lecture Hours
This course is a study of the principles and techniques of effective promotions. The course is designed to provide foundation skills in sponsorship, sales, public relations and event marketing. Emphasis is on creating an integrated sponsorship and marketing plan for events. Students will also focus on how the sponsorship plan fits into the overall budget of an event.

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 2110 Non-profit Management & Leadership
3.0 credit hours
45.0 Classroom Hours = 45.0 Lecture Hours
This survey course will provide an overview of nonprofit law and operations. The course begins with the legal structure of the sector, and also covers both general management practices that apply to all public and private organizations (marketing, inter-organizational relations, human resources, ethics and financial management) and practices unique to nonprofits (boards and governance, volunteer management, legal responsibilities, fundraising, etc.).

BSAD 2120 Fundraising for a Cause
3.0 credit hours
45.0 Classroom Hours = 45.0 Lecture Hours
Students will be introduced to the process and methods used in fundraising such as direct mail, online asks, major donors, bequest and special events. Special attention will be paid to donor-centered fundraising and ethics in fundraising. Students will analyze needs and develop fundraising strategies for a nonprofit organization of his/her choosing.

BSAD 2200 Organizational Behavior
3.0 credit hours
45.0 Classroom Hours = 45.0 Lecture Hours
Comprehensive cases will be used to examine the functions of management that supervisors must perform. Productivity and quality measurements are analyzed. In addition, communication, ethics, and organizational policies are explored. This class is designed for the Associate of Applied Science Degree in Business.

BSAD 2250 Business Communications
3.0 credit hours
45.0 Classroom Hours = 45.0 Lecture Hours
This course focuses on the principles and techniques of effective 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 OFFT 1070 with a “C” or higher.
BSAD 2340 Intro to Marketing
3.0 credit hours
45.0 Classroom Hours = 45.0 Lecture Hours
This course explores strategic planning, marketing management philosophies, consumer markets, consumer buyer behaviors, advertising, sales promotions and public relations. A formalized marketing plan is written and presented in this class. This class is designed for the Associate of Applied Science Degree in Business.

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. Prerequisite: BSAD 2340 or 2520.

BSAD 2370 E-Marketing
3.0 credit hours
45.0 Classroom Hours = 45.0 Lecture Hours
This course applies the techniques of using electronic marketing in the workplace. Strategies for businesses that may initiate or reassess the overall effectiveness and value of digital elements will be emphasized. The course will specifically focus on integrating E-marketing tools, including e-mail lists and databases, into total marketing efforts along with organizational goals and functions. Ethical and societal implications of e-commerce on the marketplace, customer base, and employee will be included. Prerequisite: BSAD 2340 or 2520.

BSAD 2410 Principles of Marketing
3.0 credit hours
45.0 Classroom Hours = 45.0 Lecture Hours
A study of the development of an effective marketing program including consumer behavior, product, pricing, distribution, and promotional strategies. [Offered as BSAD 2410: Principles of Marketing prior to Fall 2016]

BSAD 2510 Business Computer Systems
4.0 credit hours
60.0 Classroom Hours = 60.0 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. NOTE: Not open to students who have previously completed OFFT 2150.

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 program including consumer behavior, product, pricing, distribution, and promotional strategies. [Offered as BSAD 2410: Principles of Marketing prior to Fall 2016]

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. [Offered as BSAD 2310: Introduction to Management prior to Fall 2016]

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 2730 Pre-Internship Business Seminar
0.5 credit hours
8.0 Classroom Hours = 8.0 Lecture Hours
Prepares the students for the internship experience by addressing specific job descriptions, job qualifications, and employer expectations. Students will receive information about their responsibilities for the internship. In addition, students will be required to attend a specified number of business seminars or training sessions; e.g., new government regulations, labor laws and taxes, changing market forces, and economic development incentives. This class is designed for the Associate of Applied Science Degree in Business. Prerequisite: C average and 30 hours of program course work with at least 15 hours from MPCC. Concurrent enrollment with BSAD 2740 and 2750 or permission of instructor.

BSAD 2740 Business Internship
4.0 credit hours
240.0 Classroom Hours = 240.0 Lab Hours
On-the-job training through a cooperative arrangement with business, and industrial organizations. Students work a minimum of 240 hours under the direction of a sponsoring manager or supervisor to apply classroom knowledge and training. Emphasis is placed on the application of technical knowledge, communication skills, and relationships with others. This class is designed for the Associate of Applied Science Degree in Business. Prerequisite: C average and 30 hours of program course work with at least 15 hours from MPCC. Concurrent enrollment with BSAD 2730 and 2750 or permission of instructor.

BSAD 2745 Business Internship
4.0 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 Degree in Business. (Replaces BSAD 2730, 2740, and 2750.)

BSAD 2750 Post-Internship Business Seminar
0.5 credit hours
8.0 Classroom Hours = 8.0 Lecture Hours
Students will exchange perceptions and expectations of the workplace. Strategies for businesses that may initiate or reassess the overall effectiveness and value of digital elements will be emphasized. In addition, students will be required to attend a specified number of business seminars or training sessions; e.g., new government regulations, labor laws and taxes, changing market forces, and economic development incentives. This class is designed for the Associate of Applied Science Degree in Business. Prerequisite: Concurrent enrollment in BSAD 2730, BSAD 2740, or permission of instructor.
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. (Replaces CSCE 2300 MC Project Management)

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. Dual numbered FACS 2950.

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.