

GENERAL BUSINESS (BUSG)

BUSG 1302

E-Business Management

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course is an introduction to business.

Includes the internet, infrastructure for electronic commerce, markup languages, web-based tools and software, security issues, and electronic payment systems. Also covers strategies for marketing, sales, and purchasing; legal, ethical, and tax issues; and management functions.

Prerequisite: None.

BUSG 1303

Principles of Finance

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course covers the financial dynamics of a business. It includes monetary and credit theory, cash inventory, capital management, and consumer and government finance. Emphasis is placed on the time value of money.

Prerequisite: None.

BUSG 2309

Small Business Management/Entrepreneurship

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This is a course on how to start, operate, and grow a small business. Topics include facts about a small business, essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues.

Prerequisite: None.