

BUSINESS-GENERAL (BUSN)

BUSN 1047 Introduction to Sports Management (3 Credits)

This survey course examines the principles and foundations of sport management and the variety of business functions within the various sectors of the sports industry. The course will focus on the application of business disciplines to the birth, organization and management of sport enterprises, ranging from sports teams to athletic arenas, health clubs to rehabilitation facilities, officiating, sports recreation services, and more. Past and future trends, issues and opportunities in the broad sports industry will be covered.

Previous: Legacy Equivalent(s): BBG* 107

BUSN 1100 Introduction to Business (3 Credits)

A survey of the fundamental principles of business will be discussed including marketing, management, finance, accounting, and human resource development.

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 101

BUSN 1150 Business Software Applications (3 Credits)

Using Microsoft Suite application software, students in this hands-on course will learn to use each of the software packages as they relate to the business environment. These software packages include an emphasis on Excel to build flexible spreadsheets used in business decision-making, supplemented with Word to produce professional-looking documents, Access to select and analyze data to produce valid results, and PowerPoint to effectively present and communicate. A basic course in business, designed to provide an overall view of essential operations of business organizations.

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 115, BBG* D114, MAT K106

BUSN 2090 Business Capstone (3 Credits)

For students who are in their final semester of study in the Business Administration Degree and Option programs, but will not be taking a Practicum course. The Business Programs Capstone is designed to help students demonstrate competency in General Education Abilities and Program Learning Outcomes. Throughout their business program, students will have been compiling a portfolio of best work that demonstrates mastery of General Education Abilities, as well as Program Learning Outcomes. In this course, students will complete the development of their portfolio and, depending on the program, possibly sit for an exit exam or project. Students will also reflect on their learning experience at the college and in their program.

Prerequisites: Completion of 15 business credits and permission of instructor

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 290

BUSN 2095 Business Practicum (3 Credits)

Provides students the opportunity to apply and integrate knowledge and skills gained in the Business Administration program through an individualized capstone experience, which includes an internship or project component and a classroom component. Internship involves employment or volunteer engagement in a company, public agency, or non-profit organization. Alternatively, students may complete the internship component of the Practicum through directed independent project(s) involving advanced analysis, research, and writing. Both the internship experience and the directed projects are designed to assess the student's mastery of the program learning objectives, and to further develop their professional skills. Students planning to enroll in the Business Practicum should meet with the Program Coordinator or practicum instructor to learn of existing Internship opportunities, or to define the elements of a meaningful internship experience either at their current employer or a new internship position. Students are responsible for attaining their own internship. With permission of the Program Coordinator or Practicum instructor, the internship work hours may occur prior to the students registering for the Practicum. The classroom component involves several seminars or workshops, meetings in the classroom and/or online during the semester to discuss the student's internship experience, as well as their academic, professional, and career development. In addition, student mastery of general education abilities and program learning outcomes will be assessed. The assessment of these outcomes may include completing a directed project and/or developing an ePortfolio.

Prerequisites: Permission of the Program Coordinator. Prior to taking this course students must have completed 12 business core or program option credits with a grade of C -or higher AND have completed at least 40 credits towards their Associate degree.

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 292

BUSN 2098 Business Special Topics (3 Credits)

This course provides a study of important trends and current issues in the field of Business. Focus is in solving business problems. Students should check the Class Schedule for listing of actual topics.

Prerequisites: 24 credits or permission of instructor

Previous: Legacy Equivalent(s): BBG* 295

BUSN 2100 Business Communication (3 Credits)

This course introduces the fundamentals of communication for personal, business and professional use. Students will practice how to prepare and deliver oral presentations according to current communication theories and business conventions. Instruction will include reinforcement of English/grammar skills, team and small group communication, oral presentations, nonverbal communications, resume preparation and interviewing skills.

General Education: Oral Communication (ORAX)

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 210, COM* 271

BUSN 2101 Sports Media and Public Relations (3 Credits)

This course presents an introduction to sports media and public relations and its role within the sporting industry. The course will address creating effective media pieces to promote sports and events. Topics will include improving writing skills, publications, crisis management, game management, current events, publicity campaigns and more.

Prerequisites: BUSN 2100 AND ENG 1010 with a C-or higher

Previous: Legacy Equivalent(s): BBG* 211

BUSN 2150 Global Business (3 Credits)

This course provides students with a foundation for conducting international business and a general understanding of international corporate and government operations. The course will undertake a comprehensive overview of international business designed to provide a global perspective on international trade including topics in foreign investment, international marketing, the operations of multinational corporations, and government relations.

Prerequisites: Completion of ENG 1010 with a grade of C- or higher

General Education: Global Knowledge (GLKY)

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 215

BUSN 2195 Business Co-op Internship (3 Credits)

This course provides students the opportunity to apply classroom theory in an actual work setting. Students may be placed in a variety of work settings as related to their program of study including corporations, small businesses, financial institutions and governmental agencies.

Prerequisites: 15 completed credit hours in Business Administration, Accounting, Computer Information Systems or Marketing programs, a GPA of over 2.5. and permission of instructor

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 299

BUSN 2250 History of American Business (3 Credits)

The goal of the course is to provide students interested in management with an historical, philosophical and economic framework for dealing with a rapidly changing business environment.

Prerequisites: ENG 1010 with a C-or higher

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 260

BUSN 2310 Business Law I (3 Credits)

A survey of the foundation and evolution of law in the U.S. and the application of fundamental legal principles to business transactions. The course examines administrative regulations, criminal law and torts, contracts, product liability, agency, consumer and environmental protection, the Uniform Commercial Code, and Federal and Connecticut court systems and procedure.

Prerequisites: ENG 1010 with a grade of C- or higher

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 231

BUSN 2320 Business Law II (3 Credits)

This course reviews current developments concerning the Uniform Commercial Code as to proprietary interests, bailments, sales-business responsibilities, torts-product liability, warranties, and commercial paper. Employment law, corporations and other business entities are examined.

Prerequisites: BUSN 2310

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 232

BUSN 2340 Legal Environment of Business (3 Credits)

This course introduces the student to the structure of the American legal and regulatory systems, with a view toward the impact of law upon the operation of business. Students will study the institutional foundations of law, including court systems, court procedures, and constitutional law. Ethics and social responsibility are examined from many perspectives, including that of decision-makers and stakeholders. The impact of law, including governmental regulation, on business is explored through examination of tort liability, criminal culpability, employment and labor law, agency, and business organizations.

Prerequisites: ENG 1010 with a grade of C- or higher

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 234

BUSN 2400 Business Ethics (3 Credits)

A critical examination (both practical and theoretical) of contemporary moral problems in business, such as employee rights and responsibilities, pay equity and comparable worth, whistle-blowing, trade secrets and confidentiality, conflict of interest, discrimination and sexual harassment, pollution, consumer protection, professional ethics, truth-telling in business dealings, social responsibility of business, and fiduciary responsibility to stockholders and stakeholders. It is recommended that students take at least six (6) credits in Business and Economics, prior to taking this course.

Prerequisites: ENG 1010 with a grade of C- or higher

Elective Code(s): Business Elective (BUS)

Previous: Legacy Equivalent(s): BBG* 240