

BUSINESS ADMINISTRATION (BUSN)

BUSN 1000 - Workplace Relationships (3 Credits)

This course exposes students to strategies required to navigate the professional environment, including career preparation and advancement with an emphasis on “soft skills” needed to develop and maintain effective working relationships.

Lecture: 3 hours

BUSN 1010 - Introduction to Business (3 Credits)

This course surveys business organizations as they operate within a free-market economy and diverse global community. The course focuses on the functional parts of a business, including production, accounting, marketing, and technology. Topics such as business ethics, social responsibility, competition, government regulations, demographics, and entrepreneurship will be examined. Environmental scanning will afford students an understanding of the interrelatedness of the internal and external environments of a business. Students will develop the vocabulary of business and will advance their critical analysis of a variety of business issues.

Lecture: 3 hours

Course completes the following requirements:

Written Communication
Social & Prof Responsibilities
Social Sciences Requirement
URI/RIC Transfer General Education Transfer Opportunity: Yes

BUSN 1015 - Business Computing Applications (3 Credits)

The purpose of this course is to ensure that students have the requisite fundamental skills and knowledge in business computing applications. The course presents and demonstrates the applications, concepts, and skills relevant to information technology in the context of the modern business environment. Topics include word processing, spreadsheets, database software, and presentation software.

Lecture: 3 hours

BUSN 1025 - Fundamentals of Banking (3 Credits)

This course provides an overview of the business of banking and the banking industry. Topics include banks and the monetary system, relationship building including marketing, sales and customer service, payment functions, products in banking, lending, regulations, and the safeguarding of customers. Also, the challenges facing the banking industry, future trends in banking, and potential career opportunities will be explored.

Lecture: 3 hours

BUSN 1040 - Personal Finance (3 Credits)

This course helps individuals manage their money and property. Financial planning, budgeting, consumer protection, consumer credit, investing, housing and insurance are discussed.

Lecture: 3 hours

BUSN 1050 - Small Business Administration (3 Credits)

This course covers the practical considerations involved in starting and operating a small business. Topics include what business to enter, success factors, financing, location, franchising, managing, record-keeping and small business computers.

Lecture: 3 hours

BUSN 1060 - Leadership Development (3 Credits)

This course is designed to help emerging and existing leaders assume increasingly responsible leadership roles in their personal, professional, and academic lives. This course focuses on significant theories of leadership and their applicability to leaders of the past and present.

Lecture: 3 hours

BUSN 1145 - Entrepreneurship 1: Introduction to Entrepreneurship (3 Credits)

This introductory course is designed to provide students with an overview of the skills and competencies needed to become an effective entrepreneur or intrapreneur, while also allowing them the opportunity to practice being an entrepreneur. Students will be exposed to concepts such as Design Thinking, Innovation, and Value Creation, as well as how to develop one's own Entrepreneurial Mindset.

Lecture: 3 hours

BUSN 1150 - Introduction to International Business (3 Credits)

This course introduces students to the importance and role of international business. Predominant themes include culture and business opportunities. Topics include international trade, balance of payments and multinational companies. Factors and entities that influence trade are considered.

Lecture: 3 hours

**BUSN 1165 - Entrepreneurship 2: The Design Process
(3 Credits)**

This course will allow students to have a hands-on experience utilizing the Design Thinking process to identify, analyze and create opportunities for businesses and individuals. It examines key strategic issues related to new product development and will teach students to think strategically about innovation, development, and deployment utilizing a test and learn design process.

Lecture: 3 hours

**BUSN 1175 - Operations and Supply Chain Management
(3 Credits)**

This course will introduce students to operations and supply chains that are existing in all businesses. Vigilant management of operations and supply chains are critical to the overall success of an organization. This course integrates key functions of operations management, inventory control, purchasing, forecasting, scheduling, and implementing workflow improvement methodologies including just-in-time and quality management systems.

Lecture: 3 hours

Prerequisite(s): ACCT 1020

**BUSN 1185 - Entrepreneurship 3: The Lean Startup
(3 Credits)**

The focus of this course is on developing a new business concept or idea and rapidly assessing its viability. You will be exposed to the concept of “thinking big but starting small” by utilizing the “test and learn” approach to lean startups which includes launching small experiments, prototyping rapidly and inexpensively, tolerating failures and learning from mistakes.

Lecture: 3 hours

Prerequisite(s): BUSN 1165

**BUSN 1220 - QuickBooks, Computer Application
(1 Credit)**

QuickBooks is a widely used computerized accounting package for small businesses. Topics covered include writing checks and paying bills, creating reports, managing accounts receivable and accounts payable, invoicing, managing inventory and preparation of payroll. Concepts are presented through hands-on exercises using a case study approach.

Lecture: 2 hours, Lab: 2 hours

**BUSN 1400 - Fundamentals of Property and Casualty Insurance
(3 Credits)**

This course will include personal lines coverages, such as homeowners and automobile, commercial lines coverages for businesses, insurance terms and concepts, and insurance laws, rules, and regulations. Included also are the Rhode Island laws, rules, and regulations common to property and casualty insurance. The course curriculum provides the requisite knowledge and an understanding of the topics tested on the Rhode Island Property & Casualty Insurance Producer license exam.

Lecture: 3 hours

**BUSN 1410 - Fundamentals of Health and Life Insurance
(3 Credits)**

This course is designed to develop an understanding of Life and Health Insurance. Included is a study of the requirements, coverage, and regulatory aspects of life insurance and annuity contracts, and individual and group health insurance products. The key features of disability income, long-term care, Medicare, and Medicaid will be covered. Students will analyze these policies as part of an overall plan to manage risk by individuals and businesses. The course curriculum provides the requisite knowledge and an understanding of the topics tested on the Rhode Island Life Producer & Accident and Health Producers license exams.

Lecture: 3 hours, Lab: 0 hours

**BUSN 1600 - Orientation to Hospitality Management
(3 Credits)**

This course introduces students to the history, opportunities, challenges, and trends of the hospitality industry. This course will encompass the various sectors of the hospitality industry including human resources, marketing, management, gaming and the impact of tourism on economic conditions.

Lecture: 3 hours

**BUSN 1610 - Service Management Principles for Hospitality & Tourism
(3 Credits)**

This course examines the importance of service industries in the modern economy, with a particular emphasis on the Hospitality & Tourism sectors. The emphasis is on understanding the complex nature of service and the concept of service management, as well as the interconnections among Tourism, Hospitality and Service. Topics include Service Quality, Engaging Customers, Service Marketing, Service Visions, Service Design, and the Service Encounter. No Pre-Req. Certificate Course.

Lecture: 3 hours

**BUSN 2050 - Principles of Management^A
(3 Credits)**

This course introduces students to the principles, techniques, and concepts needed for managerial analysis and decision-making. It highlights effective management of organizational resources through planning, organizing, influencing, and controlling to achieve organizational goals. In addition, students will participate in a real-world engagement through the interaction with a manager or industry partner.

Lecture: 3 hours

Prerequisite(s): BUSN 1010

**BUSN 2060 - Principles of Marketing
(3 Credits)**

This course offers an introduction to the basic concepts and operations involved in the marketing process. Among the topics covered are the basic marketing functions, identification and selection of target markets (including international), marketing research and technologies, pricing, products, promotion and channels of distribution.

Lecture: 3 hours

Prerequisite(s): BUSN 1010

**BUSN 2061 - Marketing Communications
(3 Credits)**

This course provides an introduction to the basic promotional tools available to the person interested in marketing a business or service. Topics to be covered include: source credibility, message development, media selection and understanding audiences. Communication with audiences through advertising, public relations and printed materials are explored.

Lecture: 3 hours

**BUSN 2063 - Sales
(3 Credits)**

This course introduces the fundamental skills required for work in a sales position. Topics include: the role and importance of selling, sales processes, personal qualities necessary for salesmanship and basic procedures for seeking a sales position.

Lecture: 3 hours

**BUSN 2065 - Advertising Principles
(3 Credits)**

This survey course deals with the planning, creation and role of advertising in our society. Topics include: advertising strategy development, media planning and the function of ad agencies. All major media are covered.

Lecture: 3 hours

**BUSN 2070 - Management Strategy
(3 Credits)**

This course is the capstone for the Management Concentration and the Management Certificate programs. Integration of key aspects covered in other management, business and communications courses are utilized. Emphasis is on the formulation, application and justification of managerial strategies through the use of cases and simulation.

Lecture: 3 hours

Prerequisite(s): ACCT 1010 and BUSN 2050 and BUSN 2060

**BUSN 2110 - Money and Banking
(3 Credits)**

This course is an analysis and description of the monetary and banking aspects of our present economic system. Introductory material on money, credit and monetary standards precedes a more intensive study of the nature and functions of commercial banking and the Federal Reserve System.

Lecture: 3 hours

**BUSN 2115 - Securities Industry Essentials (SIE) Preparatory Course
(3 Credits)**

The curriculum covered in this course is intended to provide the requisite knowledge and an understanding of the topics tested on the Securities Industry Essentials (SIE) Examination. This course will introduce a variety of investment instruments and practices used in the financial securities industry. The focus will include the study of capital markets, products and their risks, trading, customer accounts, prohibited activities, and an overview of the regulatory framework. (Note: This course is not affiliated with FINRA or the SIE Examination, is not sponsored by an exam provider, and will not exempt students from sitting for the SIE Exam.)

Lecture: 3 hours

**BUSN 2120 - Investments
(3 Credits)**

This course studies the scope and nature of investment from the viewpoint of the individual investor. The course includes discussions of investment objectives, types of securities, mechanics of investing, security market procedures, sources of information, security analysis and forecasting techniques.

Lecture: 3 hours

**BUSN 2160 - Management and Labor Relations
(3 Credits)**

This course is the study of the evolution of the labor relations concept in the public and private sectors. Emphasis is placed on techniques that have resulted in sound management-labor relations policies.

Lecture: 3 hours

**BUSN 2350 - Human Resources Management
(3 Credits)**

This course examines the role of the human resource professional as a strategic partner in managing today's organizations. Key functions associated with attracting, developing and maintaining a qualified workforce are examined considering the legal environment and emerging trends. The best practices of "employers of choice" are considered.

Lecture: 3 hours

Prerequisite(s): BUSN 1010 and BUSN 2050

**BUSN 2600 - Managing Service in Food and Beverage Operations
(3 Credits)**

This course introduces the principles of how food and beverage operations interact with other departments found in the hospitality and tourism industry. Managerial concepts include industry regulations, financial, and operations controls, and matching food service venues and menus to targeted customer markets.

Lecture: 3 hours

**BUSN 2610 - Hospitality and Tourism Marketing
(3 Credits)**

This course examines the broad scope of hospitality marketing. The emphasis is on hospitality and tourism marketing, as well as the use of integrated marketing communications to build relationships. Topics include marketing, consumer/organizational buying, market segmentation/targeting/positioning, and digital marketing. No Pre-Req. Certificate Course.

Lecture: 3 hours

**BUSN 2620 - Human Resource Management in Service Organizations
(3 Credits)**

Leaders in today's service-related businesses manage a diverse group of employees and are responsible for complying with employment laws and human resource policies. This course prepares students for situations they will encounter as they develop and apply sound human resource management principles. Students learn about the best practices of human resources management including recruiting, interviewing, selection, orientation, training, performance evaluation, discipline, terminations, and employee and union relations

Lecture: 3 hours

**BUSN 2630 - Hospitality Law
(3 Credits)**

This course provides an overview of the legal and regulatory environment in which business decisions must be made within the hospitality industry. The course exposes the student to a variety of basic legal topics such as contracts and torts which are followed by a selection of more advanced related concepts. Attention is paid to both the letter of the law and its practical effect on business decision-making. This course relies on and develops, the student's ability to read and reason critically.

Lecture: 3 hours