

# Business

Business is the driving force behind economic growth and decision-making across the globe. To succeed in the competitive world of today and tomorrow, people in all fields of endeavor can benefit from an understanding of the principles and practices that govern free enterprise. Whether students are interested in a business career targeted toward employment within the fields of communications, human resources, entrepreneurship, marketing, management or accounting; intend to pursue further education in the field of business; or are seeking the knowledge and skills necessary to advance along a different career path, the business programs at WVC have been designed to inform, instruct and inspire students to attain their goals.

## Business Degrees and Certificates

- Business
- Business
- Business Transfer Options
- Gaming Operations Supervisor
- Retail Management
- Tribal Gaming Management

## Business Classes

### BUS& 101: Introduction to Business

Introduction to the basic principles of business. Surveys the stock market, economics, principles of capitalism, global business, ethics, social responsibility, small business, management, organization theory, labor relations, marketing, and finance. Emphasis placed on current events, using web resources, and activities related to business and economics.

**Credits** 5

**Weekly Contact Hours** 5

**Meets Degree Requirements For**  
General Elective

### BUS& 201: Business Law

Introduction to legal institutions, processes, and legal reasoning. Topics include the law of contracts, torts, agency, sales, negotiable instruments, real property, personal property, business organizations, employment, government regulation, and ethics. Emphasis on legal reasoning, legal theory, and practical applications of legal issues as they relate to business. (Students may not get credit for both BUS 204 and BUS& 201)

**Credits** 5

**Weekly Contact Hours** 5

**Meets Degree Requirements For**  
General Elective

### BUS 146: Business Ethics

An in-depth view of the many ethical dilemmas encountered in today's organizational environment. A case-study approach is used to gain an understanding of the complex forces that shape the morals and values which are used in ethical decision-making.

**Credits** 5

**Weekly Contact Hours** 5

**Meets Degree Requirements For**  
Restricted Elective

## BUS 177: Business Leadership Development

Leadership development and training emphasizing leadership theory, team building, and practical application through simulations. Additionally, students will understand their individual leadership style strengths and weaknesses.

**Credits** 5

**Weekly Contact Hours** 5

**Meets Degree Requirements For**

Restricted Elective

## BUS 196: Cooperative Work Experience

Designed to provide on-the-job practical field experience. One credit for each five hours of work experience per week.

**Credits** 1-5

**Weekly Contact Hours** 25

**Meets Degree Requirements For**

Restricted Elective

**Prerequisites**

Instructor permission required

## BUS 230: Introduction to Entrepreneurship

Introduction to the elements of successful entrepreneurship, business opportunity identification and assessment, economic development strategies, and development of an effective business plan.

**Credits** 5

**Weekly Contact Hours** 5

**Meets Degree Requirements For**

Restricted Elective

## BUS 240: Principles of Management

Study of management theory and concepts to provide students with practical tools for planning, leading, organizing, staffing and controlling within a dynamic organizational environment. Decision-making techniques for developing competitive advantages based on cost, quality, innovation and speed are emphasized. Students will develop a comprehensive, industry-specific management project.

**Credits** 5

**Weekly Contact Hours** 5

**Meets Degree Requirements For**

General Elective

## BUS 241: Principles of Marketing

Problems and practices relating to the marketing exchange process. Emphasis on planning marketing strategies for product, price, promotion and distribution issues. Gain understanding of Integrated Marketing Communications systems approach, how to apply IMC concepts to both profit and nonprofit organizations. Develop a comprehensive, industry-specific marketing plan.

**Credits** 5

**Weekly Contact Hours** 5

**Meets Degree Requirements For**  
General Elective

## **BUS 242: Retail Management**

A study of the highly competitive, rapidly changing retail business environment. Topics include product and services retailing, store management, e-tailing, consumer decision-making, growth, planning the strategic profit model and globalization issues. Retail management concepts are taught within a conceptual, theoretical, practical and strategic framework.

**Credits 5**

**Weekly Contact Hours 5**

**Meets Degree Requirements For**  
Restricted Elective

## **BUS 243: Human Resources Management**

Human resource management is concerned with managing people effectively in the workplace. Using theoretical and practical approaches it examines the human resource manager's role and the role of all managers. Topics include philosophy, policies, organization, job design, employee selection, compensation/benefits, development, appraisal, promotion, discipline, termination and federal statutes.

**Credits 5**

**Weekly Contact Hours 5**

**Meets Degree Requirements For**  
Restricted Elective

## **BUS 245: Small Business Management**

Major focus is developing a business plan for a new or existing business, including market analyses and financial forecasts. Additional topics are human resource management, forms of ownership, operational planning, and establishing and maintaining competitive advantages.

**Credits 5**

**Weekly Contact Hours 5**

**Meets Degree Requirements For**  
Restricted Elective

## **BUS 296: Cooperative Work Experience**

Designed to provide on-the-job practical field experience. One credit for each five hours of work experience per week.

**Credits 1-5**

**Weekly Contact Hours 25**

**Meets Degree Requirements For**  
Restricted Elective