

BUSINESS COURSES

ACCT 201. Principles of Accounting 1. 3 Hr. This course introduces basic concepts of financial and managerial accounting with emphasis on how accounting reports are used by internal and external users.
ACCT 202. Principles of Accounting 2. 3 Hr. PR: ACCT 201 with a minimum grade of C-. This course introduces financial accounting concepts and reporting with an emphasis on measuring, recording and reporting transactions for business entities.
BCOR 199. Introduction to Business. 3 Hr. This course introduces the student to the major business disciplines, basic business communications, and the University environment.
BCOR 299. Business Communication. 3 Hr. PR: (ENGL 101 and ENGL 102) or ENGL 103. Students will develop facility with business communication genres, such as professional emails, memos, letters, proposals, reports, interviews, and oral presentations. Includes research and real-world business projects and/or cases.
BTEC 103. Personnel Management. 3 Hr. Theory and practice and principles involved in the direction, coordination, and payrolls of personnel.
BTEC 106. Document Solutions. 3 Hr. An introduction to document generation through word processing and desktop publishing programs and the significance it serves to business applications. This course provides the skills and knowledge necessary to use features of these programs and apply them to business.
BTEC 109. Business Mathematics. 3 Hr. A study of the fundamental processes, and of banking procedures, percentage, discount, interest, depreciation, investments, payrolls, and insurance.
BTEC 113. Spreadsheet Applications. 3 Hr. Exploration of using spreadsheets as a problem-solving tool for business and industry. Design and create professional spreadsheets to collect, organize, and store data; basic formulas and built-in functions used to convert data into meaningful information such as budgets, data tables, and amortization schedules; formatting techniques, charts, and graphs, employed to enhance the visual presentation of data.
BTEC 120. Database Applications. 3 Hr. Exploration of concepts and techniques utilized to build and maintain a database management system. Design and create relational databases to store, retrieve, organize, and analyze large amounts of data; queries, forms, and reports, generated to transform data into meaningful information for use in the world of business and industry.
BTEC 200. Customer Service Relations. 3 Hr. Students are introduced to customer service relation topics and methods for handling customer service issues in various industries. The elements of a systematic process for building the necessary customer service skills are explored
BTEC 205. Introduction to Online Marketing. 3 Hr. An overview of social media strategies is presented to develop a social media market plan. Effective techniques to identify target markets on the social web and select the appropriate social media platforms to optimize marketing goals are investigated.
BTEC 211. Introduction to Event Logistics. 3 Hr. An introduction to the foundations of event planning and the significance it serves to business applications. Aspects of event planning and coordination, including site development, control and troubleshooting strategies, marketing and promotional tactics, and food operations. Students coordinate an event that takes place on campus.
BTEC 225. Directed Experience. 3 Hr. PR: Business technology major with sophomore standing. Students are placed in appropriate work sites in the community and surrounding area to participate in an on-the-job training experience.
BTEC 260. Computerized Accounting. 3 Hr. This course covers pc-based accounting systems.
BTEC 295. Entrepreneurship. 3 Hr. An introduction to the entrepreneurial mindset and its significance to the economy and local communities. Students will develop resources to create and evaluate entrepreneurial opportunities.

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BTEC 340. Human Resource Management. 3 Hr. A study of policies, practices, and systems that influence employees' behavior, attitudes, and performance.
BTEC 350. Advanced Computer Applications in Business. 4 Hr. PR: BTEC 113 and BTEC 120 with a minimum grade of C- or consent. A study of advanced information concepts for managing business in a competitive environment. The internet, spreadsheet, and database applications will be utilized to research, analyze, and make decisions regarding operations.
BTEC 360. Leadership and Human Behavior. 3 Hr. A study of leadership in relation to employee motivation, decision- making, and team dynamics. Additional topics include ethics and responsibility, diversity, organizational control, and managing change in the workplace.
BTEC 365. Leaders Through History. 3 Hr. Introduction of ideas and skills to prepare students for leadership positions in the community. whether this is in the workforce (small business, corporations), non-profit organizations, or any civic involvement in their community.
BTEC 370. Intermediate Accounting. 3 Hr. PR: ACCT 201 and ACCT 202. A study of accounting theory including a review of the accounting cycle. Topics include income recognition, asset valuation, liabilities, current tax regulations, corporate ownership equity, and analysis of accounting data.
BTEC 380. Business Ethics. 3 Hr. A study of ethical, cultural, and societal issues facing business and managers with regard to a global business environment.
BTEC 405. Inbound Marketing. 3 Hr. This course will cover the fundamentals of using inbound marketing. Students will apply the engagement strategies for a business throughout the semester via multiple business social media platforms.
BTEC 485. Senior Seminar. 4 Hr. PR: BTEC 350 and BTEC 370. A capstone course in which the students will integrate the concepts and principles of the B.A.S. management emphasis through the process of case analysis and other methods.
BUSA 310. Survey of Business Law. 3 Hr. PR: Sophomore standing. Overview of business law discipline. Topics include laws and the court system, employment and labor law, business forms and capitalization, business competition law and business ethics.
BUSA 340. Survey of Finance. 3 Hr. PR: Sophomore standing. Overview of the finance discipline. Topics include financial statement analysis, risk, capital budgeting, investments, and security markets.
BUSA 330. Survey of Marketing. 3 Hr. PR: Sophomore standing. Overview of the marketing discipline. Topics include the management of the product, communication, price and distribution variables as well as an introduction to buyer behavior and marketing research.
BUSA 340. Survey of Finance. 3 Hr. PR: Sophomore standing. Overview of the finance discipline. Topics include financial statement analysis, risk, capital budgeting, investments, and security markets.
CS 101. Intro to Computer Applications. 4 Hr. Introduction to spreadsheets and databases for problem-solving in disciplines such as math, science, engineering, business, social sciences, behavioral sciences, and environment: using computer applications to create technical reports and presentations.
ECON 201. Principles of Microeconomics. 3 Hr. Introductory microeconomics analysis. Competitive behavior of firms, price determination, efficiency in production and equity in distribution. Pre-requisite(s) and/or co-requisite(s) may differ on regional campuses.
ECON 202. Principles of Macroeconomics. 3 Hr. PR: ECON 201 or ARE 150. Introductory macroeconomics analysis, prerequisites are not enforced at WVUIT and Potomac State campuses. Aggregate demand and supply, saving, investment, the level of employment and national income determination, monetary and fiscal policy.