The BUSINESS courses are a set of online courses to help complete a program of study. The courses are designed with attention to requirements and expectations of various professional certification bodies.

The TARGET AUDIENCE for this course includes students with or without knowledge or experience in the topical area, who are seeking to obtain a certificate or degree in their program of study.

**COURSE CONTENT**

- High quality, relevant, timeless content not tied to a specific book, but to several books.
- Short, digestible chunks of information keeping the student within the LMS and never lost within the presentation.
- Relevant videos, audio clips, presentations, interactivities, and outside weblinks that address different learning styles and provide an active learning experience.
- Suggestions for assignments, discussion questions, and weekly checklists that support course and lesson objectives.
- Assessments that are customizable, aligned to course and lesson objectives, and addressed different cognitive levels.
- Lesson presentation audio file download option for mp3 players/iPods.
- Customization capabilities for modules and full courses.
- ADA conformant.

Students' educational backgrounds will range from first year college or certificate programs to various levels of completion of an Associate or Baccalaureate degree program.
Each of the courses are designed to be 3 credit hour courses with 65 to 75 hours time on task. The courses are 508 compliant and can be delivered in any LMS including eCollege, Blackboard, WebCT, Angel, and Moodle. eBooks are available and can be integrated into each course.


**Business Communication:** This course provides the foundations of all types of business communication including letters, memos, electronic communication, written reports, oral presentations, and interpersonal communication. The course also includes resumes, application letters, interviewing tips, and employment follow-up documents. *Suggested textbook:* Bovee, Courtland L., John V. Thill. *Excellence in Business Communication,* 8th edition. Prentice Hall.

**Business Information Systems:** The purpose of this course is to introduce various information and communications technologies and to explain how information systems are used to solve problems and make better business decisions. *Suggested textbook:* Kroenke, David. *Using MIS,* 2nd edition. Prentice Hall.

**Business Law:** This course introduces students to the multiple facets of business law including online commerce. The course emphasizes the basic concepts of how businesses are organized and operate within a legal environment. *Suggested textbook:* Cheeseman, Henry R., *Essentials of Business and Online Commerce Law,* 1st edition. Prentice Hall.

**Business Math:** Business Math is a pre-requisite to Accounting I. Topics include a basic math review, business statistics, profit calculations, payroll, banking, interest calculations, insurance, taxes, and other business topics. *Suggested textbook:* Cleaves, Cheryl and Margie Hobbs. *Business Math,* 8th edition. Prentice Hall.

**Introduction to Business:** This course provides students with an overview of business in an increasingly global society serving as an introduction to business terminology, concepts, environments, systems, strategies, and current issues. Topics include an overview of the business environment, business ethics, entrepreneurship, global business, management, marketing, operations, information systems, and financial elements of business. This course provides a solid business foundation for more detailed and higher-level study in subsequent courses. *Suggested textbook:* Griffin, Ricky W., Ronald J. Ebert. *Business,* 8th edition. Prentice Hall.

**Introduction to Economics:** This course introduces students to basic economic principles and elements of business from an economic viewpoint. The course emphasizes how events and developments in the economy can affect the market and financial decisions of business. *Suggested textbook:* O’Sullivan, Authur, Steven Sheffrin, and Stephen Perez. *Survey of Economics,* 3rd edition. Prentice Hall.


**Introduction to Marketing:** This course provides an introduction to marketing principles and practices. It covers the marketing process of taking a product from concept to consumer. *Suggested textbook:* Armstrong, Gary and Philip Kotler. *Marketing: An Introductions,* 9th edition. Prentice Hall.