

BUSINESS

The degree in business at Elgin Community College provides the student an opportunity to study the many facets of a business. Students learn the skills needed to meet the demands of business environment functions.

The two-year degree prepares students for employment in today's ever-changing business world. Topics covered include: business basics, principles of management, concepts of marketing, financial accounting, e-commerce, sales, and global business needs. Additional business skills are developed through the study of economics, business law, communication concepts, and applications of math for business.

Within the two-year degree, concentrations are available in entrepreneurship, marketing, management, and retail management. These concentrations allow the student an in-depth study of a specific aspect of business.

If the student is passionate about starting a business and interested in entrepreneurial pursuits, three certificate options exist in addition to the concentration for the two-year degree. Entrepreneurial-minded students should be self-motivated and understand the demand for the product or service they want to provide.

Instruction to lead to a rewarding and interesting career in marketing and retail management can be pursued at Elgin Community College. The available concentration in the two-year degree plus additional certificates provide the student with opportunities to study the following: marketing concepts, pricing, advertising, merchandise planning, product planning/development, promotion, and sales techniques.

The management concentration in the two-year degree, along with two certificate options, allows the student to study the field of management. The success of a business can depend on the manager's ability to plan, organize, staff, and lead the business. To be effective, the manager must understand the principles and concepts of business and how the entire environment functions. Understanding the interaction between individuals and how to correctly allocate resources will help the manager to be more effective.

The supply chain management program at Elgin Community College provides you with the necessary skills to perform supply chain management functions within a variety of industries. The certificate includes study of the inter-connected components of supply chain, transportation and logistics, and warehouse operations. In addition, students will develop relevant written and verbal communication skills, including through class presentations, and as well data analysis skills, through the use of spreadsheets and databases. The two year degree includes additional study in many aspects of business including accounting, economics, and business law as well as general education classes. Students will be prepared for

entry level work in the various aspects of supply chain by completing an internship within the program.

Entrance Requirements

None

Program Requirements

None

Business

- Explain how entrepreneurship and the other factors of production contribute to the creation of wealth.
- Explain what capitalism is and how free markets work.
- Explain the differences between leaders and managers and describe the various leadership styles.
- Describe the current state of US manufacturing and what manufacturers have done to become more competitive.
- Explain the importance of human resource management, and describe current issues in managing human resources.
- Explain how marketers apply the tools of market segmentation, relationship marketing and the study of consumer behavior.
- Demonstrate the role that accounting and financial information play for a business and its stakeholders.
- Describe the role of securities and investment bankers.

Supply Chain Management

- Communicate effectively in both oral and written forms for all business settings.
- Demonstrate a core understanding of business principles, economics, law, and ethics.
- Identify the key resources and processes required to meet the demands of production of goods or services.
- Explain and evaluate different transportation modalities and logistics requirements.
- Identify critical components and requirements of the entire Supply Chain Management process.
- Demonstrate proficiency using business software.
- Recognize the communication needs and strategic goals of internal and external stakeholders.
- Identify the processes and components of warehouse operations and management.

Business - Associate of Applied Science

Course	Title	Credit Hours
First Semester		
Select one of the following:		3-4
BUS 120	Business Mathematics	
MTH 125	Finite Math for Business & Managmt	
MTH 126	Calculus for Business/Social Science	
BUS 101 or ENG 101	Business Communications I or English Composition I	3
BUS 100	Introduction to Business	3

MMT 101	Principles of Management	3
CIS 110 or CIS 105	Computer Concepts & Business Appls or Introduction to Computer Programming	3
Total		15-16

Second Semester

CMS 101	Fundamentals of Speech	3
PSY 100 or SOC 100	Intro to Psychology or Principles of Sociology	3
MKT 103	Marketing	3
ECN 201	Principles of Microeconomics	3
Concentration Elective		3
Total		15

Third Semester

ENG 102 or BUS 142	English Composition II or Business Communications II	3
ACC 200	Financial Accounting	4
BUS 145	E-Commerce	3
MKT 105	Sales	3
Concentration Elective		3
Total		16

Fourth Semester

BUS 112 or BUS 113	Legal Environment of Business or Business Law	3
BUS 260	Global Business	3
HUM 216	Ethics	3
Concentration Electives		6
Total		15
Program Total		61-62

Electives by Concentration

Entrepreneurship Concentration

Course	Title	Credits
ENT 111	Small Business Management	3
ENT 101	Entrepreneurship	3
ENT 220	Business Plan Development	3
ENT 210	Small Business Finance	3

Management Concentration

Course	Title	Credits
Select four of the following:		
MMT 125	Leadership Development	3
MMT 102	Organizational Behavior	3
MMT 107	Human Resource Management	3
BUS 254	Business Ethics	3
SCM 101	Supply Chain Operations Management	3

Marketing Concentration

Course	Title	Credits
MKT 115	Advertising and Promotion	3
MMR 101	Principles of Retailing	3
ENT 101	Entrepreneurship	3

Select one of the following:

CMS 215	Intercultural Communication
BUS 254	Business Ethics
MKT 290	Marketing Internship

Retail Marketing Concentration

Course	Title	Credits
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Select four of the following:

ENT 101	Entrepreneurship
MMR 101	Principles of Retailing
MMR 206	Retail Management
MKT 115	Advertising and Promotion
CMS 215	Intercultural Communication

Business-Supply Chain Management Associate of Applied Science

Course	Title	Credit Hours
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First Semester

SCM 101	Supply Chain Operations Management	3
SCM 105	Transportation and Logistics	3
CIS 110	Computer Concepts & Business Appls	3
MMT 101	Principles of Management	3
BUS 100	Introduction to Business	3
Total		15

Second Semester

CIS 242	Spreadsheet Applications	2
ENG 101 or BUS 101	English Composition I or Business Communications I	3
BUS 120 or MTH 125 or MTH 126 or MTH 112	Business Mathematics or Finite Math for Business & Managmt or Calculus for Business/Social Science or College Algebra	3
CMS 101	Fundamentals of Speech	3
BUS 131	Customer Service Solutions	1
SCM 120	Warehouse Management	3
Total		15

Third Semester

ENG 102 or BUS 142	English Composition II or Business Communications II	3
ECN 201	Principles of Microeconomics	3
ACC 200	Financial Accounting	4
PSY 100 or SOC 100	Intro to Psychology or Principles of Sociology	3
BUS 112 or BUS 113	Legal Environment of Business or Business Law	3
Total		16

Fourth Semester

SCM 190 or CIS 244	Internship - Supply Chain Management or Database Applications	1-2
ACC 240	Managerial Accounting	4
BUS 140 or BUS 145	Business Statistics or E-Commerce	3
ECN 202 or BUS 260	Principles of Macroeconomics or Global Business	3
HUM 115 or HUM 116 or HUM 216	Critical Reasoning or Logic or Ethics	3
Total		14-15

Program Total		60-61
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Entrepreneurship Advanced Entrepreneurship - Vocational Specialist

Course	Title	Credit Hours
First Semester		
ENT 101	Entrepreneurship	3
BUS 100	Introduction to Business	3
Select one of the following:		3-4
BUS 120	Business Mathematics	
MTH 125	Finite Math for Business & Managmt	
MTH 126	Calculus for Business/Social Science	
MKT 103	Marketing	3
MMT 101	Principles of Management	3
Total		15-16
Second Semester		
BUS 101 or ENG 101	Business Communications I or English Composition I	3
ENT 111	Small Business Management	3
MKT 105	Sales	3
ACC 200	Financial Accounting	4
ENT 220	Business Plan Development	3
Total		16
Third Semester		
ENT 210	Small Business Finance	3
BUS 112 or BUS 113	Legal Environment of Business or Business Law	3
CIS 110	Computer Concepts & Business Appls	3
BUS 145	E-Commerce	3
Total		12
Program Total		43-44

Intermediate Entrepreneurship - Vocational Specialist

Course	Title	Credit Hours
First Semester		
ENT 101	Entrepreneurship	3
BUS 100	Introduction to Business	3
Select one of the following:		3-4
BUS 120	Business Mathematics	
MTH 125	Finite Math for Business & Managmt	
MTH 126	Calculus for Business/Social Science	
MKT 103	Marketing	3
MMT 101	Principles of Management	3
Total		15-16
Second Semester		
BUS 101 or ENG 101	Business Communications I or English Composition I	3
ENT 111	Small Business Management	3
MKT 105	Sales	3
ACC 200	Financial Accounting	4
ENT 220	Business Plan Development	3
Total		16
Program Total		31-32

Introductory Entrepreneurship - Basic Vocational Specialist

Course	Title	Credits
ENT 101	Entrepreneurship	3
ENT 111	Small Business Management	3
ENT 220	Business Plan Development	3
MKT 103	Marketing	3
Total Credit Hours		12

Management

Supervisory & Administrative Management - Vocational Specialist

Course	Title	Credit Hours
First Semester		
MMT 101	Principles of Management	3
BUS 100	Introduction to Business	3
BUS 101 or ENG 101	Business Communications I or English Composition I	3
MKT 103	Marketing	3
BUS 145	E-Commerce	3
Total		15
Second Semester		
MMT 125	Leadership Development	3
MMT 102	Organizational Behavior	3
MMT 107	Human Resource Management	3
BUS 254	Business Ethics	3
BUS 260	Global Business	3
Total		15
Program Total		30

Supervisory & Administrative Management - Basic Vocational Specialist

Course	Title	Credits
BUS 100	Introduction to Business	3
MMT 101	Principles of Management	3
MMT 125	Leadership Development	3
MMT 102	Organizational Behavior	3
MMT 107	Human Resource Management	3
Total Credit Hours		15

Marketing/Retail Management Customer Relationship Management - Vocational Specialist

Course	Title	Credit Hours
First Semester		
BUS 101	Business Communications I	3
BUS 231	Customer Relationship Management	3
BUS 238	Effective Listening	3
CIS 110	Computer Concepts & Business Appls	3
MKT 103	Marketing	3
Total		15
Second Semester		
BUS 100	Introduction to Business	3
CMS 215	Intercultural Communication	3

MKT 105	Sales	3
MMT 102	Organizational Behavior	3
Customer Relationship Management Elective ¹		3
Total		15
Program Total		30

1

Any 1.2 course

Marketing - Basic Vocational Specialist

Course	Title	Credits
MKT 103	Marketing	3
MKT 105	Sales	3
MKT 115	Advertising and Promotion	3
MKT 160	Digital and Social Media Marketing	3
BUS 145	E-Commerce	3
Total Credit Hours		15

Retail Management - Basic Vocational Specialist

Course	Title	Credits
MMR 101	Principles of Retailing	3
MKT 103	Marketing	3
MKT 105	Sales	3
MMR 206	Retail Management	3
Total Credit Hours		12

Supply Chain Management Supply Chain & Logistics Specialist-Basic Vocational Specialist

Course	Title	Credits
SCM 101	Supply Chain Operations Management	3
SCM 105	Transportation and Logistics	3
CIS 110	Computer Concepts & Business Appls	3
CIS 242	Spreadsheet Applications	2
MMT 101	Principles of Management	3
SCM 120	Warehouse Management	3
SCM 190	Internship - Supply Chain Management	1-2
or CIS 244	Database Applications	
Total Credit Hours		18-19

Business-General Courses

All BUS courses numbered 100 and above may be applied to the major field and elective requirement for the Associate in Arts and Associate in Science degrees.

BUS 120 Business Mathematics also fulfills the math requirement for the Associate in Liberal Studies and Associate of Applied Science degrees.

Students who intend to transfer to another college/university in business should see an ECC advisor regarding the selection of ECC courses prior to registering.

BUS 100 Introduction to Business (3) 3,0

This basic business course introduces the types and kinds of business enterprises and ownership forms. Students examine the principles and practices of business operations; including management, human resources, marketing, operations, accounting, and finance. (1.1) Proficiency Credit Available (3 T) Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

BUS 101 Business Communications I (3) 3,0

This introductory communication course helps students develop essential employability skills required in today's diverse workplace. Students will learn to write business messages effectively and efficiently, applying business ethics and etiquette, using correct grammar and punctuation, appropriate to the audience and request. Students will apply these communication skills through job search projects and multi-cultural business presentations. (1.2) Proficiency Credit Not Available Pass/No Credit Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None Recommended: General computer skills or completion of CIS-110.

Semester(s) Offered: Fall, Spring and Summer

BUS 105 Personal Finance (4) 4,0

[^] Provides students with the tools they need to achieve financial freedom. Students will learn how to plan and manage their personal finances; make wise purchasing decisions; properly insure resources; invest resources appropriately; and plan for their financial future. (1.2) Proficiency Credit Available (2 ETI) Pass/No Credit Available.

In-District Tuition/Fees: \$540 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Reading: Grade of C or better in RDG 091 or LTC 099, or satisfaction of other placement criteria. Math: Grade of C or better in MTH 095 or MTH 096, or satisfaction of other placement criteria.

Semester(s) Offered: Fall, Spring and Summer

BUS 112 Legal Environment of Business (3) 3,0

A course dealing with those aspects of law directly related to the business environment including: contracts, torts, choice of business entity, the Clayton Act, Federal Trade Commission, mergers, labor/management, employment, discrimination, consumer protection, and product liability. (1.1) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Reading: Grade of C or better in RDG 091 or LTC 099, an ACT score of 18 or above, or an appropriate placement score Writing: Grade of C or better in ENG 098 or LTC 099, an ACT score of 20, or an appropriate placement score.

Semester(s) Offered: Fall and Spring

BUS 113 Business Law (3) 3,0

Study of the law of contracts, agency, negotiable instruments and related topics. Case materials and problems are used. (1.1) Proficiency Credit Available (3 C) Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Reading: Grade of C or better in RDG 091 or LTC 099, or satisfaction of other placement criteria. Writing: Grade of C or better in ENG 098 or LTC 099 or satisfaction of other placement criteria.

Semester(s) Offered: Fall, Spring and Summer

BUS 120 Business Mathematics (3) 3,0

Basic arithmetic and algebra skills are applied to common business applications. To develop higher Skills and understanding of business concepts, the following will be included: Banking, Business analysis and decision making, discounts and Margins, payroll, interest, Present value and Future value of money, Debt decisions and implications, and financial reports. (1.2) Proficiency Credit Available (2 ETI) Pass/No Credit Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Math: Grade of C or better in MTH 090 or an appropriate placement score.

Semester(s) Offered: Fall, Spring and Summer

BUS 131 Customer Service Solutions (1) 1,0

This course is designed to build and maintain the critical skills necessary to be a dynamic and successful service professional in a service-driven organization. Students will gain insight into customer behavior, attitudes, and perceptions and will develop strategies to create positive customer relationships. Customer Service Solutions will emphasize face-to-face encounters as well as telephone communication skills. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$135 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

BUS 140 Business Statistics (3) 3,0

Introduces the student to basic statistical principles and the procedures for applying statistical tools and techniques. Student learns to use simple analysis including measures of central tendency, dispersion, and skewness. Through the study of probability, discrete probability distributions (Binomial, Hypergeometric, Poisson, Uniform) and the normal distribution, a background for statistical inference is developed. Basic statistical inference is studied by using estimation, hypothesis testing, chi square analysis and linear regression and correlation. (1.1) IAI Major: BUS 901 Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Prerequisite: Grade of C or better in MTH 125 or MTH 112 or consent of instructor

Semester(s) Offered: Fall and Spring

BUS 142 Business Communications II (3) 3,0

Students will apply professional business communication skills in a simulated business environment with various stakeholders in today's diverse workplaces. Students learn to create documents to deliver positive, negative, and persuasive messages using professional writing mechanics. Students learn to research and analyze data to prepare proposals and technical reports. Students will demonstrate increased communication skills through proposal presentations, multi-cultural business reports, and employment interview research and presentations. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Grade of C or better in BUS101 or ENG101 Recommended: General computer skills or completion of CIS110.

Semester(s) Offered: Fall, Spring and Summer

BUS 145 E-Commerce (3) 3,0

This course explores the business opportunities, challenges and strategies for the use of electronic commerce. Included will be an examination of retail issues, advertising methods and strategies, service industries, business-to-business concerns, and implementation strategies. (1.2) Proficiency Credit Not Available Pass/No Credit Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Spring

BUS 231 Customer Relationship Management (3) 3,0

A study of the customer care process and how to strive for service excellence. Explores the impact of culture, technology, and globalization, and raises ethical questions to promote consideration of the responsibilities associated with excellence in customer relationship management. Students understand trends in customer service, understanding customers and their needs, customer loyalty, interpersonal communication skills needed for successful service, problem-solving, conflict management, and effective telephone skills. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Spring

BUS 238 Effective Listening (3) 3,0

A study of listening as an integral part of the communication process, development of listening/feedback skills, and an awareness of barriers to effective listening and feedback. Explores the impact of culture, technology, and globalization, and raises ethical questions to promote consideration of the responsibilities associated with listening behavior. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Spring

BUS 254 Business Ethics (3) 3,0

Utilizes an applied managerial approach to business ethics and strategic business decisions. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Grade of C or better in BUS 101 or ENG 101 and MMT 101

Semester(s) Offered: Fall and Spring

BUS 260 Global Business (3) 3,0

This course covers fundamental principles of global business. Topics covered include global business trends; forms and strategies of global business entry; an analysis of global economic, legal, political, and cultural business environments; and employment opportunities outside the U.S. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Grade of C or better in BUS 100

Semester(s) Offered: Fall

BUS 265 Problems and Projects in Business (4) 4,0

Course examining contemporary business problems, issues, and topics. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$540 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Consent of Instructor

Semester(s) Offered: Fall, Spring and Summer

Business-Entrepreneurship Courses

All ENT courses numbered 100 and above may be applied to the major field and elective requirement for the Associate in Arts and Associate in Science degrees.

ENT 101 Entrepreneurship (3) 3,0

This course is designed as an introductory course in entrepreneurship, including an overview of the major elements associated with starting and maintaining a business enterprise including financial statement review, professional advisors, marketing issues and other related topics. Students examine various small businesses and analyze successful and unsuccessful business ownership and management practices. (1.2) Proficiency Credit Not Available Pass/No Credit Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

ENT 111 Small Business Management (3) 3,0

This course is designed to help the student understand the advantages and disadvantages of going into business; understand an executive summary; be able to identify the form of business that best meets the needs of the small business. The student should be able to recognize the obstacles to success and get an understanding of how to overcome them. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available NOTE: This course is offered concurrently as MMT 111. The student must decide whether to earn credits in Entrepreneurship (ENT) or Management (MMT) prior to enrolling.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None Recommended: MMT 101

Semester(s) Offered: Fall, Spring and Summer

ENT 210 Small Business Finance (3) 3,0

This course examines the various resources available for funding a small business. The student will analyze financial statements and write a loan proposal. The student will also gain an understanding of working capital and cash management. (1.2) Proficiency Credit Not Available Pass/No Credit Available NOTE: This course is offered concurrently as MMT 210. The student must decide whether to earn credits in Entrepreneurship (ENT) or Management (MMT) prior to enrolling.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: BUS 100 or ACC 100 or consent of instructor

Semester(s) Offered: Fall, Spring and Summer

ENT 220 Business Plan Development (3) 3,0

This course is about business planning in the Entrepreneurship track, students work individually and in groups to develop, construct, present, evaluate and analyze a market-ready business plan. Business plan development will include all areas of the business planning process including: business concept, product development, marketing, management, financing, and ongoing operation. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: BUS 100 or ACC 100 or consent of instructor. Recommended: ENT 101

Semester(s) Offered: Fall, Spring and Summer

Business-Management Courses

All MMT courses numbered 100 and above may be applied to the major field and elective requirement for the Associate in Arts and Associate in Science degrees.

MMT 101 Principles of Management (3) 3,0

An interdisciplinary course in management that covers fundamental concepts and practical applications in the field of management. Emphasizing the basic functions of management - planning, organizing, leading and controlling - this course provides a framework for understanding global challenges, ethical decision-making, and workplace diversity. (1.2) Proficiency Credit Available (3HCT) Pass/No Credit Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

MMT 102 Organizational Behavior (3) 3,0

This course provides a conceptual framework and introduces practical skills to develop organizational efficiency through the interaction of individuals and groups. Emphasis is placed on leveraging sustainability efforts to improve organizational performance and society as a whole. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None Recommended: MMT 101

Semester(s) Offered: Fall, Spring and Summer

MMT 107 Human Resource Management (3) 3,0

Basic course covering the practical situations that managers face in human resource positions. Designed to develop skills necessary to solve day-to-day problems that arise in working with employees and administering programs of employee selection, training, evaluation, compensation, labor relations and personnel planning. Also stressed is the effect of federal legislation on personnel decisions as well as diversity issues. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None Recommended: MMT 101

Semester(s) Offered: Fall and Spring

MMT 125 Leadership Development (3) 3,0

Focus on the basic principles of personal and interpersonal leadership that can be used in any life arena. Explore variables that affect productivity, effectiveness, and efficiency, and a variety of interpersonal skill-sets. Emphasis will be placed on vision, goals & objectives, motivation, decision-making, time management, power, team building, conflict, ethics, dealing with change, communication skills, emotional intelligence, and diversity issues. Explore a variety of other topics including developing your personal leadership style, and organizational politics. (1.2) Proficiency Credit Not Available Pass/No Credit Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall and Spring

Business-Marketing/Retail Management Courses

All MKT and MMR courses numbered 100 and above may be applied to the major field and elective requirement for the Associate in Arts and Associate in Science degrees.

MKT 103 Marketing (3) 3,0

Fundamental course describing the total system of interacting business activities designed to plan, price, promote and distribute want-satisfying products and services. Includes consumer motivation and behavior, consumer buying patterns, product planning and development, distribution channels and the retail market, pricing objectives, promotions, marketing in special fields and evaluation of the marketing effort. This course is repeatable 1 time. (1.1) Proficiency Credit Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

MKT 105 Sales (3) 3,0

A practical course that deals with the sales process (prospecting, preapproach, presentation or demonstration, trial close, answering questions and meeting objections, close, follow-up), motivational and behavioral techniques used in selling, ethics in selling, and the exploration of selling as a career. Each student will be involved in sales demonstrations and the critique of sales demonstrations. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall and Spring

MKT 115 Advertising and Promotion (3) 3,0

Broad survey of advertising in an economy of abundance and its relationship to marketing, sales and profit. Newspaper, radio, TV and direct mail advertising will be studied. Problems and techniques of planning and coordinating an integrated series of promotional efforts for a successful promotional program will be discussed. (1.2) IAI Major: MC 912 Proficiency Credit Available (2 EI) Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

MKT 160 Digital and Social Media Marketing (3) 3,0

This course examines the impact of social media and other digital marketing platforms and their roles in integrated online and offline marketing management decisions. Emphases are placed on strategic planning, digital content management, and analytics to measure results. The skills and knowledge to improve an organization's online presence will be developed in a simulated environment where students will make practical and consequential digital marketing decisions. (1.2) Proficiency Credit: Not Available Pass/No Credit: Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall and Spring

MKT 290 Marketing Internship (3) 0,0

This course is designed to give the student valuable hands on experience by entering a partnership with industry. The internship agreement will last for a minimum of 300 hours. Under the supervision of a faculty member and designated employee, the student will participate in a variety of marketing projects. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Consent of instructor

Semester(s) Offered: Fall, Spring and Summer

MMR 101 Principles of Retailing (3) 3,0

Store location and layout, retail institutions, department store organization, chain store organization, merchandise, information, including the process of analyzing merchandise for marketing purposes. Techniques of buying, receiving, pricing and displaying. Also included are problems of credit control, cost control and margin control. (1.2) Proficiency Credit Available (2 EI) Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

MMR 206 Retail Management (3) 3,0

Deals with the subject of retailing from a management point of view. Managerial considerations include goals and objectives, policies, community analysis, site evaluation, store planning, staffing, sales promotions, customer services, store margin and profit controls. (1.2) Proficiency Credit Available (2 EI) Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Grade of C or better in MMR 101 or consent of instructor

Semester(s) Offered: Fall, Spring and Summer

Business-Supply Chain Management Courses

SCM 101 Supply Chain Operations Management (3) 3,0

This course provides an overview of Supply Chain Management and the different interconnected roles in operations management. Topics include managing inventories, logistics, manufacturing processes, and sourcing. Coordination between internal and external demands and the tools needed will also be included. (1.2) Proficiency Credit Available (2T) Pass/No Credit Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall and Spring

SCM 105 Transportation and Logistics (3) 3,0

This course examines the complexities of transportation and logistics. Different modes of transportation are examined along with legal requirements and documentation. Available technology will be demonstrated as well as facility management. (1.2) Proficiency Credit: Available (2 T) Pass/No Credit: Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall and Spring

SCM 120 Warehouse Management (3) 3,0

This course provides an overview of a warehouse and the structures required to properly manage the process. Material handling and storage equipment will be discussed. Proper procedures to prepare and move materials will be examined in detail. The various costs that must be considered and the challenges of a warehouse will be addressed. (1.2) Proficiency Credit: Available (2 T) Pass/No Credit: Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: (1) Grade of C or better in SCM 101 or (2)

Consent of instructor with concurrent enrollment in SCM 101.

SCM 190 Internship - Supply Chain Management (1-2) 1,5

Students work for a business performing substantive supply chain management, logistics or warehouse operations tasks. A total of 80 hours of internship during the semester is necessary for each hour of class credit. Students will be responsible for keeping a weekly journal on D2L detailing work/tasks performed which will be reviewed by the Supply Chain Management faculty or Instructional Coordinator. Students must also write a short paper or make a presentation to a current supply chain management class summarizing their on-the-job experience and documenting both Supply Chain management and professional skills learned. Course is repeatable to two credits. (1.2) Proficiency Credit: Not Available Pass/No Credit: Not Available.

In-District Tuition/Fees: \$270 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Grade of C or better in SCM 101 and SCM 105 and CIS 110. Recommended: (1) Grade of C or better in CIS 242 or (2) concurrent enrollment in CIS242.

Semester(s) Offered: Varies