

Business Management (BUSM)

BUSM 1300 Introduction to Business

3 Credits

This course provides an overview of business throughout the world, focusing on the historical development of American business from the early years to the present. It includes major business functions: management, marketing, manufacturing, distribution, financial operations, and human resource management. It also focuses on business ethics, in theory and practice, in today's highly competitive business environment.

(3 contact hours)

BUSM 1330 Business Ethics

3 Credits

This course introduces students to the relevance and importance of ethics in business. It examines ethical considerations and dilemmas facing corporations, managers, and employees and develops ethical decision-making skills with a stakeholder focus. Students will become familiar with business ethics views and theories, corporate social responsibility policies and practices, and the application of sustainability to business decisions.

(3 contact hours)

BUSM 1400 Professional Personal Selling

3 Credits

Prerequisite: BUSM 1300 or permission of instructor.

This course is a review of the attributes and behaviors that lead to success in personal selling. It includes the fundamentals of consultative professional selling, including customer and relationship focus, understanding behavioral style, personal development and communications levels, product information, stages of the sales process, presentations, selling services, and managing the sales force. These concepts are appropriate for tangibles, intangibles, and store and field selling. The course includes the use of role playing.

(3 contact hours)

BUSM 1500 International Business in a Global Environment

3 Credits

Prerequisite: BUSM 1300 or permission of instructor.

Focusing on the global environment, this course provides students with a fundamental understanding of all major areas of international business. General content areas include international management, finance, economics, marketing, law, operation, import/export sociocultural forces, and strategic planning. Additionally, topical presentations include analysis and discussions of current issues, ethics, international development, and foreign and economic policies as they affect U.S. businesses in the global environment.

(3 contact hours)

BUSM 1620 Introduction to Entrepreneurship

(CTAG) 3 Credits

This course explores entrepreneurial opportunities and investigates the various considerations and skills necessary in establishing a small business. Students will learn about the process for conceiving, launching, and developing a business in a competitive market. Topics pertaining to the small business include competitive strategies, small business resources, ethics, legal issues, financing options, regulatory requirements, marketing, and the role of the business plan.

(3 contact hours)

BUSM 1640 Entrepreneurial Management

3 Credits

Prerequisite: BUSM 1620.

This course explores the entrepreneur's role in the management of a small business. Topics include marketing and promotion, product and supply chain management, human resources management, operations management, and assets management. Students will also address and analyze risk assessment, global opportunities, and current small business topics.

(3 contact hours)

BUSM 1700 Principles of E-Business

3 Credits

Prerequisite: BUSM 1300.

This course provides an overview of electronic commerce principles focusing on the management and marketing strategies that make electronic commerce business successful. It includes the business and profit models of e-commerce along with other e-commerce principles including: justification for e-commerce, increasing web-site traffic, legal issues such as payment, taxation, security, and privacy and international e-commerce.

(3 contact hours)

BUSM 2000 Principles of Management

(TAG) 3 Credits

Prerequisite: BUSM 1300 or permission of department chair.

This advanced course is an in-depth study of the classic management functions of planning, organizing, leading and controlling. It supplies techniques for carrying out each of these functions. Students will participate in extended discussion and practice decision-making and problem-solving techniques.

(3 contact hours)

BUSM 2100 Business Law I**(CTAG, TAG) 3 Credits**

This course provides students with a fundamental understanding of important business law concepts. Content areas include the legal environment and judicial system, the nature and sources of law, administrative law, legal procedures, business torts, property in the business environment, criminal law, employment relationship and equal employment, business ethics and social responsibility in the global environment, contract law, agency, partnerships and corporations, sole proprietorships and franchises, and securities regulation. The course emphasizes practical application of the law where appropriate. This course is cross-listed as BUSM 2100 Business Law I and PARL 2199 Business Law I. Students who have taken the course under the alternative course ID should not take this course. (3 contact hours)

BUSM 2150 Business Law II**3 Credits**

Prerequisite: BUSM 2100 or permission of instructor.

This course provides students with substantive areas of law not presented in BUSM 2100 Business Law I. Primary content areas focus on Articles 2 of the Uniform Commercial Code, including sales and lease contracts, negotiable instruments, debtor-creditor relationships and bankruptcy. In addition it includes government regulation such as antitrust, consumer and employment law as well as personal and real property, insurance, wills, and trusts. Topical presentations include analysis and discussion of current issues, ethics, and statutory and case law. The course emphasizes practical application of the law where appropriate. (3 contact hours)

BUSM 2250 Leadership Development**3 Credits**

The central focus of this specialized course is the development of leaders and leadership skills. It provides a basic understanding of leadership, theories of group dynamics, and the moral and ethical responsibilities of leadership. It also assists students in developing their own style of leadership. (3 contact hours)

BUSM 2300 Human Resource Management**3 Credits**

Prerequisite: BUSM 1300.

This course offers an introduction to human resources (HR) functions, including talent acquisition, training and development, compensation and benefits, and employee relations. The course explores how to implement these functions to cultivate a strong and representative workforce. It emphasizes HR as a collaborative partnership between HR professionals and operating managers, working together to achieve organizational goals. Current trends and relevant legislation are integrated throughout, ensuring a well-rounded understanding of the role of HR management in the organization. Students will explore various HR career paths, from generalist roles to specialized positions, allowing them to identify potential areas of career interest. (3 contact hours)

BUSM 2330 Employment Practices**3 Credits**

Prerequisite: BUSM 2300 or permission of instructor.

This course offers an in-depth exploration of contemporary employment practices and methods, incorporating diversity, equity, and inclusion (DEI) initiatives with the goal of developing an understanding of how to build a fair and inclusive workplace throughout the entire employment process. Technical skills, including conducting a job analysis, defining job requirements, crafting compelling job descriptions, and utilizing effective recruitment and selection strategies—both domestically and internationally—will be explored. (3 contact hours)

BUSM 2350 Labor-Management Relations**3 Credits**

Prerequisite: BUSM 2300 or permission of instructor.

This course examines the complex and dynamic relationship between labor and management in today's workplace equipping students with an understanding of current issues and best practices in labor-management relations. It includes an examination of the historical development of labor relations, key legal frameworks, the role of unions, the collective bargaining process, and strategies for achieving mutually beneficial outcomes. (3 contact hours)

BUSM 2370 Compensation and Benefits**3 Credits**

Prerequisite: BUSM 2300 or permission of instructor.

This course examines the design, implementation, and management of compensation and benefits programs within organizations. It covers the principles, practices, and regulatory framework of compensation and benefits programs, integrating strategic and operational aspects. Students will gain a comprehensive understanding of the strategic role of compensation and benefits in attracting, retaining, and motivating employees. Students will learn to design and manage effective compensation and benefits programs that align with organizational goals and comply with legal requirements. (3 contact hours)

BUSM 2380 Training Skills and Techniques**3 Credits**

This specialized course for employees and supervisors offers practical introduction of all aspects of training. It includes vocabulary, adult learning principles, organizational needs analyses, learning objectives, various group and individual training approaches, assessment techniques, lesson design skills, and structure and implementation of training. The course covers an overview of the training field, use of multi-media and training facilities design. Students will develop and present formal training sessions.
(3 contact hours)

BUSM 2400 Business Communication**(TAG) 3 Credits**

Prerequisite: ENGL 1110 or ENGL 1111.

This course provides students with a fundamental understanding of important oral and written skills in the business environment. This course includes practical application of oral and written communication skills in a simulated business setting. Students will develop and enhance their skills in researching, planning, writing, editing, and presenting a diversity of business communication. Additionally, emphasis on the process of writing, tone and style, and business correspondence utilizing a diversity of formats will be a major part of this course. Development and improvement of oral and employment communication, including resumes, job interview techniques, and business presentation style, is a component of this course.
(3 contact hours)

BUSM 2500 Principles of Marketing**(TAG) 3 Credits**

Prerequisite: BUSM 1300, ECON 2600 (can be taken concurrently).

This course covers activities, analysis, strategies, and decision making in the context of the environment of marketing and other business functions. Topics include: integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target markets; and emphasis on behavior and perspectives of consumer and organizational customers. The course also covers planning and decision making for products and services in profit and nonprofit, domestic and global settings.
(3 contact hours)

BUSM 2520 Marketing of Services**3 Credits**

Prerequisite: BUSM 2500 or permission of instructor.

This specialized course focuses on the fundamental differences inherent in marketing and leadership in service enterprises and departments, both for profit and not-for-profit. The course places emphasis on strategic planning needed for competitive advantage. Content includes exemplary service enterprises, managing service quality perception, the service process, leadership essentials in services, internal marketing, marketing communications, service marketing planning, and audits. Students have the option of developing materials for their enterprises.
(3 contact hours)

BUSM 2530 Advertising**(TAG) 3 Credits**

Prerequisite: BUSM 2500.

This specialized course focuses on advertising as a strategic element in the marketing of goods, services and ideas. Using research-based criteria, students will develop the ability to recognize outstanding advertising and to prepare an advertising campaign plan. Course content includes integrated marketing communications, media selection, creating advertisements, effectiveness, copy writing, headline writing, direct marketing, local advertising, publicity, sales promotion, and organizational structure.
(3 contact hours)

BUSM 2550 Direct and Digital Marketing**3 Credits**

Prerequisite: BUSM 2500 or permission of instructor.

This course explores direct and digital marketing strategies and techniques, while emphasizing practical skills for today's fast-paced marketing environment. Students will learn how to create, implement, and measure targeted campaigns using broadcast and print media and across various digital platforms, including social media, email, and mobile apps. The course covers essential topics, such as customer relationship management (CRM), customer segmentation, data-driven marketing, content strategy, and the role of analytics in decision-making.
(3 contact hours)

BUSM 2570 Principles of Supply Chain Management**3 Credits**

Prerequisite: BUSM 1300.

This course provides students with an overview of the key concepts, processes, and methodologies of supply chain management. The course will explore the impact the supply chain has on business and the economy. Students will gain knowledge of the planning and management of all activities surrounding sourcing, procurement, and conversion of resources as well as logistics management activities. Students will explore the coordination and collaboration with channel partners who include suppliers, intermediaries, third party service providers, and customers, while keeping focused on the supply chain's role in the firm's ability to add customer value.
(3 contact hours)

BUSM 2640 Managing Entrepreneurial Ventures**3 Credits***Prerequisite: BUSM 1620 or permission of instructor.*

This course explores the entrepreneur's role in the management and planning of a small business. Topics include marketing and promotion, product and supply chain management, human resources management, operations management, assets management, and business planning. Students will also address and analyze risk assessment, global opportunities, and current small business topics. (3 contact hours)

BUSM 2650 New Venture Creation**3 Credits***Prerequisite: BUSM 1640, FINN 1300 (can be taken concurrently).*

This course builds on the introduction to entrepreneurship and entrepreneurial management courses. It provides students an opportunity to observe small businesses, analyze small business successes and failures, and then prepare and present a complete business plan for a new venture. (3 contact hours)

BUSM 2700 Management Philosophy and Practice**3 Credits***Prerequisite: BUSM 2000, BUSM 2400, 45 semester credits including 15 credits in BUSM courses.*

This capstone course for management majors is designed to help students synthesize their knowledge and experience from previous Lakeland business management courses with real-world work experiences. This course prepares students with additional skills and a clear approach to the way they will manage in the future through readings and discussion of current periodicals, Lakeland's annual Management Lecture Series (which is part of the course), case studies, and formal project presentations. (3 contact hours)

BUSM 2800 Business Co-op Experience**1-4 Credits***Prerequisite: BUSM 1300, completion of at least 12 other credits, concurrent enrollment in at least one other course, minimum 2.5 GPA, approval of experiential education coordinator.*

In this specialized cooperative course, students gain real life work experience and earn wages under the guidance of a faculty member and company supervisor. Currently employed students may qualify at their existing job; others may apply for employment from a list of local organizations offering cooperative work positions. College level co-op work experience requires developing new program-related skills, not simply performing tasks for which the student is already qualified. Under state guidelines, students may register for 1 credit for each unit of 180 hours of employment during the semester. Students may repeat this course until they accumulate 9 credits. NOTE: Students may apply a maximum of 9 credits in cooperative work experience, or in any combination of cooperative work experience, field experience, and/or practicum to an associate degree program.

BUSM 2900 Special Topics in Business**1-3 Credits***Prerequisite: BUSM 1300.*

These specialized courses provide in-depth examination of business-related topics not covered in detail elsewhere in the curriculum. (1-3 contact hours)