

# GEB: GENERAL BUSINESS

Courses	Credit(s)	Contact	Lab	
GEB 1011. INTRODUCTION TO BUSINESS. INTRODUCTION TO BUSINESS Fundamentals of business organization and procedures to acquaint student with management, business terminology, organization and control of large and small business.	3	3	0	GEB 2861. BUSINESS PROBLEMS ANALYSIS. 3 3 0 BUSINESS PROBLEMS ANALYSIS Prerequisite: ENC 1101, CGS 2100C, and either ECO 2013 or ECO 2023 This course is for A.A. Business pre-majors only. This course will explain business terminology, management functions, marketing applications, and decision making methods. Using data derived from real-world business situations, students will learn to use appropriate spreadsheet software features to organize, analyze, and present data, as well as to make business decisions.
GEB 1155. SOCIAL ENTREPRENEURSHIP. SOCIAL ENTREPRENEURSHIP Pre-requisite: GEB 1011 or GEB 1136 or ECO 2013 or ECO 2023 or MUM 2720C or department approval. This course explores Social entrepreneurship as a rapidly developing and changing business field in which business and nonprofit leaders design, grow, and lead mission-driven enterprises. As the traditional lines blur between nonprofit enterprises, government, and business, students explore opportunities and challenges in this new landscape through local project based learning.	3	3	0	GEB 2862. BUSINESS SPREADSHEET APPLICATIONS. 3 3 0 BUSINESS SPREADSHEET APPLICATIONS Prerequisite: CGS 2100 Based on real-world data, students will apply current computer spreadsheet software to solve business problems and make decisions with various spreadsheet features.
GEB 1220. WRITING AND SPEAKING IN BUSINESS. WRITING AND SPEAKING IN BUSINESS This course is a study of the basics of business writing and speaking and introduces students to common written formats, such as the memo, letter, and report. The course will stress techniques to improve writing and speaking skills and will teach students how to apply techniques used in the business writing process and oral communications. Other topics covered include, but are not limited to, appropriate strategies for internal and external communication situations, audience analysis, and communication through technology.	3	3	0	GEB 2893. SUPERVISION AND MANAGEMENT CAPSTONE. 3 3 0 SUPERVISION AND MANAGEMENT CAPSTONE Prerequisites: ENC 1101; MAN 2021; and CGS 2100C. This course is the culminating course for the A.S. Supervision and Management degree program. The supervision and management capstone is designed to apply the knowledge learned through the program. The capstone course will cover aspects from management, leadership, motivation, strategy, economics, accounting, and ethics. Students will apply this knowledge to analyze, develop, complete, and present a case project.
GEB 1350. INTRODUCTION TO INTERNATIONAL BUSINESS. INTRODUCTION TO INTERNATIONAL BUSINESS This course is an entry-level overview of current world trade activities, practices, and issues. It is designed to provide the student with a basic, practical understanding of international business operations in the context of global competitiveness, regional trading blocs, and the globalization of world markets.	3	3	0	GEB 2941. INTERNSHIP EXPLORATION IN BUSINESS. 1-4 variable INTERNSHIP EXPLORATION IN BUSINESS Prerequisites: Satisfactory completion of all mandated courses in Reading, Mathematics, English and English for Academic Purposes; a minimum 2.0 institutional or overall GPA; and 12 credits, including GEB 1011 or ACG 2021 or BUL 2241. The Program Director/Program Chair/Program Coordinator or Internship Placement Office has the discretion to provide override approval as it relates to the waiver of required program/discipline-related courses. This course is a planned work-based experience that provides students with supervised career exploration activities and/or practical experiences. Each earned credit of internship requires a minimum of 80 clock hours of work. Multiple credit course. May be repeated for credit, but grade forgiveness cannot be applied. (Internship Fee: \$10.00).
GEB 2112. ENTREPRENEURSHIP. ENTREPRENEURSHIP Pre-requisite: GEB 1011 This course provides both business and non-business majors with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service, and developing an effective accounting system will be covered.	3	3	0	GEB 2942. INTERNSHIP IN BUSINESS. 1-4 variable INTERNSHIP IN BUSINESS Pre-requisite: Satisfactory completion of all mandated courses in reading, math, English, and EAP; a minimum 2.0 GPA; and 12 credits, including GEB 1011, or ACG 2021, or BUL 2241, or ECO 2013, or ECO 2023. The Program Director/Program Chair/Program Coordinator or IWS Office has the discretion to provide override approval as it relates to the waiver of required program/discipline-related courses. This course is a planned work-based experience that provides students with an opportunity to fine-tune skills learned in class and enhance workplace skills through supervised practical experiences related to their career objectives. Each earned credit of Internship requires a minimum of 80 clock hours of work. Multiple credit course. May be repeated for credit, but grade forgiveness cannot be applied. (Internship Fee: \$10.00).
GEB 2860. BUSINESS ADMINISTRATION CAPSTONE. BUSINESS ADMINISTRATION CAPSTONE Prerequisite: ENC 1101, MAN 2021, and ACG 2021C This course is designed as the capstone for the A.S. Business Administration degree program. The business capstone course will assess the knowledge learned throughout the program and will cover aspects from marketing, management, accounting, business law, economics, and ethics. Students will be required to apply this knowledge to develop, complete and present a business case project.	3	3	0	

GEB 3213. BUSINESS WRITING AND COMMUNICATION. 3 3 0

BUSINESS WRITING AND COMMUNICATION Pre-requisite: Admission to the B.A.S degree in Business and Organizational Leadership, and a minimum grade of C in ENC 1101. This course is a study of the basics of business writing and introduces students to common formats, such as the memo, letter, and report. The course will stress techniques to improve writing skills and will teach students how to apply techniques used in the business writing process. Other topics covered include, but are not limited to, appropriate strategies for internal and external communication situations, audience analysis, and communication through technology.

GEB 3942. INTERNSHIP IN BUSINESS AND ORGANIZATIONAL LEADERSHIP. 1-3 variable

INTERNSHIP IN BUSINESS AND ORGANIZATIONAL LEADERSHIP  
Prerequisite: Enrolled in Business & Organizational Leadership program and approval by department dean, program chair, or IWS Office. This course is a work-based learning experience designed to emerge BASBOL students in learning opportunities in business and professional settings that are an extension of the BASBOL curriculum and allows students to enhance workplace skills while providing meaningful experience related to the student's career objectives. The internship experience is structured for learning with faculty supervision, reflection and evaluation. Each earned credit of internship requires a minimum of 80 clock hours of work. May be repeated for credit, but grade forgiveness cannot be applied.

GEB 4891. STRATEGIC PLANNING AND DECISION MAKING. 3 3 0

STRATEGIC PLANNING AND DECISION MAKING Pre-requisite: Admission to the B.A.S degree in Business and Organizational Leadership and a minimum grade of C in MAN 4120 This course is a study of strategic planning and strategy implementation in an organization. Students will perform internal and external audits, identify problems, and formulate goals and objectives, develop action plans and evaluate the effectiveness of the outcome, and explore strategies for competing in international markets.