

# BUSINESS MANAGEMENT (BMG)

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## **BMG 101 Entrepreneurship I: Finding Your Opportunity (3 Credits)**

45 lecture, 3 total contact hours

This course is designed for those who have aspirations of creating business opportunities, whether they are an inventor, artist or entrepreneur. Students will assess their skills, attitudes, and behaviors related to entrepreneurial and innovative mindsets. Concepts and exercises focus on practical and repeatable processes and applications that identify unmet customer needs in order to generate ideas that become an innovation of value. Students will create and present (pitch) business plans. Level I Prerequisite: Academic Reading and Writing Levels of 6

## **BMG 109 Entrepreneurship II: Starting Your Business (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will experience real-world and hands-on activities needed to start a business venture. Students will develop strategies which will include talking with customers, partners, competitors, and advisors that will provide valuable input as students explore the various facets of a business idea and how they interact to produce a working business model. Students completing this course will be able to answer the question, "Will anyone other than you want your product or service?", and be well-positioned to write a business plan. Level I Prerequisite: Academic Reading and Writing Levels of 6

## **BMG 111 Business Law I (3 Credits)**

45 lecture, 3 total contact hours

In this general-survey course, students will study key topics in the business life cycle, including different business forms and common contractual issues. Sources of law, dispute resolution, business ethics, intellectual property, employment law, global issues, and bankruptcy will also be discussed. This course is appropriate for students intending to transfer. Level I Prerequisite: Academic Reading and Writing Levels of 6

## **BMG 140 Introduction to Business (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will develop insights into the functions, goals, and problems of modern businesses, large and small. In addition, the course covers the impact of consumer, governmental, and global forces on the free-enterprise system. A practical orientation of career opportunities available in business and industry is also provided. Level I Prerequisite: Academic Reading and Writing Levels of 6

## **BMG 155 Business on the Internet (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will explore ways businesses are leveraging Internet technologies and tools in marketing and operational strategies. Students will learn the history of the Internet and the evolution of e-commerce. Other topics will include terms and strategies related to online retailing, advertising, social media, business operations, new ventures and emerging technologies. Level I Prerequisite: Academic Reading and Writing Levels of 6

## **BMG 160 Principles of Sales (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will be introduced to the principles of sales. Topics, such as the effective prospecting skills, preparing customer presentations, handling customer objections and closing a sale will be discussed. Students will recognize the responsibilities and ethics of a sales person. Students will develop skills for and an understanding of the basics of business-to-business contracts. Level I Prerequisite: Academic Reading and Writing Levels of 6

## **BMG 161 Esports Event Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will gain an understanding of the dynamic and rapidly growing field of esports event planning and execution. This course focuses on providing students with the knowledge and skills necessary to plan, organize, and manage esports events. Students will explore the unique aspects of esports as an emerging industry and learn the key principles of event management, including logistics, marketing, and risk assessment. Throughout this course, students will learn the essential skills and knowledge required to plan, promote, and execute successful esports events. Level I Prerequisite: Academic Reading and Writing Levels of 6

## **BMG 163 Introduction to Esports (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will survey the burgeoning Esports industry. Topics such as video game types and genres, the history of the games and organizations that drive Esports, positions in the Esports industry, as well as practical advice for starting and managing Esports teams will be discussed. Level I Prerequisite: Academic Reading and Writing Levels of 6

## **BMG 165 Introduction to Sports and Entertainment Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students are introduced to the field of sports and entertainment management. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control a sports or entertainment operation. Structured and creative approaches to problem-solving will be explored. Students will discuss management concepts related to promotion, pricing strategies, and the sales process. Students will also explore career possibilities available in the sports and entertainment industries. Level I Prerequisite: Academic Reading and Writing Levels of 6

## **BMG 166 Sports and Entertainment Communications and Public Relations (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will integrate communication principles that apply uniquely to the sports and entertainment industries with an emphasis on cultural diversity and ethical communication principles and processes. Strategic market segmentation; media outlets, ratings and shares; and budget and marketing constraints will be emphasized. Students will recognize the difference between interpersonal communication, mass communication and public relations. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 167 Sports and Entertainment Agency Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will learn the principles and practices involved in managing sports and entertainment agencies. The course will cover the dynamic and multifaceted field of sports and entertainment representation, including talent management, contract negotiations, marketing, and event planning. Students will explore the unique challenges and opportunities that arise in the fast-paced world of sports and entertainment management. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 168 Facilities and Event Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students are introduced to the three major components of facility management: event management, risk management and venue management. Students will also learn management principles related to the operation, planning and design of new or existing venues. This course also surveys the role of media and news and their impact on sports and entertainment management. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 169 Sports and Entertainment Marketing (3 Credits)**

45 lecture, 3 total contact hours

In this course, students explore marketing principles and resources for the sports and entertainment industries. Students will develop a fundamental knowledge of product elements and channels of distribution. In addition, students will discuss how increasing attendance in a venue is achieved by developing an understanding of the how, who, what and where of marketing. Level I Prerequisite: Academic Reading and Writing Levels of 6; Academic Math Level 1

**BMG 174 BMG Co-op Education I (1-3 Credits)**

120 to 360 clinical/other, 1 to 3 total contact hours

In this course, students gain skills from a new experience in an approved, compensated, business-related position. Together with the instructor and employer, students set up work assignments and learning objectives to connect classroom learning with career-related work experience. This is the first of two co-op courses. Level I Prerequisite: Academic Reading and Writing Levels of 6; consent required

**BMG 181 Introduction to Supply Chain Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students are provided with the foundational knowledge they will need to understand the world of supply chain and related core competencies. At the end of the course, students will be given the opportunity to earn nationally recognized certification for portfolio development. The course includes modules on the global supply chain, the logistics environment, safety, safe equipment operation, material handling equipment, quality control, workplace communication, teamwork and problem-solving using computers. This course contains material previously taught in BMG 180. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 182 Warehousing and Logistics (3 Credits)**

45 lecture, 3 total contact hours

In this course, students are provided with the mid-level technical knowledge needed to understand the world of supply chain and related core competencies. At the end of the course, students will be given the opportunity to earn nationally recognized certification for portfolio development. The course includes modules on product receiving and storage, order processing, packaging and shipment, inventory control, safe handling of hazardous materials, evaluation of transportation modes, customs, and dispatch and tracking operations. This course contains material previously taught in BMG 180. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 202 Social Media Storytelling (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will be introduced to effective storytelling as a powerful tool for individuals and businesses to engage, connect, and inspire on social media platforms. This course is designed to equip students with the knowledge and skills needed to craft compelling narratives that resonate with online audiences. Students will learn strategies designed to help businesses connect with their audience, build brand awareness, and drive engagement. This course is designed to equip students with the knowledge and skills needed to harness the storytelling potential of social media platforms to achieve online business goals. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 203 Social Media Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will be equipped with the knowledge and skills necessary to thrive in the digital age of business. Students will develop the skills necessary to effectively manage social media platforms for individuals, businesses, and organizations. Students will also explore various social media channels and develop strategies for building a strong online presence, engaging with audiences, and achieving specific marketing and communication goals. This course will cover the fundamental concepts, strategies, and tools essential for successful digital management in various organizational settings. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 204 Social Media Analytics (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will explore the tools needed to effectively manage and analyze digital marketing efforts on various social media platforms. This course will examine the strategies businesses use to drive strategic decisions, improve brand reputation, and enhance marketing efforts. This course will present students with the knowledge and skills to navigate the digital landscape and maximize the impact of social media through analytics. This course will show students the critical component of management strategy, essential for professionals in understanding how to leverage data and analytics to drive informed decision-making. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 205 Creating the Customer Experience (3 Credits)**

45 lecture, 3 total contact hours

In this course, students learn how to create and deliver engaging, memorable, and positive customer experiences that build customer loyalty, word-of-mouth customers, and in turn, organizational success. Students apply the core concepts to their daily work with a focus on enhancing the quality and consistency of all the interactions a customer/client has with the service provider. Finally, students refine their personal skills needed to be successful in the constantly changing and customer-centric business environment. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 206 Retail Principles and Practices (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will learn the conceptual, theoretical and strategic framework of fundamental brick-and-mortar as well as online retail management principles coupled with the practical applications of retailing policies, methods and procedures. Topics covered include managing, marketing, selling, promoting and distributing retail goods and services. Students will learn to apply their understanding of the retailing environment to prepare them for a career in the retail industry. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 207 Business Communication (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will develop career-enhancing oral, written and non-verbal skills by studying the principles, processes and strategies underlying effective business communication. Emphasis is placed on planning, creating and transmitting business information within a variety of business situations found in the global marketplace. Students will prepare routine, persuasive, and negative news correspondence, in addition to reports, resumes, and formal business presentations. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 209 Entrepreneurship III - Running and Growing Your Business (3 Credits)**

45 lecture, 3 total contact hours

In this course, students who are operating a business or have a solid business model will learn how to build a firm foundation for running and growing their business. Students will develop a detailed business plan as well as present and pitch a business plan to entrepreneurial professionals. The focus of the course will be on the financial, marketing, and operational functions within a business needed for sustained growth and success. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 212 Consumer Buying Behavior (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will use the marketing approach to develop business strategies informed by trends in consumer buying behavior. Emerging technologies and marketing trends in client marketing planning will be explored. Students will apply both internal psychological factors and external influencing factors that enhance the buying decisions in order to recognize consumer purchasing choices. Students will also explore the various and changing social values that impact consumer choices. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 220 Principles of Finance (3 Credits)**

45 lecture, 3 total contact hours

This course surveys the basic concepts of finance that provide the foundation for successful real world financial management practices. Emphasis is on financial tools required to operate a business. Included is the role of the economy and its effect on interest rates, commercial banking practices, commercial credit, cash management, lending practices, financial statement analysis, time value of money, forecasting, budgeting, capital budgeting, sources of financing, lease vs. purchase, leverage, inventory controls, valuation of rates of return, investment banking, international finance, and bankruptcy. The course is intended to prepare students for advanced studies in finance and practical application of financial principles. Level I Prerequisite: Academic Reading and Writing Levels of 6; ACC 111 or ACC 122

**BMG 226 Transportation and Logistics (3 Credits)**

45 lecture, 3 total contact hours

In this course, students learn how transportation moves freight, information, and finances through the global supply chain. Since transportation expense often represents one of the largest single costs faced by a company, students learn how transportation strategy is created and implemented. Finally, they learn about the latest innovations, current security issues, and recent sustainability efforts in the freight transportation industry. The title of this course was previously Transportation Management. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 228 Purchasing and Inventory Control (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will learn about the practices related to strategic and operational purchasing, buying, and supply management throughout the supply chain. A key component of the purchasing function is inventory control and management so students will also learn practices for determining product assortments, acquiring and replenishing stock, and reducing excessive inventory. Finally, students will learn to perform the business math calculations related to all aspects of purchasing and inventory control. This course contains material previously taught in BMG 211 and BMG 227. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 230 Principles of Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students are introduced to the basic concepts and principles that managers use in daily activities to accomplish organizational goals. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control an operation. Structured and creative approaches to problem solving will be explored. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 231 Nonprofit Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will learn about nonprofit formation and 501(c)(3) application. They will develop skills related to recruiting and managing personnel, selecting a nonprofit board, measuring nonprofit performance and legal compliance. Students will develop nonprofit work items, such as creating a nonprofit fundraising event plan. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 240 Human Resources Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students are introduced to essential human resources activities that must be managed in any organization. These activities include employee recruitment, selection, retention, compensation, job evaluation, performance management, safety, employee rights, and benefits. The course will be taught using a combination of lectures and experiential learning techniques such as discussions and case studies. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 250 Principles of Marketing (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will gain an understanding of marketing strategy, segmentation, differentiation, buyer behavior and emerging technology tools for marketers. The course also focuses on marketing decisions, with emphasis on the key strategy decisions in each area of the marketing mix: product, place, promotion and pricing (the four P's). Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 265 Business Statistics (3 Credits)**

45 lecture, 3 total contact hours

This course introduces the concepts of inferential statistics and their application to business decisions. Topics include one and two sample confidence intervals and hypothesis tests, ANOVA, chi-square tests, and simple and multiple regression. Emphasis is on the application of appropriate statistical methods and statistical software to analyze real-world data for the purpose of making sound business decisions. Level I Prerequisite: Academic Reading and Writing Levels of 6; Academic Math Level 4 or MTH 125 or MTH 160, minimum grade "C"; CIS 110

**BMG 273 Managing Operations (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will be introduced to the fundamental processes of managing and controlling a variety of operations. Students will learn concepts in operations management that are recognized as important factors in business, including work processes, project management, scheduling and inventory management, quality tools, managing human resources on projects and in teams, and customer management. It is recommended that students have basic supervision knowledge obtained from previous coursework or work experience. Level I Prerequisite: Academic Reading and Writing Levels of 6; Academic Math Level 2

**BMG 274 BMG Co-op Education II (1-3 Credits)**

120 to 360 clinical/other, 1 to 3 total contact hours

In this course, students gain skills from a new experience in an approved, compensated, business-related position. Together with the instructor and employer, students set up work assignments and learning objectives to connect classroom learning with career-related work experience. This is the second of two co-op courses. Level I Prerequisite: Academic Reading and Writing Levels of 6; BMG 174; consent required

**BMG 275 Business and Supply Chain Analytics (4 Credits)**

60 lecture, 4 total contact hours

This course introduces students to a structured and logical approach to problem solving and decision making in business and supply chain situations. Students will have hands-on work using standard problem solving and decision-making tools, including the Excel data analysis tools. While gaining this extensive Excel hands-on experience, students also explore the challenges associated with data driven decision making. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 279 Organizational Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students examine the theories, principles, and practices in organizational effectiveness, efficiency, and human resource development that drive high performance and continuous improvement in business today. Topics include job and organizational design, work attitudes and behavior, motivation, leadership, group dynamics, conflict, agreement, decision-making, power and politics. The course will be taught with a combination of lectures and experiential learning techniques so that students understand themselves and other people at work and learn how to create effective work groups to be successful in life. The title of this course was previously Performance Management. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 291 Project Management (3 Credits)**

45 lecture, 3 total contact hours

In this course, students will develop the competencies and skills for planning and controlling projects using project management tools and techniques. Students will learn key project management skills and strategies, and will have the opportunity to apply this knowledge through assignments. The course will cover the following project management processes as outlined by the Project Management Institute: initiation, planning, execution, monitor and control, and closure. Level I Prerequisite: Academic Reading and Writing Levels of 6

**BMG 293 Business Enterprise Essentials Capstone (1 Credit)**

15 lecture, 1 total contact hours

In this course, students will apply business skills to a case study of a current business problem. The students will define the business problem, acquire appropriate industry research, and apply critical thinking to make appropriate recommendations to resolve the defined problem. Level I Prerequisite: Academic Reading and Writing Levels of 6; Complete 15 credit hours of approved restricted electives; consent required

**BMG 294 Management Topics - Capstone (1 Credit)**

15 lecture, 1 total contact hours

In this course, students will demonstrate management level skills by producing an analytical business report addressing a relevant and timely issue in their field of study. Students will analyze various potential solutions based on management concepts, principles and practices. They will also make logical, timely and cost-effective recommendations to resolve the issue. This course provides a capstone experience for the Management program. Level I Prerequisite: Academic Reading and Writing Levels of 6; BMG 207 and BMG 230, minimum grade "C"

**BMG 295 Supply Chain Field Studies (2 Credits)**

30 lecture, 2 total contact hours

In this course, students will apply their knowledge of retail and supply chain management to research and explain, in detail, the role and contribution made by each entity in the supply chain for a retail-related product, or products from point-of-origin to point-of-consumption. The test and final report will integrate the concepts, principles and practices learned in prerequisite courses and will compare and contrast the supply chains of different and diverse retail products. The title of this course was previously Capstone: Retail Management. Level I Prerequisite: Academic Reading and Writing Levels of 6; BMG 181 and BMG 182 or BMG 206; minimum grade "C" all BMG requirements; may enroll concurrently