

# BUSINESS (BUSN)

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## **BUSN 120. Fundamentals of Business**

Credits: 3

Typically Offered: FALLSPR

Fundamentals of business management from the point of view of the business as a whole including basic management concepts and principles, forms of business organizations, organizations for administration, and major functions of management.

## **BUSN 170. Entrepreneurship**

Credits: 3

Typically Offered: FALLSPR

This course is designed to provide training for students who want to plan and organize their own business idea. It will provide information, resources, and methods used in the development of a market research study, a feasibility study and a business plan.

## **BUSN 200. Risk Management & Insurance**

Credits: 3

Typically Offered: FALL

This course examines the nature of risk and risk management by utilizing insurance to respond to risk. Principles of risk management for individuals and organizations, financial aspects of insurance companies and markets, industry structure, managerial aspects of underwriting and pricing and public policy issues are part of the topics discussed within the course.

## **BUSN 210. Property & Casualty Insurance**

Credits: 2

Prerequisite: BUSN 200.

Typically Offered: SPRING

This course examines individual commercial property and commercial casualty policies, as well as the personal policies, which usually combine property and casualty coverage. Basic principles, functions and uses of property and casualty insurance; types of policy contracts; calculation of premiums reserves; organization management; and supervision of companies are part of the course topics.

## **BUSN 224. Electronic Commerce (E-Commerce)**

Credits: 3

Typically Offered: FALLSPR

This course is designed to familiarize individuals with current and emerging electronic commerce technologies using the Internet. Topics include Internet technology for business advantage, managing electronic commerce funds transfer, reinventing the future of business through electronic commerce, business opportunities in electronic commerce, electronic commerce website design, social, political and ethical issues associated with electronic commerce, and business plans for technology ventures. The purpose of this course is to educate a new generation of managers, planners, analysts, and programmers of the realities and potential for electronic commerce.