

BA 280-A Business CWE: Business Information Systems Applications (2-6v) 2007

Business CWE: Business Information Systems Applications is a course with emphasis given to work based learning within the approved business information systems applications focus topics (Communication Technology, Advertising Technology, Information Management, Network Communication and Support, Web Applications, and Business software application).

BA 280-B Business CWE: Business Management and Administration Applications (2-6v) 2007

Business CWE: Business Management and Administration Applications is a course with emphasis given to work based learning within the approved business management and administration applications focus topics (Administrative and Information support, Business Analysis, Business Financial Analysis and Accounting, Human Resources and Management, General Management, and Project Management).

BA 280-C Business CWE: Finance Applications (2-6v) 2007

Business CWE: Finance Applications is a course with emphasis given to work based learning within the approved finance focus topics (Banking and Related Services, Business Financial Management, Financial Investment Planning, Insurance Services, Accounting Applications, and Financial Analysis).

BA 280-D Business CWE: Marketing Applications (2-6v) 2007

Business CWE: Marketing Applications is a course with emphasis given to work based learning within the approved marketing focus topics (Buying and Merchandising, Distribution and Logistics, Management and Entrepreneurship, Marketing Communications and Promotion, Marketing Information: Management and Research, and Professional Sales and Marketing).

BA 280-E Business CWE: Service in Business Applications (2-6v) 2007

Business CWE: Service in Business Applications is a course with emphasis given to work based learning within the approved service in business applications focus topics (Lodging, Recreation, Amusement and Attractions, Restaurants and Food Beverage Services, Travel and Tourism, Retail/Wholesale, and Professional Services i.e. Insurance, Health Care).

BMT 070 Introduction to Retail (3 credits) 2006

This course provides an overview of the retail environment, including types of retail business models (i.e., 'big box,' convenience store), merchandising approaches, customer purchase cycles, and career opportunities in retail.

BMT 101 Customer Service I (3 credits) 2005

This course gives students the basic understanding and skills they need to become familiar with "specific company" retail processes and procedures. This knowledge will be acquired via in-depth training.

BMT 102 Customer Service II (3 credits) 2005

This course gives students advanced knowledge and skills they need to continue to advance their understanding of specific company in-house retail processes and procedures.

BMT 103 Retailing Auditing Procedures (3 credits) 2005

This course provides advanced retail training that is specifically designed for bookkeepers and auditors. This course provides both classroom and on -the -job training.

BMT 107 Goal Setting/Retail Success (1 credit) 2005

This course provides a structured approach to goal setting and achievement from defining specific measurable goals to strategies for effective execution, contingency planning, managing failure, and celebrating success

BMT 110 Retail Merchandising (1 credit) 2005

This course is an overview of the strategies and philosophies of retail merchandising. It introduces basic retail vocabulary for the retail store environment, focusing on effective display and sales of general merchandise.

BMT 111 Retail Sales (2 credits) 2005

This course presents an overview of strategies and philosophies of retail sales focusing on customer service.

BMT 115 Fashion Merchandising (1 credit) 2005

This course presents an overview of fashion merchandising with an emphasis on its application in retail establishments.

BMT 123 Integrated Marketing Communication (3 credits) 2005

Using a case-centered approach, this course provides students a thorough treatment of both the theory and practice of integrated marketing communications (IMC).

BMT 224 Human Resources Management (3 credits) 2005

This course is designed to introduce participants to traditional, current and emerging personnel practices and provides a practical and realistic approach to human resource management.