BUSINESS

Programs

- Accounting - Fraud Investigation, Associate in Applied Science Degree (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/accounting-fraud-investigation/)
- Accounting, Associate in Applied Science Degree - General (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/accounting-general/)
- Accounting, Certificate of Achievement (Level II) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/accounting-certification/)
- Business Administration - Online, Associate in Applied Science Degree (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/business-administration-online/)
- Business Administration, Associate in Applied Science Degree (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/business-administration/)
- Computer Information Technology - Assistant Developer, Certificate of Achievement (Level I) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-level-i/)
- Computer Information Technology - Assistant Web Developer, Certificate of Achievement (Level I) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-assistant-web-developer-level-i/)
- Computer Information Technology - Associate Developer, Certificate of Achievement (Level II) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-associate-developer-level-ii/)
- Computer Information Technology - Associate Web Developer, Certificate of Achievement (Level II) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-associate-web-developer-level-ii/)
- Computer Information Technology - Computer Support Specialist, Certificate of Achievement (Level III) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-computer-support-specialist-level-iii/)
- Computer Information Technology - Developer, Associate in Applied Science Degree (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-developer/)
- Computer Information Technology - Industry Certifications (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-industry-certifications/)
- Computer Information Technology - Infrastructure and Security, Associate in Applied Science Degree (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-infrastructure-security/)
- Computer Information Technology - Infrastructure Specialist I, Certificate of Achievement (Level I) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-infrastructure-specialist-i-level-i/)
- Computer Information Technology - Infrastructure Specialist II, Certificate of Achievement (Level II) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-infrastructure-specialist-ii-level-ii/)
- Computer Information Technology - Infrastructure Specialist III, Certificate of Achievement (Level III) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-infrastructure-specialist-iii-level-iii/)
- Computer Information Technology - Microsoft Office™ Applications Specialist, Certificate of Achievement (Level I) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-microsoft-office-applications-specialist-level-i/)
- Computer Information Technology - Web Developer, Certificate of Achievement (Level III) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/computer-information-technology-web-developer-level-iii/)
- Culinary Arts - Baking - Great Lakes Culinary Institute, Certificate of Achievement (Level I) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/culinary-arts-baking-level-i/)
- Culinary Arts - Culinary Sales and Marketing, Associate in Applied Science Degree (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/culinary-arts-culinary-sales-marketing/)
- Culinary Arts - Great Lakes Culinary Institute, Associate in Applied Science Degree (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/culinary-arts-great-lakes-culinary-institute/)
- Culinary Arts - Great Lakes Culinary Institute, Certificate of Achievement (Level III) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/culinary-arts-great-lakes-culinary-institute-level-iii/)
- Digital Administration and Marketing, Certificate of Achievement (Level I) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/digital-administration-marketing/)
- Office Administration, Certificate of Achievement (Level II) (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/office-administration/)
- Technical Management Administration, Associate in Applied Science Degree (https://catalog.nmc.edu/archives/2020-2021/programs-az/business/technical-management/)

Courses
Accounting (ACC)

ACC 121 - Accounting Principles I
Credit Hours: 4, **Contact Hours: 4**
Division: Business
Introduction to financial accounting covering the accounting cycle, preparation of financial statements, and accounting for merchandising operations. It includes accounting for cash, receivables, inventory, property plant and equipment, current liabilities, payroll, long-term liabilities and corporations. Group 2 course. Quantitative Reasoning.
Required Prerequisites: Placement into MTH 23 or completion of MTH 08 with a 2.0 or higher.
Recommended Prerequisites: BUS 105

ACC 123 - Accounting Principles II
Credit Hours: 4, **Contact Hours: 4**
Division: Business
Continuation of ACC 121. Introduction of the role of accounting information in the planning and decision-making of business organizations. Includes managerial accounting, costing of products, planning and budgeting, performance measurement, control of organizational activities, decision making, profitability analysis, statement of cash flows, and financial statement analysis. Group 2 course. Quantitative Reasoning.
Required Prerequisites: ACC 121
Recommended Prerequisites: MTH 111

ACC 199 - Accounting Practicum
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course expands upon previously learned computerized general ledger accounting. Focuses on developing skills for application through the continued use of accounting software; including chart of accounts, journal entries, sales/receivables, expenses/accounts payable, payroll, and automated general ledger. Various projects are used and integrated to guide students through the accounting cycle including financial statements and a variety of special reports. Special emphasis is placed upon the preparation, interpretation, evaluation, and forecasting of financial information. This course requires students to have an electronic device capable of processing QuickBooks as well as spreadsheet software. Students are required to bring their own device to class. Group 2 course. Quantitative Reasoning.
Required Prerequisites: ACC 123, CIT 210, CIT 216

ACC 221 - Intermediate Accounting I
Credit Hours: 4, **Contact Hours: 4**
Division: Business
A detailed analysis of the content of financial statements covering problems related to revenue recognition, time value of money, cash, receivables, and inventories including calculation and analysis of financial ratios. US and international reporting standards are compared. The course begins with a brief review of the fundamental accounting process. Group 2 course. Quantitative Reasoning.
Required Prerequisites: ACC 123
Recommended Prerequisites: Students should possess the ability to write business communications, such as research memos and reports to management. Students should also have competency in algebra at the intermediate level.

ACC 222 - Intermediate Accounting II
Credit Hours: 4, **Contact Hours: 4**
Division: Business
A detailed analysis of the content of financial statements covering problems related to property, plant and equipment, investments, current liabilities and contingencies, bonds and long-term notes, leases, income taxes, and shareholders' equity. US and international reporting standards are compared. Group 2 course. Quantitative Reasoning.
Required Prerequisites: ACC 221
Recommended Prerequisites: Students should possess the ability to write business communications, such as research memos and reports to management. Students should also have competency in algebra at the intermediate level.

ACC 223 - Cost Accounting
Credit Hours: 4, **Contact Hours: 4**
Division: Business
This course explores cost accounting from a managerial perspective. Job costing, activity-based costing, and process costing are analyzed. Budgeting and variance analysis for management control are examined. Cost volume-profit analysis, inventory costing and capacity, and inventory management techniques are investigated. Group 2 course. Quantitative Reasoning.
Required Prerequisites: ACC 122 or ACC 123
Recommended Prerequisites: MTH 111

ACC 231 - Federal Income Tax Problems
Credit Hours: 3, **Contact Hours: 3**
Division: Business
In this course, the student will learn income tax practices and procedures necessary to prepare an accurate individual income tax return. Basic tax research and planning will be incorporated. Payroll tax laws and procedures will be examined including computing wages and withholdings, computing unemployment taxes and analyzing and journalizing payroll transactions. The course includes preparation of individual and payroll tax returns. Group 2 course. Quantitative Reasoning.
Required Prerequisites: ACC 123

ACC 241 - Principles Fraud Examination
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course is an introduction to the field of forensic accounting. Topics include the history of forensic accounting, the fraud triangle theory, financial statement misrepresentation, and fraud examination techniques, including fraud prevention and control. Students will be exposed to real-world cases in the area of forensic accounting. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: ACC 123 with a 2.0 or higher
Recommended Prerequisites: ACC 221, ACC 222, ENG 112, critical reading ability is beneficial.

ACC 290 - Accounting Internship
Credit Hours: 3, **Contact Hours: 3**
Division: Business
The purpose of the internship is to provide on-the-job training for the student who wishes to pursue a career in Accounting. The internship will be customized to meet the learning needs of the student and the job requirements of the sponsoring firm. Students spend 10-15 hours per week in this paid or unpaid, supervised on-the-job training experience. In addition to the required 50 hours per credit in a work site, students will meet with the Experiential Coordinator as needed throughout the semester for internship support and feedback, review of professional employment documents and an internship exit interview. Students must apply one month prior to the semester in which they will complete the internship. Group 2 course. Communications - Direct.
Required Prerequisites: 12 semester credits in accounting in addition to a spreadsheet course. This internship requires the approval of the accounting instructor, a GPA of 3.0 in accounting and a minimum of eight hours per week spent on-site.
Recommended Prerequisites: ACC 221, ACC 222, MTH 111

Business Administration

BUS 101 - Introduction to Business
Credit Hours: 3, **Contact Hours: 3**
Division: Business
American business in the 21st century is exciting and challenging. Students will be introduced to a variety of opportunities by exploring ownership, free enterprise, the world economy, management, marketing, international business, social responsibility and business ethics, and entrepreneurship. Group 2 course. Communications - Direct.
Recommended Prerequisites: ENG 11/111 minimum placement

BUS 105 - Business Math
Credit Hours: 3, **Contact Hours: 3**
Division: Business
Apply basic mathematical principles to solve problems in modern business practice. Topics include trade pricing, markups, profit and loss, interest, payroll, taxes, and investments. It is designed for day-to-day business applications. Group 2 course. Quantitative Reasoning.
Required Prerequisites: MTH 08 with grade 2.0 or higher, or placement into MTH 23.

BUS 155 - Interpersonal Communications
Credit Hours: 3, **Contact Hours: 3**
Division: Business
To be well prepared for employment in the 21st century it will be mandatory for students to demonstrate effective human relations. Individuals who enter the workforce in any field will need to possess interpersonal and customer service skills. The global workplace will demand competence in interpersonal or "soft" skills. Excellent customer service and relationship building skills are a necessary component of overall business communication. Topics include: communication and identity, conflict and communication climates, and how to build and maintain effective relationships with external and internal customers. Group 2 course. Communications - Direct.
Recommended Prerequisites: ENG 11/111 minimum placement

BUS 231 - Professional Communications
Credit Hours: 3, **Contact Hours: 3**
Division: Business
Communicating professionally is a critical skill in today's world. This course is designed to help students understand communication theory and its application in their professional lives. Students will develop effective writing skills by analyzing complex issues, organizing thoughts logically, and communicating those ideas concisely--in verbal and written form. Students will also practice effective listening skills, understand the components of a successful job search, and use teamwork skills in solving communication problems. Group 2 course. Communications - Direct, Infused: Writing Intensive.
Recommended Prerequisites: CIT 100, ENG 111 minimum placement

BUS 251A - Lean Office Facilitation
Credit Hours: 1, **Contact Hours: 1**
Division: Business
Through structured classroom and hands-on skill building, the student will learn the concepts and application of Lean Office philosophies, processes and tools. These include team chartering, problem solving, and facilitating improvement teams. Group 2 course. Communications - Direct, Critical Thinking - Direct.
Recommended Prerequisites: MTH 23 or placement into MTH 111, ENG 111

BUS 251B - Lean Office Intro to VSM
Credit Hours: 1, **Contact Hours: 1**
Division: Business
Through structured classroom and hands-on skill building, the student will learn the concepts and application of Lean Office philosophies, processes and tools. This course includes an introduction to creating value stream maps and data gathering. Group 2 course. Communications - Direct, Critical Thinking - Direct.
Recommended Prerequisites: BUS 251A

BUS 251C - Lean Office Advanced VSM
Credit Hours: 1, **Contact Hours: 1**
Division: Business
Through structured classroom and hands-on skill building, the student will learn the concepts and application of Lean Office philosophies, processes and tools. These include analyzing value stream maps, measuring and documenting results. Group 2 course. Communications - Direct, Critical Thinking - Direct.
Recommended Prerequisites: BUS 251B

BUS 251D - Lean Office 5S Workplace Org
Credit Hours: 1, **Contact Hours: 1**
Division: Business
Through structured classroom and hands-on skill building, the student will learn the concepts and application of Lean Office philosophies, processes and tools. These include records and file management, creating standardized work, and ergonomics. Group 2 course. Communications - Direct, Critical Thinking - Direct.
Recommended Prerequisites: BUS 251C

BUS 251E - Lean Office Cell Flow & Hoshin
Credit Hours: 1, **Contact Hours: 1**
Division: Business
Through structured classroom and hands-on skill building, the student will learn the concepts and application of Lean Office philosophies, processes and tools. These include workflow optimization, planning deployment, and culture change. Group 2 course. Communications - Direct, Critical Thinking - Direct.
Recommended Prerequisites: BUS 251D

BUS 251F - Lean Office Coaching & PDCA
Credit Hours: 1, **Contact Hours: 1**
Division: Business
Through structured classroom and hands-on skill building, the student will learn the concepts and application of Lean Office philosophies, processes and tools. These include leading change, problem solving, and project coaching. Group 2 course. Communications - Direct.
Recommended Prerequisites: BUS 251E

BUS 261 - Business Law I
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course is a study of the U.S. legal system and specific areas of law related to business, with an emphasis on the techniques of legal decision-making. Topics include the judicial system, torts, contracts, and criminal law. Group 2 course. Critical Thinking - Direct.
Recommended Prerequisites: ENG 111 minimum placement

BUS 290 - Business Admin Internship
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course is a requirement for the Associate of Applied Science degree in Business Administration. The objective of the internship is to assess the Business Administration Program Outcomes, and to provide an on-the-job experience for the student pursuing a career in business. At the end of the semester students take a third party assessment to measure their knowledge of business operations, the business organization and business procedures. Students will spend 150 hours over the semester in a supervised training experience. In addition students will meet with the Experiential Learning Coordinator as needed throughout the semester for: internship support, feedback, review of professional employment documents and an internship exit interview. Group 2 course. Communications - Direct.
Required Prerequisites: 30 credit hours towards program requirements and a 2.0 GPA in occupational courses

BUS 294 - Business Study Abroad
Credit Hours: 1, **Contact Hours: 1**
Division: Business
In this class, students are provided the opportunity to travel to a specified destination affiliated with the corresponding business non-trip course. This course will serve to integrate the student learning experience and provide a sense of cultural perspective, diversity and regional awareness. The course is an opportunity for students to explore other areas around the world while applying discipline-specific course content. For a more specific course description, please review the course description of the associated non-trip course. Group 2 course.
Required Prerequisites: ACC 121, or ACC 122, or ACC 123, or BUS 231, or MGT 241, or MGT 251, or MKT 201

Computer Information Technology

CIT 100 - Computers in Business-An Intro
Credit Hours: 3, **Contact Hours: 3**
Division: Business
A first exposure to the world of computer applications in business, this course covers the hands-on use of word processing, spreadsheets, database, and presentation graphics programs. In addition, the Windows operating system, file and folder management, basic concepts, terminology and security threats will be covered. Group 2 course. Communications - Direct, Critical Thinking - Direct.

CIT 110 - Programming Logic and Design
Credit Hours: 3, **Contact Hours: 4**
Division: Business
The student is introduced to topics in programming logic and design in preparation for subsequent programming courses. The course lecture material is presented via readings and videos, with activities being largely focused on coding, testing, debugging, and documenting applications. Good coding practices and simple design pattern are emphasized. Topics covered include: Simple Data Types, Control Structures, Decisions and Conditionals, Arrays, Lists, Methods, Functions, Enums, Classes, and File I/O. Group 2 course. Critical Thinking - Direct.

CIT 112 - Scripting and Automation
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course introduces students to scripting and programming to achieve realizable goals in a networked environment. Students will write programs that will be reusable, scalable, and efficient for interfacing with a system, retrieving information from various networked resources, and performing routine tasks. Group 2 Course.
Required Prerequisites: CIT 110, may be taken concurrently.

CIT 118 - Microsoft Office - Word Intro
Credit Hours: 1, **Contact Hours: 1**
Division: Business
This course is designed to provide students with an introduction to word processing using Microsoft Word. Skills students will learn include preparing documents, formatting characters and paragraphs, customizing paragraphs, and formatting pages. Group 2 course.

CIT 119 - Microsoft Office - Word
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course teaches students how to use Microsoft Word and prepares them to pass the Microsoft Office Specialist (MOS) Word certification exam. Skills students will learn include navigating in a document, customizing and formatting text, paragraphs and pages, inserting objects, maintaining and proofing documents, performing mail merge operations, document sharing and management, tracking and referencing documents, and managing macros and forms. Students enrolling in this course will take the Microsoft Office certification exam. Group 2 course.

CIT 122A - Computer & Internet Basics I
Credit Hours: 1, **Contact Hours: 1**
Division: Business
Students will learn the essential skills required to use a computer with the Microsoft Windows operating system. The student will learn to interact with the Windows desktop to access software and data. The course emphasizes the importance of file and folder maintenance. The course also includes introductions to the World Wide Web, e-mail and searching. Students completing this course will master skills required for online courses. This course requires a Windows PC or a Mac with a Windows partition. Group 2 course.

CIT 124 - Microsoft Office - PowerPoint
Credit Hours: 2, **Contact Hours: 2**
Division: Business
This course teaches students how to use Microsoft PowerPoint and prepares them to pass the Microsoft Office Specialist (MOS) PowerPoint certification exam. Skills students will learn include preparing and modifying a presentation, using help, formatting slides and inserting elements in slides, creating tables, charts, and SmartArt graphics, using slide masters and action buttons, applying custom animation and setting up shows, and integrating, reviewing, protecting and saving presentations. Students enrolling in this course will take the certification exam. Group 2 course.

CIT 131 - Game Development and Design
Credit Hours: 3, **Contact Hours: 3**
Division: Business
Introductory course exploring the concepts of game design before building fully functional, working prototypes after learning modern game development techniques within a 2D game engine. Game design investigates topics such as objective, narrative, genre, challenge and reward. Once students have developed a solid concept, the game development portion of the class will look at how to turn that into a working reality by creating sprite sheets, artwork, audio or other game assets before adding functionality. Completed games may be published to the web or for mobile devices for testing and feedback. Group 2 course. Communications - Direct, Critical Thinking - Direct.

CIT 156 - CompTIA A+ Certification I
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course, in conjunction with CIT 157, covers the current objectives of the two CompTIA A+ Certification exams. Major topics areas include PC hardware, networking, laptops, printers, operational procedures, operating systems, security, mobile devices, troubleshooting, safety and professionalism. Group 2 course. Critical Thinking - Direct.
Recommended Prerequisites: Recommended competency: Windows skills

CIT 157 - CompTIA A+ Certification II
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course, in conjunction with CIT 156, covers the current objectives of the two CompTIA A+ Certification exams. Major topic areas include PC hardware, networking, laptops, printers, operational procedures, operating systems, security, mobile devices, troubleshooting, safety and professionalism. Group 2 course. Critical Thinking - Direct.
Recommended Prerequisites: CIT 156

CIT 160 - Cisco Internetworking I
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course, in conjunction with CIT 161 and CIT 260 provides the necessary preparation to pass the Cisco CCNA Routing & Switching Exam (Cisco Certified Network Associate). The following topics are covered in detail: router configuration, static and dynamic routing, VLANs, ACLs, DHCP, and NAT. This course utilizes the Cisco Networking Academy "CCNA Routing and Switching: Routing and Switching Essentials" curriculum and integrates online curriculum, classroom activities, hands-on lab exercises, and group projects. Group 2 course. Critical Thinking - Direct.
Recommended Prerequisites: CIT 213

CIT 161 - Cisco Internetworking II
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course, in conjunction with CIT 160 and CIT 260, provides the necessary preparation to pass the Cisco CCNA Routing & Switching Exam (Cisco Certified Network Associate). The following topics are covered in detail: router and switch configuration, VLANs, inter-VLAN routing, EtherChannel, STP, DHCP, SLAAC, FHRP, WLAN concepts and configuration, routing concepts, LAN security concepts, and static routing. This course utilizes the Cisco Networking Academy "CCNA Routing and Switching: Switching, Routing, and Wireless Essentials" curriculum and integrates online curriculum, classroom activities, hands-on lab exercises, and group projects. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 160 may be taken concurrently

CIT 170 - Microsoft Office - Access
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course introduces database management using Microsoft Access. Students will design, construct, and administer databases. Students will create and modify database objects including tables, queries, forms and reports. Students will enter, delete, modify, import, and export data. Students will configure database features such as security and backup. Course content is mapped to the current Microsoft Office Specialist (MOS) Access learning objectives and students enrolled in this course will take the certification exam. Group 2 course. Critical Thinking - Direct.

CIT 178 - Relational Databases
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course introduces students to core database concepts including data, data types, and relationships. Students will interpret and create relational data structures and use SQL language to perform basic create, read, update, and delete operations. Students will perform, administrative, backup and security functions. Students will recognize the value of optimized data and produce normalized designs. Course content is mapped to the MTA 98-364 Database Fundamentals learning objectives and students enrolled in this course will take the certification exam. Group 2 course. Critical Thinking - Direct.

CIT 180 - Web Development
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course covers how to plan, develop and publish websites using industry standard software. Students will learn responsive web design using HTML5 (Hypertext Markup Language) and CSS3 (Cascading Style Sheets). Students will develop a wide variety of web projects, which include navigation menus, multimedia, forms, lists, tables and CSS animation. Interactivity will be achieved through CSS and beginning JavaScript. Emphasis will be placed on Industry standard coding practices, ADA compliance, semantic HTML5, beginning, intermediate and advanced CSS. Course content is mapped to the MTA 98-383 Introduction to Programming using HTML and CSS learning objectives and students enrolled in this course will take the certification exam. Group 2 course. Critical Thinking - Direct.

CIT 190 - JavaScript Programming
Credit Hours: 3, **Contact Hours: 4**
Division: Business
Students in this course develop web client scripting skills using JavaScript and jQuery. Students use variables, decisions, loops, functions, objects, and other programming concepts as they add robust and powerful interactivity to web pages. Students create responsive web solutions integrating HTML, CSS, JavaScript, jQuery, JSON, and Ajax technologies. Course content is mapped to the MTA 98-382 Introduction to Programming Using JavaScript learning objectives and students enrolled in this course will take the certification exam. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 180 with a grade of 2.0 or higher, or instructor permission

CIT 195 - Application Development
Credit Hours: 3, **Contact Hours: 4**
Division: Business
The student is introduced to .NET application and game development. Students use Visual Studio to develop applications and games featuring XAML-based and graphical interfaces, user devices such as game controllers, and database integration. Object-oriented concepts including encapsulation, inheritance, polymorphism, collections, delegates, and events are included. Application design patterns including 3-tier architecture and proper documentation are emphasized. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 110 with a grade of 2.0 or higher

CIT 210 - Microsoft Office - Excel
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course deals with a comprehensive study of Microsoft Office Excel spreadsheet software and the business applications which can be created and used with the software. The entry of data with different formats, formula creations, file transfer of data, graphing, data tables, solver programs, apply what-if scenarios and an introduction to macros will be covered. Course content is mapped to the current Microsoft Office Specialist (MOS) Excel learning objectives and students enrolled in this course will take the certification exam. Group 2 course. Quantitative Reasoning.

CIT 211 - Intro to Data Analytics
Credit Hours: 3, **Contact Hours: 3**
Division: Business
Introductory course exploring the practice of data analytics. Using current business intelligence tools, students will learn data modeling, visualization, and analytical techniques. Power Pivot and Power Query will be used to import, cleanse, and shape data. Data Analysis Expressions (DAX) are then used to create simple to complex calculations within Power BI before creating interactive visualizations that bring big data to life. Group 2 course. Quantitative Reasoning.
Recommended Prerequisites: Familiarity with spreadsheets.

CIT 213 - Networking Technologies
Credit Hours: 4, **Contact Hours: 5**
Division: Business
This course covers the knowledge and skills needed to troubleshoot, configure, and manage wired and wireless networks. The OSI model will be studied and identified to better enhance the understanding of how various parts work together. Included is an in-depth study of TCP/IP and the characteristics for maintaining a network and ensuring its security. Cloud computing and virtualization technologies will also be introduced. This course maps to the CompTIA Network+ certification exam objectives. Group 2 course. Critical Thinking - Direct.

CIT 215 - Windows Server Environment
Credit Hours: 3, **Contact Hours: 4**
Division: Business
In this course students will learn about the latest Windows Server operating system. Students will install many server roles and features. Concepts studied include remote administration, storage, virtualization, Windows Containers, Windows Server Update Services, and high-availability. Students will have an opportunity to work with different types of server installations. Windows PowerShell and Hyper-V will also be introduced. This course maps to the Microsoft 70- 740 Installation, Storage and Compute with Windows Server 2016 certification exam. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 213 or instructor permission.

CIT 216 - Computerized Acctg Systems
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course is designed to give the student experience with setting up an accounting system on the computer. QuickBooks software will be used. Accounts receivable, accounts payable, general ledger, inventory and payroll will be covered, with an emphasis on conversion from manual accounting systems to both desktop and/or cloud-based platforms. Group 2 course.
Required Prerequisites: ACC 121

CIT 218 - Web Application Development
Credit Hours: 3, **Contact Hours: 4**
Division: Business
The student will develop multi-tier web applications using client-server technologies in a variety of frameworks. Development will include design patterns such as MVC and MVVM with students writing client-side and server-side code to create a functional, consistent, and robust web application. As a capstone project, the students will develop and deploy a functional web application. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 190 with a grade of 2.0 or higher, CIT 195 with a grade of 2.0 or higher
Recommended Prerequisites: CIT 228, CIT 255

CIT 228 - Advanced Database Systems
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course builds upon database knowledge gained in CIT178 by extending into other data sources and connection technologies. Students will be able to identify and evaluate data options and access data via code. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 110, CIT 180 and either CIT 178 or CIT 248, all with a grade of 2.0 or higher.

CIT 231 - Current Topics in IT
Credit Hours: 3, **Contact Hours: 3**
Division: Business
The student is introduced to IT topics, each presented in five week modules, that are both timely and relevant to the IT industry. The course uses these modules to both present the new technologies and provide opportunity for the student to identify skills and resources relevant to profession development in the IT industry. Group 2 course. Critical Thinking - Direct.

CIT 233 - Project Management
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course is intended for CIT students and business professionals who need to manage project activities or resources on time, on budget, and according to performance standards. Students use a variety of project management tools to schedule tasks, and monitor resources, cost, and project progress. Group 2 course. Critical Thinking - Direct.

CIT 240 - Network Security Management
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course covers the knowledge and skills required to install and configure systems to secure applications, networks, and devices while supporting the principles of confidentiality, integrity, and availability. Additional topics include threat analysis and mitigation, risk assessments, and compliance. Course content is mapped to the CompTIA Security+ certification exam objective. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 213

CIT 243 - Cloud Technologies
Credit Hours: 3, **Contact Hours: 3**
Division: Business
Students will explore cloud topics including cloud concepts, virtualization, infrastructure, resource and security management, security, and cloud system management. Cloud concepts will be explored using Microsoft Azure, Amazon Web Services, and Google Cloud Services. This course will prepare students for the CompTIA Cloud+ certification exam. Group 2 course.
Required Prerequisites: CIT 213

CIT 246 - Windows Server Infrastructure
Credit Hours: 3, **Contact Hours: 4**
Division: Business
Students taking this course will learn how to setup, configure, and maintain a Windows Server Infrastructure. Topics covered include Dynamic Host Configuration Protocol (DHCP), Domain Name Systems (DNS), Distributed File Systems (DFS), and Virtual Private Networks. This course maps to the 70-741 Networking with Windows Server 2016 certification exam. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 213 or instructor permission

CIT 247 - Enterprise Solutions
Credit Hours: 3, **Contact Hours: 4**
Division: Business
In this course students will gain practical experience building enterprise systems using Identity solutions. Students will study Active Directory, Group Policy, Certificate Services and Federation and access solutions. This course maps to the 70-742 Identity with Windows Server 2016 certification exam. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 213 or instructor permission

CIT 255 - Object-Oriented Programming
Credit Hours: 3, **Contact Hours: 4**
Division: Business
The student builds on object-oriented fundamentals learned in CIT 195, focusing on implementing SOLID Principles throughout the course. Projects will explore design patterns, UI/UX considerations, multiple forms of desktop and online persistence, and the integration of various technologies to form a complete solution. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 178 with a grade of 2.0 or higher, CIT 195 with a grade of 2.0 or higher

CIT 256 - Linux Administration
Credit Hours: 3, **Contact Hours: 4**
Division: Business
In this course students will take an in-depth look at Linux, focusing on proper installation, command line usage, and administration of the Operating System. Students will examine the concepts common to all Linux systems. Exploration will take the form of a practical, hands-on approach, using a mix of hands-on projects as well as web resources. This course will prepare students for the CompTIA Linux+ Exam. Group 2 course.
Required Prerequisites: CIT 213

CIT 257 - Linux Administration II
Credit Hours: 3, **Contact Hours: 4**
Division: Business
In this course students will take an in-depth look at Linux, focusing on proper installation, command line usage, and administration of the operating system. Students will examine various server technologies, including BASH scripting, X11, display managers, localization settings, printing, and security. Exploration will take the form of a practical, hands-on approach, using a mix of hands-on projects as well as web resources. This course will prepare students for the second CompTIA Linux+ exam. Group 2 course.
Required Prerequisites: CIT 256

CIT 260 - Cisco Internetworking III
Credit Hours: 3, **Contact Hours: 4**
Division: Business
This course, in conjunction with CIT 160 and CIT 161 prepares the student for the Cisco CCNA Exam (Cisco Certified Network Associate). Describes the architectures and considerations related to designing, securing, operating, and troubleshooting enterprise networks. Students will configure and troubleshoot routers and switches and resolve common issues with OSPF, ACLs, NAT, VPNs, and QoS for IPv4 and IPv6 networks, while also implementing network management, design, troubleshooting, virtualization, and automation techniques. This course utilizes the Cisco Networking Academy "CCNA Routing & Switching: Enterprise Networking, Security, and Automation" curriculum and integrates online curriculum, classroom activities, hands-on lab exercises and group projects. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 161

CIT 263 - Security ASMT. and Compliance
Credit Hours: 3, **Contact Hours: 4**
Division: Business
In this course, students will learn and practice current security assessment techniques. This includes the ability to plan/scope an assessment, understand legal/compliance requirements, perform vulnerability scanning/penetrations tests and analyze/report on their findings. This course aligns with the CompTIA Pentest+ certification exam. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 240, or instructor permission.
Recommended Prerequisites: Passing of CompTIA Security+ certification exam.

CIT 264 - Security Analytics & Assurance
Credit Hours: 3, **Contact Hours: 4**
Division: Business
In this course, students will learn how to employ data analytics to interpret and identify security vulnerabilities, threats, and risks to an organization. Students will configure and use various threat detection tools and learn how to secure and protect applications and systems within an organization. This course aligns with the CompTIA CySA+ certification exam. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 240, or instructor permission.
Recommended Prerequisites: Passing of CompTIA Security+ certification exam.

CIT 266 - Advanced Enterprise Security
Credit Hours: 3, **Contact Hours: 4**
Division: Business
In this course, students will work in small teams with realizable objectives in several areas including risk management, security architecture, security operations, security integration, and security collaboration. Students will conceptualize, engineer, and implement secure solutions across complex environments to create a resilient enterprise. This course aligns with the CompTIA CASP+ certification exam. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 263, CIT 264
Recommended Prerequisites: CIT 256

CIT 280 - Systems Analysis and Design
Credit Hours: 4, **Contact Hours: 5**
Division: Business
This is the capstone course in the CIT Developer AAS. Students will gain practical knowledge in systems analysis and design through participation in a team-based software/hardware project that follows the systems development life cycle using agile development with industry patterns and practices. A capstone project will be developed and presented to a review group. Students will conduct a feasibility study, perform requirements analysis, model objects and data, develop and test the solution, and communicate effectively. Group 2 course. Critical Thinking - Direct.
Required Prerequisites: CIT 255 with a grade of 2.0 or higher
Recommended Prerequisites: CIT 228

CIT 290 - CIT Internship
Credit Hours: 3, **Contact Hours: 3**
Division: Business
Work experience is an integral part of the CIT student's program. In this course, students are placed in settings that utilize their business and CIT skills. Students will work 150 hours during the semester in a supervised on-the-job training experience. Students must meet with their academic advisor and submit a resume for review before they will be allowed to enroll in this course. Group 2 course.
Required Prerequisites: 20 credits with a minimum of 3.0 GPA in CIT courses and instructor permission.

CIT 291 - Web Developer Internship
Credit Hours: 3, **Contact Hours: 3**
Division: Business
Work experience is an integral part of the Web Developer Certificate program. In this course, students are placed in settings that utilize their web installation and development skills as well as business and CIT skills. Students will work 150 hours during the semester in a supervised on-the-job training experience. In addition to the required 150 hours in the internship placement, students participate in semi-monthly seminars. Students must apply one month prior to the semester in which they will complete the internship. Group 2 course.
Required Prerequisites: Instructor permission

CIT 292 - Support Specialist Internship
Credit Hours: 3, **Contact Hours: 3**
Division: Business
Work experience is an integral part of the Support Specialist Certificate program. Students are placed in settings that utilize their technical, business applications, and interpersonal communications skills. Students will work 150 hours during the semester in a supervised on-the-job training experience. Students must meet with their academic advisor and submit a resume for review before enrolling. Group 2 course.
Required Prerequisites: 27-30 hours in the Administrative Support Specialist Certificate and instructor permission.

Culinary Arts

CUL 101 - Today's Hospitality Industry
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course is designed for students who wish to pursue a career in the hospitality industry. It introduces the student to segments of the industry and the different career tracks within each one. The course will acquaint the student with the rigors of hospitality and the particular nature of this people-oriented industry. A foundation course in the study of resort and resort settings, the course provides the student with an awareness of the unique problems associated with the development, management and marketing of a resort. Also, the seasonal nature of most resorts and the challenges presented by this issue are discussed. The nature and unique characteristics of the hospitality industry as a career choice are discussed. Group 2 course. Communications - Direct.
Recommended Prerequisites: Placement into MTH 08 or higher and ENG 99/108 or higher.

CUL 110 - Safety and Sanitation
Credit Hours: 2, **Contact Hours: 2**
Division: Business
This course is designed for students who wish to pursue a career in culinary arts or hotel and restaurant management. With today's complex safety and health laws, it is essential as well as required by many firms to have an in-depth understanding and certification in safety and sanitation. This course provides the students with both. Students study food service safety including fire safety and kitchen and dining room safety. Students also learn all aspects of food service sanitation and earn the NRA Educational Institute ServSafe Sanitation Certificate. Group 2 course. Critical Thinking - Direct.

CUL 111 - Professional Cookery
Credit Hours: 5, **Contact Hours: 10**
Division: Business
An intensive study of foods and cooking, this course exposes the student to commercial equipment, quality food production, and professional presentation. It provides the chef training student with the practice and theory involved in the preparation of foods in a commercial operation. Basic cooking terminology, methods and procedures are introduced. The course also includes kitchen safety and sanitation, knife and equipment identification and technique, preparation of stocks, soups, and mother sauces, meats, poultry and seafood, and the presentation of a complete meal. Uniforms and knives will need to be purchased through the department for this course. Group 2 course. Quantitative Reasoning.
Required Prerequisites: ENG 99/108 or higher, MTH 08 or higher, CUL 110 may be taken concurrently

CUL 118 - Introduction to Baking
Credit Hours: 4, **Contact Hours: 8**
Division: Business
This course is designed for students seeking a career in Culinary Arts. In this intensive study of fundamental baking techniques, students will become familiar with baking operation and production. This course covers fundamental pastry and dessert recipes as well as the preparation of yeast dough. Also included are tortes, pies, tarts, and other desserts. Group 2 course. Quantitative Reasoning.
Required Prerequisites: ENG 99/108 or higher, MTH 08 or higher, CUL 110 may be taken concurrently

CUL 190 - Culinary Internship
Credit Hours: 2, **Contact Hours: 2**
Division: Business
A culinary internship integrates academics with professional work experience. Students earn college credit while working in varied culinary-focused businesses, gaining valuable hands-on experience. Students are encouraged to contact the internship coordinator at least two months prior to the semester they are requesting placement. Culinary internships require a minimum of 320 hours of work during the enrolled semester. Group 2 course. Communications - Direct.
Required Prerequisites: CUL 110, CUL 111
Recommended Prerequisites: Placement into ENG 99/108

CUL 210 - Nutrition for Culinary Arts
Credit Hours: 2, **Contact Hours: 2**
Division: Business
This course is designed for students who wish to pursue a career in culinary arts. Healthy eating is attracting more attention as Americans struggle with the problems of obesity and disease prevention. In this atmosphere it is essential for prospective chefs to be aware of the needs of their customers. This course presents the principles of nutrition within the context of professional food preparation. Various ingredients and their role in good nutrition, planning healthy menus and alternative eating styles are discussed. Group 2 course. Communications - Direct, Quantitative Reasoning.

CUL 211 - Menu Planning and Purchasing
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course provides the student with the understanding of the menu as the center of the food outlet, around which is built the facility. Menu theme is the driver for food, non-food, and equipment purchases, staffing, location and floor plan. An understanding of this complex item is vital to anyone involved in food service. This course is designed to familiarize the student with all aspects of planning a modern menu - from market research to the physical layout of the document. Various types of menus are covered including A'La Carte, Table d'Hote, Institutional and Special Occasion. Menus will be analyzed for effectiveness and pricing strategies. Group 2 course. Quantitative Reasoning.
Required Prerequisites: CUL 110, CUL 111
Recommended Prerequisites: Placement into ENG 99

CUL 213 - World Cuisine
Credit Hours: 5, **Contact Hours: 10**
Division: Business
This course is designed for the student who wishes to be a chef. It comprises the study, preparation and presentation of foods and cooking methods from selected countries. These countries have been selected based on their current popularity in restaurants. In this course, students develop knowledge and basic understanding of ethnic cooking including the cooking styles of Italy, France, Mexico, China, and various other Asian and American regions. In the process of learning these multinational cuisines, the student develops additional technical skills in the preparation of the different foods. Group 2 course. Quantitative Reasoning, Degree Req:Cultural Persp/Div.
Required Prerequisites: CUL 110, CUL 111

CUL 215 - Garde Manger
Credit Hours: 4, **Contact Hours: 8**
Division: Business
This course is designed for students who wish to pursue a career in culinary arts. As America's sophistication regarding food has increased, it is essential that students training to be chefs be exposed to the most up-to-date cooking and presentation techniques. Students prepare cold foods for display: pates, galantines, terrines and mousses. Decorative garnishes and other functional banquet presentations are covered in this course. Meat and seafood fabrication is also practiced. Projects made will be used and displayed at various functions and events at the Great Lakes Campus and at other special occasions. Group 2 course. Quantitative Reasoning.
Required Prerequisites: CUL 110, CUL 111, CUL 118, CUL 213

CUL 217 - Kitchen and Dining Room Mgmt
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course is designed for students who wish to pursue a career in the food service industry. Its focus is the control of the dynamics of the kitchen and dining room in a modern restaurant. In the highly competitive restaurant business, it is necessary for prospective food and beverage professionals to have a thorough understanding of this aspect of the industry. Many restaurants fail because of a lack of coordination between the front and back of the house. The course focuses on the basic principles of management as applied to kitchen and dining room situations. Other topics include management techniques, team building, motivational techniques, stress management, production management, and styles of table service. Group 2 course. Communications - Direct.
Recommended Prerequisites: CUL 101

CUL 218 - Advanced Baking
Credit Hours: 4, **Contact Hours: 8**
Division: Business
This course is designed for students seeking a career in culinary and/or pastry arts. In this intensive study of advanced baking techniques, students become familiar with baking operations and production, dessert and pastry finishing, and plate presentation. This course covers advanced pastry and dessert recipes, yeast and sourdoughs, dessert sauces, cake making, icing and decorating, tortes, mousses, Bavarians, tarts, and other desserts. Group 2 course. Quantitative Reasoning.
Required Prerequisites: CUL 110, CUL 118

CUL 221 - Chocolate and Cake Design
Credit Hours: 4, **Contact Hours: 8**
Division: Business
This course is designed for students who wish to pursue a career in pastry arts. It is designed for students that would like to expand their creative talents in areas of chocolate artistry and cake decorating. In this course students will learn through lecture, demonstrations and lab work the characteristics of chocolate, chocolate tempering and modeling, candies, fillings, centerpieces, molds & decorations. The cake decoration portion of the course will cover buttercream recipes, history of cake decorating and tools, preparation of boards, papers, columns, boxes, etc., the art of icing a cake, basic cake covering using combs and spatulas, basic piping skills and the use of decorating tips, border skills, floral piping skills, art of swag and drapery applications, art of writing and coloring on a cake. Course includes how to create and display wedding cakes, icings, fondant, pastillage, and gum paste. Group 2 course. Quantitative Reasoning.
Required Prerequisites: CUL 110, CUL 118, CUL 218 may be taken concurrently

CUL 222 - Cafe Operations
Credit Hours: 3, **Contact Hours: 6**
Division: Business
This course focuses on practical bakery training. Students rotate through the front-of-the-house and the bakery in this intensive course. Front-of-the-house students learn barista and cafe service. Menu merchandising is stressed throughout the course. Guest relations and timing of service are also emphasized as advanced students serve both to-go and eat-in pastries and beverages at the Great Lakes Culinary Institute's teaching restaurant. Bakery certificate students practice a variety of baking and pastry skills learned in their program. Other areas covered include recipe construction and costing, the use and care of equipment, the pressure of cafe preparation and service, and the effective handling and use of supplies. Group 2 course. Quantitative Reasoning.
Required Prerequisites: CUL 110, CUL 118, CUL 218, CUL 221

CUL 293 - Culinary Study Abroad
Credit Hours: 1, **Contact Hours: 1**
Division: Business
In this class, students are provided the opportunity to travel to a specified destination affiliated with the corresponding culinary non-trip course. This course will serve to integrate the student learning experience and provide a sense of cultural perspective, diversity and regional awareness. The course is an opportunity for students to explore other areas around the world while applying discipline-specific course content. For a more specific course description, please review the course description of the associated non-trip course. Group 2 course.
Required Prerequisites: CUL 118, or CUL 101, CUL 102, and CUL 111, may be taken concurrently

CUL 295 - Contemporary Service & Cuisine
Credit Hours: 12, **Contact Hours: 24**
Division: Business
This course focuses on practical hands-on training. Students rotate through the front-of-the-house and the restaurant kitchen in this intensive semester-long course. Front-of-the-house students learn various styles of table, wine and beverage service. Menu merchandising is stressed throughout the course. Guest relations and timing of service are also emphasized as advanced students serve lunch to guests in Lobdell's, the Great Lakes Culinary Institute's teaching restaurant. Heart-of-the-house students learn classical food preparation preparing designated menu items. Other areas covered include recipe construction and costing, the use and care of equipment, the pressure of a la carte preparation and service, and the effective handling and use of supplies. Group 2 course. Quantitative Reasoning.
Required Prerequisites: CUL 110, CUL 111, CUL 118, CUL 211, CUL 213

Management

MGT 241 - Principles of Management
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This applications-oriented course will teach students the basics of day-to-day managerial work-planning, organization, leading, and controlling. Realistic scenarios are explored in areas of leadership, communication, planning, conflict, strategy, problem solving, and working in teams. Group 2 course. Communications - Direct, Critical Thinking - Direct, Infused: Writing Intensive.
Recommended Prerequisites: BUS 101, ENG 111 minimum placement

MGT 245 - Principles of Entrepreneurship
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course provides practical knowledge needed for entrepreneurs with special attention focusing on creativity, opportunity, and feasibility of a new start up. Sources of funding and resources for small ventures are addressed in depth in this course to prepare the learner for practical application. This course primarily focuses on idea generation and start up of the business including risk, funding sources, cash flow, and awareness of external environmental factors that impact the business. The course project is the development of a feasibility study or related project. Feasibility studies include the extent to which an idea is viable, realistic, and the extent to which the entrepreneur is aware of internal and external forces that could affect the business. Group 2 course. Communications - Direct, Critical Thinking - Direct.
Recommended Prerequisites: BUS 101, MKT 201

MGT 246 - Entrepreneur Marketing/Finance
Credit Hours: 4, **Contact Hours: 4**
Division: Business
This course provides the student with a micro-business experience in which teams will start, manage, and close an enterprise in 15 weeks. An in-depth focus and experience on marketing and finance issues unique to entrepreneurs will be provided. Topics include niche marketing, guerilla marketing, strategic partnerships, social media, e-marketing to international markets, capital resource acquisition, cash flow, pro-forma planning, strategic ownership models, sales skills and strategy. The topics are put into play by the assignment of a community business mentor. Group 2 course. Communications - Direct, Critical Thinking - Direct.
Required Prerequisites: MGT 245 or instructor permission
Recommended Prerequisites: ACC 121, MKT 201

MGT 251 - Human Resources Management
Credit Hours: 3, **Contact Hours: 3**
Division: Business
Human Resource managers are especially challenged today navigating employment waters that require expertise in employment legislation, recruitment, selection, training and development, compensation, labor relations, safety and health. Theory and practice of these topics are explored with special emphasis on day-to-day applications in the workplace. Group 2 course. Communications - Direct, Critical Thinking - Direct, Infused: Writing Intensive.
Recommended Prerequisites: BUS 101, ENG 111 minimum placement

MGT 290 - Management Internship
Credit Hours: 3, **Contact Hours: 3**
Division: Business
The purpose of the internship is to provide on-the-job training for the student who wishes to pursue a career in Management. The internship will be customized to meet the learning needs of the student and the job requirements of the sponsoring firm. Students spend 10-15 hours per week in this supervised on-the-job training experience. In addition to the required 50 hours per credit in a work site, students will meet with the Experiential Coordinator as needed throughout the semester for internship support feedback, review of professional employment documents and an internship exit interview. Students must apply one month prior to the semester in which they will complete the internship. Group 2 course. Communications - Direct.
Required Prerequisites: 30 credits of program specific courses with a GPA of 2.0 or higher.

Marketing

MKT 201 - Principles of Marketing
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course surveys the wide scope of marketing as it influences both profit and nonprofit firms with emphasis on the marketing concept as a business philosophy. Ethics, globalization, and technological advances in marketing will be explored. Elements of the marketing mix and the elements of the promotional mix will be studied and incorporated into a marketing plan. Target marketing and segmentation of consumer markets along with consumer buying behavior will be studied in this course. Group 2 course. Communications - Direct, Critical Thinking - Direct, Infused: Writing Intensive.
Recommended Prerequisites: BUS 101, ENG 111 minimum placement

MKT 208 - Digital Marketing
Credit Hours: 2, **Contact Hours: 2**
Division: Business
Students will learn how to develop a digital marketing strategy which may include display ads, search marketing, content marketing, email marketing and social media marketing. Developing an awareness of digital marketing strategies leads to an informed, critical internet consumer. Basic email and internet usage skills required. Group 2 course. Communications - Direct, Critical Thinking - Direct.
Recommended Prerequisites: ENG 111 minimum placement

MKT 241 - Principles of Advertising
Credit Hours: 3, **Contact Hours: 3**
Division: Business
This course will prepare the learner with an understanding of the real economic, social, and cultural impact of advertising and conversely, the impact of society's values on advertising. The strategic function of advertising within the broader context of business and marketing will be discussed in this course. The creative aspects of advertising will be studied, and students will develop an advertising campaign or related project. The global effect of marketing and advertising on business and national economies will be addressed along with ethical issues related to truth in advertising in today's society. Group 2 course. Communications - Direct, Critical Thinking - Direct, Infused: Writing Intensive.
Recommended Prerequisites: BUS 101, ENG 111 minimum placement

MKT 290 - Marketing Internship
Credit Hours: 3, **Contact Hours: 3**
Division: Business
The purpose of the internship is to provide on-the-job training for the student who wishes to pursue a career in Marketing. The internship will be customized to meet the learning needs of the student and the job requirements of the sponsoring firm. Students spend 10-15 hours per week in this supervised on-the-job training experience. In addition to the required 50 hours per credit in a work site, students will meet with the Experiential Coordinator as needed throughout the semester for internship support feedback, review of professional employment documents and an internship exit interview. Students must apply one month prior to the semester in which they will complete the internship. Group 2 course. Communications - Direct.
Required Prerequisites: 30 credits of program specific courses with a GPA of 2.0 or higher