Objectives: to insure a basic proficiency in the Microsoft Office application and to introduce the student to how Information Technology, Hardware Software and Communication can influence business environments.

Course Content: The course consists of three related portions.
- Labs to very proficiency in the Microsoft Office applications, including use of the Web.
- Lectures, with quizzes and examinations, covering the material in the text.
- A case problem that provides the opportunity to apply the material in the course to a real business problem.

Prerequisites: CSIS 1180 or equivalent


Class Format: One lecture and one lab per week.
BSNS 2370-005
Info. Tech. For Business
Joseph Loefflad
T 6:00-7:50
Fall 2006

Objectives: To develop an understanding of the advanced tools of Microsoft Office Professional and how the technology can improve business practices.

Course Content: This course will concentrate on the use of Microsoft Word, Excel and Power Point to solve business problems. One part of the course will consist of lectures on the most recent technology and its application to business practices. The concentration of the course will deal with hands-on experience using the Office Professional software to solve business problems in the Micro-computer labs.

Prerequisites: CSIS 1180 or equivalent and computer proficient.

Attendance: Attendance is expected and mandatory for labs.

Class Format: One lecture per week, one lab period per week.

Reading: Exploring Microsoft Office 2003, Volume II
BSNS 4112-001,002
Business Policy & Strategies, W2
Arthur Worthington
001-MW 11:30-2:30
002-TR 11:30-2:30
Fall 2006

Objectives: 1. To foster and balance the student’s understanding of business/academic theory with practical treatment of how strategic business issues are dealt with and how corporate strategies are made and implemented. 2. To develop the student’s ability to analyze complex business problems through comprehensive and logically structured case study analysis.

Course Content: This course encourages a critical overview of the business organization and integrates the various managerial, marketing and finance perspectives acquired in other courses. In addition to assigned text readings and lectures, students (independently and in groups) will analyze cases and present written and oral presentations of their work.

Prerequisites: Open only to Senior BSNS majors. –W2

Attendance: Required and roll will be taken.

Class Format: Each class period for the first several weeks of the course will be devoted to a review of the text material through lecture and other supplemental activities e.g., assigned Readings from Business Week (oral and written reports). Case analysis and presentations will be the focus during the second half of the semester.


Papers/Projects: Each student will be assigned to a presentation team for the purpose of case study analysis/review.

Evaluation:

<table>
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<tr>
<th>Evaluation</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100 points</td>
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<tr>
<td>Exam 2</td>
<td>100 points</td>
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<tr>
<td>Case Study/assigned projects (below)</td>
<td>100 points</td>
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<tr>
<td>Annual Reports</td>
<td>20 points</td>
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<tr>
<td>Case Presentation</td>
<td>20 points each</td>
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<td>Business week report</td>
<td>10 points</td>
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<td>Homework</td>
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Course Content: The course reviews how business strategies, necessary for creating sustainable competitive advantage, are formulated. It emphasizes a systematic approach to developing strategy based on in-depth analysis of the external environment and internal capabilities of the firm. The primary goal of this course is to prepare you to think like general managers; that is, to think strategically. Strategic management builds on, and synthesizes, the various func

Prerequisites: The course is intended BSNS Seniors only.

Class Format: The course includes assigned text readings, lectures, individual and group case analyses, and individual and group written and oral presentation. It is a W2 course.

Papers/Projects: The course includes three to four written position papers and a group strategic analysis project.

Evaluation: Grading for the course includes tests, papers, a group project and classroom participation.