

GEB-GENERAL BUSINESS

GEB 1011 Introduction to Business (3 Credits)

A survey of modern business practices. This course explores various business areas including economics, management, marketing, accounting, and finance. This course is designed to help prepare students for future business courses and assist students in deciding whether to choose business as a career.

Prerequisite: Successful completion of all developmental reading courses indicated through placement testing

GEB 1136 Introduction to E-Business (3 Credits)

This course is designed to introduce students to the technological and business infrastructure of the e-business environment. Emphasis is placed on the basics of marketing, inter-active telecommunications, and other e-business techniques.

GEB 1430 Business Ethics & Etiquette (3 Credits)

Students will discuss controversial issues in business to heighten awareness of ethical principles and dilemmas faced by employers and employees. In addition, students will be introduced to business etiquette topics deemed essential for the workplace.

GEB 2214 Business Communications (3 Credits)

This course provides practice in writing clear and effective business letters and memorandums. The course emphasizes resume writing, oral communication skills in listening, interviewing, and giving oral presentations.

GEB 3213 Advanced Business Communications (3 Credits)

This course is designed to help students develop the writing, verbal, and interpersonal skills that are necessary for a successful career in business. Topics include adapting messages to various audiences, ethics and corporation culture, designing a broad range of business-related documents and presentations, cross-culture communication, the use of technology, and collaborative communication. Prerequisite: Admission to the BAS in Leadership program.

GEB 3452 Legal & Ethical Decision Making (3 Credits)

This course introduces students to the legal, regulatory and ethical environment of organizations. Emphasis is placed on the leader's role in raising ethical awareness, understanding and applying context-appropriate ethical frameworks in decision-making and developing an ethical culture.

Prerequisite: Admission to the BAS in Leadership program

Corequisite: LDR 3371

GEB 4525 Organizational Development & Change Management (3 Credits)

This course introduces students to the field of organizational development focusing on its history, major trends, and ethical issues for the profession. Through analysis of cases and projects with real organizations, students will learn about organizational change (its characteristics and models) and the consulting process (developing the client-consultant relationship; gathering data; diagnosing issues; and providing feedback).

Prerequisite: C or higher in LDR 3371, GEB 3452 and Admission to the BAS in Leadership Program