

BUSINESS DEPARTMENT CHANGES

Note changes from page 19

6120	Business Technology	9-12 (sem) .50 credit
6211/2	Business Foundations	9-10 (sem I & II) .50 credit per semester

Change to full year

6321/2	Financial Accounting	11-12 (sem I & II) .50 credit per semester
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No longer offered

6220	Web Design
6240	Computer Science
6260	Business Marketing

Additions

<u>6111/2</u>	<u>Business Foundations</u>	<u>9-10 (sem I & II) .50 credit per semester</u>
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This is the first course for the Business and Administrative Services, Finance and Marketing career fields. It introduces students to specializations with the three career fields. Students will obtain knowledge and skills in fundamental business activities. They will acquire knowledge of business processes, economics and business relationships. Students will use technology to synthesize and share business information. Employability skills, leadership and communications and personal financial literacy will be addressed. The one-half technology graduation requirement (sem 1) and one-half financial literacy graduation requirement (sem 2) may be met by successfully completing this course.

<u>6238</u>	<u>Fundamentals of Business Blk</u>	<u>10-11 (sem) 1.0 credit</u>
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This is the first course specific to the Business and Administrative Services career field. It introduces students to the specializations offered in this career field. Students will obtain fundamental knowledge and skills in general management, human resources management, operations management, business informatics and office management. They will acquire knowledge of business operations, business relationships, resource management, process management and financial principles. Students will use technological tools and applications to develop business insights. There is no pre-requisite to this course. Since this course is offered in a block format (semester 1), students may also sign up for Supply Chain Management Block or the Logistics Management Block (semester 2) of the same year.

<u>6338</u>	<u>Supply Chain Management Blk</u>	<u>11-12 (sem) 1.0 credit</u>
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Students will determine how to facilitate the flow of goods from the point of origin to the point of consumption. Students will utilize technology to track supply chains and measure their effectiveness and efficiency. They also will identify opportunities to improve service levels, quality and costs through supply chains and select strategies for improving customer and supplier relationships. International business, business process analysis, project management, internal controls and compliance will be emphasized. Students must have successfully completed the Fundamentals of Business class before enrolling.

6438 Logistics Management Blk 11-12 (sem) 1.0 credit

Students will develop plans and networks to move materials, information, products and services through organizations. Students will analyze transportation cost structures and reverse logistics' costs. They will utilize technology to evaluate warehouse size and space layouts. Students will also design receiving and fulfillment processes and develop preventive maintenance schedules. Requirements for the treatment, storage, and disposal of hazardous materials will be emphasized. Project management techniques and international business will be examined. Students must have successfully completed the Fundamentals of Business class before enrolling.

6311/2 Digital Marketing and Management 11-12 (sem I & II) .50 credit per semester

Students will apply tools, strategies and processes to communicate digitally with targeted customers. They will create, implement, and critique online advertising, email marketing, websites, social media, mobile marketing, search-engine optimization, video or images and podcasts/webcasts. Students will apply project management techniques to guide and control digital communications efforts. They will also create an repurpose content for use in digital environments. Technology, employability skills, leadership and communications will be incorporated in classroom activities.