

SMALL BUSINESS DEVELOPMENT  
**COURSE DESCRIPTIONS**

**BUSINESS COURSES**

**BUS 101 Properly Structuring Your Business** 3 credits

This course examines the proper steps to laying a solid foundation to setup a business. It also covers the various business structures including sole proprietorship, partnerships and corporations. The course will be a combination of classroom instruction, guest speakers, group assignments, online discussions boards and surveys.

**BUS 110 Accounting Solutions for the Savvy,** 3 credits  
*Christian Business Owner*

This course introduces business decision-making using accounting information systems. Emphasis is placed on analyzing, summarizing, reporting, and interpreting financial information.

**BUS 111 Fine-Tuning Your Brand Part I:** 3 credits  
*Marketing Your Company in the 21<sup>st</sup> Century*

This course examines the importance of a small business having a well-developed marketing strategy in the 21<sup>st</sup> century. It also covers the basics of utilizing research to target potential customers and will survey successful marketing plans and brand identity packages.

**BUS 112 Fine-Tuning Your Brand Part II:** 3 credits  
*Promoting Your Company in the 21<sup>st</sup> Century*

This course provides students an opportunity to gain an understanding of promotions and practices. The class itself places emphasis on developing students' abilities to express their analysis and recommendations in class discussion. The importance of a small business having a well-developed marketing strategy, while utilizing creative and economic advertising opportunities is also examined carefully. The course will combine class instruction, business surveys and group work.

**BUS 114 Putting Your Business' Best Face Forward:** 3 credits  
*Organizational & Presentational Skills*

This course examines the importance of a business promoting a positive image to the public. It will cover the importance of exemplary customer service and business etiquette in the 21<sup>st</sup> century as well as the power of a well-developed presentation. Students are prepared with the basic knowledge of preparing professional presentations in both print and digital formats, negotiating business contracts and facilitating effective board meetings. This course will be a combination of classroom instruction, guest speakers, group assignments and surveys.

**BUS 120 Business Finance** 3 credits

This course covers fundamental mathematical operations and their application to business problems. Topics include payroll, pricing, interest and discount, commission, taxes and other pertinent uses of mathematics in the field of business.

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**BUS 200 Goal Setting**

3 credits

This class will teach you to develop the skills needed to effectively set strategic and organizational goals motivating you to achieve success. Using various training tools which will provide you with opportunities to develop your communication skills, empower yourself and set specific and challenging goals for different situations.

**MATHEMATICS**

**MAT 101 Personal Stewardship**

3 credits

This course is designed to educate the student about prosperity according to the Bible. The student will learn God's purpose for prosperity, what his/her authority or rights are as a child of God, and how he/she can utilize God's word to be victorious in their financial affairs.

**MINISTRY COURSES**

**MIN 221 Developing Christian Leaders**

3 credits

This course will explore the qualities of a leader, the makings of a leader, and the skills that are required to be a true leader with the sole intention of making the student more useful for God

**LIFE SKILLS COURSES**

**OTCE101 Business Etiquette from a Christian Perspective**

3 credits

This class will give students an interactive approach on how to conduct themselves in various professional & social environments. The experiences, observation, and critical reading will help develop confidence, style and class for participants to **“Outclass the Competition”**. Students will learn how to maintain proper eye contact, the art of handshaking, how to introduce themselves and others with confidence, appropriate business attire, business card etiquette, telephone etiquette in a business environment, cell phone, e-mail etiquette, the art and importance of “thank you”. Students will also learn how to “Dine like a Diplomat”, which includes: dining do’s & don’ts, silverware savvy, styles of eating (American & Continental), and napkin etiquette.

**SPEECH COMMUNICATIONS**

**SPH 110 Speech Communications**

3 credits

This course provides instruction and experience in preparation and delivery of speeches with public setting and group discussion. Emphasis is placed on research, preparation, delivery, and evaluation of informative, persuasive, and special occasion public speaking. Upon completion, students should be able to prepare and deliver well-organized speeches and participate in group discussion with appropriate audio visual support.