

GENERAL BUSINESS (GEB)

GEB 1011 - Introduction to Business (3 Credits)

Introduction to the many facets of the private enterprise system and the business that operate within it. Exploration of the business arena and the professions and functions needed within any business enterprise.

Attribute(s): COBC - College of Bus. Course

GEB 2930 - Special Topics in Business (1-3 Credits)

Topics of current interest or of special interest to students or instructors. Topics may vary.

GEB 3085 - Professional Development (3 Credits)

Students will develop business career and professional skills. Students will develop highly-valued soft skills such as Intelligence (EQ) and Results Intelligence (RQ) including: networking, building relationships, creating value, delivering business presentations, decision-making, conducting meetings, internal and external selling, change management, negotiation, self-management of work/life balance, and best-practices in doing business in a global world. Students will also develop professional presence, career credentials, successful interviewing techniques, and an awareness of specific career paths.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

GEB 3523 - Critical Think&Writing for Bus (3 Credits)

This course is designed to provide students a strong foundation in the critical thinking, problem solving, business report writing and information literacy to ensure that business students will be successful in obtaining high value employment positions and in achieving rapid career advancement. The course requires analysis of business case studies and creation of business reports.

Prerequisite(s): ENC 1101 and ENC 1102 and ACG 2021

Attribute(s): CLWS - Coll Lvl English Lang Writing, CLWS - Coll Lvl English Lang Writing, COBC - College of Bus. Course

GEB 3930 - Special Topics in Business (3 Credits)

Topics of current interest or of special interest to students or instructors. Topics may vary.

Attribute(s): COBC - College of Bus. Course

GEB 3956 - Study Abroad in Business (1-6 Credits)

This course provides the opportunity to learn about business practices and cultural differences through the opportunity to visit and learn in a global location outside of the United States.

Prerequisite(s): MAN 3025

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MANE - Management Elective

GEB 4890 - Business Strategy (3 Credits)

Senior level capstone experience requiring student teams to analyze and implement solutions to complex business problems and opportunities. Students are required to incorporate knowledge acquired in all areas of their College of Business course of study in actual business situations. (Senior standing and advisor permit required)

Prerequisite(s): MAN 3025 and MAR 3023 and FIN 3403

Attribute(s): COBC - College of Bus. Course, WBLI - Work based learning indicator

GEB 6895 - Global Business Strategy (3 Credits)

Addresses the cross-cultural skills necessary for managers to engage in the strategic planning and implementation process from a global perspective. Since the value chains of almost any business today cross international boundaries (whether in the resource or distribution portions of the chain, or in the organization itself), all strategic planning must take into account a global scope. Students learn strategic planning processes that can be applied locally, globally, or both, especially in terms of strategic placement of organizational functions to create maximum value and to expand market opportunities. Students will engage in case analysis and other organizational research that will sharpen their abilities in analytical and critical thinking in terms of business strategy. Course to be taken in last semester.

Prerequisite(s): FIN 6406