

**Central Ohio Technical College
Course Description Listing
2005-2006 Academic Year**

BUSINESS TECHNOLOGIES COURSES: 2000

2014 Principles of Business

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This introductory course presents the principles, terminology and concepts necessary for understanding our business system. It covers such key topics as business formation and ownership decisions, management and organization, the various functional Divisions within the business and the interaction of business and society.

2018 Project Management

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to examine the key elements in the project management process. This process will include: characteristics of a well-defined project; successful project organization; managing the project team; planning; scheduling; and controlling. Effective project planning will include gathering budget information and scheduling data. Techniques for scheduling projects will include GNATT chart schedules and reports.

2019 Strategic Management

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: 2021 and 2022. Course is graded A-E.

Strategies an organization pursues have a major impact upon its performance relative to that of competitors. This class identifies and describes the various strategies a company can pursue to achieve superior performance. Strategies apply to all types of organizations. A thorough understanding of the analytical techniques and skills necessary by managers to identify and exploit strategies successfully will be applied.

2021 Principles of Management

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

The basic functions of management are planning, organizing, leading/motivating and controlling. The course examines these four functions in considerable detail, and attempts to give the student insight and perspective on management in action. There is an emphasis on current case material so the student can relate principles to real world management problems.

2022 Principles of Marketing

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to introduce the student to the field of marketing in its broadest concepts, from the viewpoint of both the seller and the buyer. The student will be exposed to the various careers in marketing and will learn how managers manipulate the four variables of marketing (price, product, distribution, promotion) to achieve organizational goals.

2025 Micro Economics

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

Dealing with fundamentals of micro-economics, this course is designed to give the student a basic understanding of individual firms and how they allocate their resources, price goods and services and the factors of production in our economic system; how individual firms organize themselves and meet the competition; behaviors of customers and suppliers as well as the government relative to supply and demand the appropriate schedules that apply. Elasticity and substitutions, along with total revenue, total costs, marginal revenue, and marginal costs and profit analysis are researched.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2027 MS Word I**

3 credit hours, 5 contact hours (1 hour lecture and 4 hours lab). Prerequisite: None; basic keyboarding and a knowledge of windows recommended. Course is graded A-E.

This course develops the ability and knowledge of the student of basic document production techniques for business correspondence and other business documents. Course instruction in proper formatting, including but not limited to, using margins and tab settings and various printing and editing techniques. Some emphasis is placed on production timelines.

2028 MS Word II

3 credit hours, 5 contact hours (1 hour lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2027 and knowledge of windows. Course is graded A-E.

A continuation of 2027 Document Production I. Emphasis is placed on development of advanced document production skills. This includes formatting of business correspondence, forms and reports, collaboration for document creation and version control. Some emphasis is placed on production speed.

2037 MS Excel I

3 credit hours, 5 contact hours (1 hour lecture and 4 hours lab). Prerequisite: None; basic keyboarding and a knowledge of windows recommended. Course is graded A-E.

This course provides the student the instruction for developing the skills necessary to create and efficiently use spreadsheets. It is designed to take the student step by step through the features of industry standard spreadsheet software. Numerous practical in-depth spreadsheets should be completed.

2038 MS Excel II

3 credit hours, 5 contact hours (1 hour lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2037. Course is graded A-E.

This course is a continuation of 2037 Spreadsheet Applications I. The course covers formatting worksheets using advanced techniques; working with templates and workbooks; using advanced spreadsheet functions; working with lists and analysis tools; managing and auditing worksheets; and collaborating with work groups.

2067 MS Access I

3 credit hours, 5 contact hours (1 hour lecture and 4 hours lab). Prerequisite: None; basic keyboarding and a knowledge of windows recommended. Course is graded A-E.

This course is the study of the principles and procedures of record creation, storage and retrieval using professional, industry standard relational database software. The student will gain an understanding of the basics of database design and the relationships among the elements of a database.

2068 MS Access II

3 credit hours, 5 contact hours (1 hour lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2067. Course is graded A-E.

This course continues the study of the principles and procedures of record creation, storage, retrieval and management as may be facilitated by any professional, industry standard relational database software. Advanced topics are covered.

2070 Managerial Skills

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to assess and develop a broad range of managerial skills that are often required to become an effective manager and leader. The student will develop usable managerial skills in the areas of: leadership, conflict management, ethics, diversity, and change management. The course will utilize a combination of internet research and in-class contact as appropriate.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2071 Team Building**

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course presents how formal teams are able to do more than just accomplish tasks that the individual alone could not. The student will learn teams are a union of structure, process, culture, and politics.

2073 International Business

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course explains the how and why of world countries trading and business endeavors. It also explains how businesses differ in other countries with a thorough review of economic and political trading and investing concepts. This involves learning the functions and forms of global monetary systems as well as strategies and structures of international business.

2074 Business Law Today

5 credit hours, 5 contact hours (5 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course presents the student with a survey of the legal environment for business in today's world. Topics of study include civil law and torts, criminal law, constitutional law, cyber law, contract law, sales law, corporate law and securities regulation, negotiable instruments, consumer law, and employment law. The focus of the course will be for the student to identify the relevance of various types of law, and legal issues, in the current business environment.

2113 Principles of Accounting I--Financial

5 credit hours, 5 contact hours (5 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

The meaning, purpose and function of accounting in business are presented through studying the concepts and theories of accounting. Basic accounting procedures covered in this course include journalizing transactions, posting, trial balances, adjusting and closing entries and preparation of financial statements. Other topics of study include the preparation and use of working papers, internal control, special journals, and the voucher system. The course focuses on the sole proprietorship form of business organization for both service and merchandising operations.

2114 Financial Accounting

5 credit hours, 5 contact hours (5 hours lecture and 0 hours lab). Prerequisite: Accounting Majors: C grade (2.00) or better in 2113; All Others: 2113. Course is graded A-E.

This course focuses on the rules of financial accounting and reporting. Topics of study include receivables, inventory methods, plant and equipment and depreciation, current liabilities, formation and operation of a corporation, corporate income statements and the statement of cash flows.

2116 Data Applications in Accounting

2 credit hours, 4 contact hours (0 hours lecture and 4 hours lab). Prerequisite: Accounting Majors: C grade (2.00) or better in 2037, 2113, 2114 (or concurrent enrollment in 2114); All Others: 2037, 2113, 2114. Course is graded A-E.

This course utilizes spreadsheet software with a text-workbook to provide experience to the student in organizing and accumulating accounting information. The course will utilize spreadsheets and traditional accounting information systems. The student will learn how to build worksheets and utilize them to do accounting work. In this way, the student's knowledge of accounting principles and the accounting procedures will be reinforced and given a practical focus.

2120 Managerial Accounting

5 credit hours, 5 contact hours (5 hours lecture and 0 hours lab). Prerequisite: Accounting Majors: C grade (2.00) or better in 2113 and 2114; All Others: 2113 and 2114. Course is graded A-E.

This course continues the development of techniques presented in Accounting 2113 and 2114. The topics covered include managerial accounting, process and job order cost accounting systems, cost behavior and cost-volume profit analysis, budgeting, performance evaluation using variances from standard costing, differential analysis and product pricing, and capital investment and analysis.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2126 Individual Taxation**

4 credit hours, 5 contact hours (3 hours lecture and 2 hours lab). Prerequisite: Accounting Majors: C grade (2.00) or better in 2113 or permission of the instructor; All Others: 2113 or permission of the instructor. Course is graded A-E.

This course presents the theory and practice of federal individual income taxation, and presents an in-depth study of gross income, inclusions, exclusions, deductions and losses, business expenses, depreciation and cost recovery, employee expenses, property transactions, tax credits and payment procedures. The student will prepare federal, state and city income tax returns for individuals.

2127 Payroll Accounting

3 credit hours, 4 contact hours (2 hours lecture and 2 hours lab). Prerequisite: Accounting Majors: C grade (2.00) or better in 2114; All Others: 2114. Course is graded A-E.

This course covers fundamentals of payroll operations, the federal legislation relating to payment of wages and salaries, the computing and paying of wages and salaries, the calculation of payroll taxes, and tax reporting, payroll accounting concepts and professional payroll skills and responsibilities.

2128 Cost Management: A Contemporary Approach

5 credit hours, 6 contact hours (4 hours lecture and 2 hours lab). Prerequisite: Accounting Majors: C grade (2.00) or better in 2120; All Others: 2120. Course is graded A-E.

This course takes a proactive contemporary approach to cost accounting that focuses on cost management. While the traditional approach is presented, a contemporary proactive approach is emphasized up front, and an integrated perspective of cost management is presented. This approach to cost management focuses on the impact of managers' decisions on cost drivers, costs, and profits. Although procedures will be presented, the topics will be discussed in a decision-making context. The focus in this course is clearly on providing leadership for management decisions.

Topics, tools, and techniques will be scrutinized, evaluated, and investigated in this course include: the role of cost management, cost and managerial accounting versus financial accounting, the use of activity based costing systems, implementation of activity based management, budgeting standard costing, variance analysis, flexible budgets, and other current leading edge cost management tools and practices.

2132 Principles of Finance

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: 2123. Course is graded A-E.

This course begins with an examination of the goals and functions of financial management. In addition, the course covers the following topics: financial analysis and planning, financial forecasting, operating and financial leveraging, working capital management, the time value of money and how it relates to the valuation process, the cost of capital, and the capital budgeting process.

2134 Accounting Information Systems

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: C grade (2.00) or better in 2123. Course is graded A-E.

This course focuses on the integration of skills related to designing and using accounting information systems. Topics covered include documentation of information systems, data management technologies, implementation of internal controls in advanced technology environments, business processes and system development. The accountant's role in relation to the current environment for the accounting information system is emphasized.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2136 General Ledger Software**

3 credit hours, 4 contact hours (2 hours lecture and 2 hours lab). Prerequisite: C grade (2.00) or better in 2123. Course is graded A-E.

This course utilizes one or more accounting software packages with text-workbooks to provide experience to the student in operating computerized, integrated accounting systems. The student will work with the general ledgers, accounts receivable systems, accounts payable systems, financial statement analysis, depreciation, and payroll systems individually, and then as an integrated whole. The student will work with all steps in the accounting cycle of business. In this way, the student's knowledge of accounting principles and the accounting procedures learned in previous courses will be reinforced and given a practical focus.

2137 Introduction to Data Mining

3 credit hours, 4 contact hours (2 hours lecture and 2 hours lab). Prerequisite: 2067. Course is graded A-E.

This course examines the use of data mining to analyze large datasets to discover business information and relationships. The student will gain an understanding of designing and building an organizational data warehouse. Other topics of study include data visualization, online analytical processing, and executive information systems, machine learning systems and artificial neural networks.

2138 Introduction to XBRL

2 credit hours, 3 contact hours (1 hour lecture and 2 hours lab). Prerequisite: C grade (2.00) or better in 2123. Course is graded A-E.

The student is provided with a basic introduction to the Extensible Business Reporting Language (XBRL). The course will examine the use of XBRL in financial and business reporting, techniques of using XBRL to extract and analyze financial information, the use of XBRL in regulatory reporting and XBRL and digital information trends.

2139 Governmental Accounting

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: C grade (2.00) or better in 2123. Course is graded A-E.

This course will introduce students to fund accounting and the accounting practices of not-for-profit organizations. The basic accounting and recording procedures for governmental units will be discussed. Specific topics introduced include: development and use of budgetary data, the concept of the modified accrual basis of accounting, accounting for general fund operations and other funds, interfund relationships and combined financial statements, and interpreting non-profit organization financial statements.

2140 Auditing

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: C grade (2.00) or better in 2173. Course is graded A-E.

This course covers the theory and processes of auditing. Areas of study include: generally accepted auditing standards, reports on audited statements, audit work papers, audit planning, internal control evaluation, audit sampling, and fraud awareness auditing. Audit applications will be discussed relating to the revenue and collection cycle and the acquisition and expenditure cycle.

2144 Accounting Data Applications

2 credit hours, 4 contact hours (0 hours lecture and 4 hours lab). Prerequisite: 2037, 2067, and 2123. Course is graded A-E.

This course utilizes database and spreadsheet software with text-workbooks to provide experience to the student in organizing and accumulating accounting information. The course will outline differences among databases, spreadsheets, and traditional accounting information systems. The student will learn how to build worksheets, tables and records. In this way, the student's knowledge of accounting principles and the accounting procedures learned in previous courses will be reinforced and given a practical focus.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2149 Cost Management: A Contemporary Approach to Decision Making**

4 credit hours, 5 contact hours (3 hours lecture and 2 hours lab). Prerequisite: C grade (2.00) or better in 2133 or C grade (2.00) or better in 2123 and permission of the instructor. Course is graded A-E.

This course takes a proactive contemporary approach to cost accounting that focuses on cost management. While the traditional approach is presented, a contemporary proactive approach is emphasized up front, and an integrated perspective of cost management is presented. This approach to cost management focuses on the impact of managers' decisions on cost drivers, costs, and profits. Although procedures will be presented, the topic will be discussed in a decision-making context. The focus in this course is clearly on providing leadership for management decisions.

Topics, tools, and techniques that will be scrutinized, evaluated, and investigated in this course include: the role of cost management, cost and managerial accounting versus financial accounting, the use of activity-based costing systems, implementation of activity-based management, standard costing, variance analysis, flexible budgets, and other current leading edge cost management tools and practices.

2161 Auditing

5 credit hours, 5 contact hours (5 hours lecture and 0 hours lab). Prerequisite: C grade (2.00) or better in 2173.

This course covers the theory and processes of auditing. Areas of study include: generally accepted auditing standards, reports on audited statements, audit work papers, audit planning, internal control evaluation, audit sampling, and fraud awareness auditing. Audit applications will be discussed relating to the revenue and collection cycle and the acquisition and expenditure cycle.

2172 Intermediate Accounting I

4 credit hours, 5 contact hours (3 hours lecture and 2 hours lab). Prerequisite: C grade (2.00) or better in 2123. Completion of 2133 is recommended but not required before taking 2172. Course is graded A-E.

This course continues development of the theory and processes of accounting. Accounting functions emphasized include: balance sheets; income and retained earnings statements; analysis of working capital; and methods of valuations.

2173 Intermediate Accounting II

4 credit hours, 5 contact hours (3 hours lecture and 2 hours lab). Prerequisite: C grade (2.00) or better in 2172. Course is graded A-E.

This course is a continuation of 2172 Intermediate Accounting II and presents in-depth study in the following areas of the balance sheet: inventories, cost measurement, flow assumptions, and special valuation issues: acquisition, disposal, depreciation and depletion of property, plant and equipment; intangibles; and investments.

2174 Intermediate Accounting III

4 credit hours, 5 contact hours (3 hours lecture and 2 hours lab). Prerequisite: C grade (2.00) or better in 2173. Course is graded A-E.

This course is a continuation of 2173 Intermediate Accounting II and concludes the in-depth study of the balance sheet in the following areas: current liabilities and contingencies; long-term liabilities and receivables; contributed capital; earnings per share and retained earnings; accounting for leases. In addition, the statement of cash flows will be explored.

2175 Taxation I

3 credit hours, 4 contact hours (2 hours lecture and 2 hours lab). Prerequisite: C grade (2.00) or better in 2123. Course is graded A-E.

This course covers the theory and practice of federal income taxation and presents an in-depth study of gross income inclusions and exclusions, deductions and losses, business expenses, depreciation and cost recovery, and employee expenses.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2176 Taxation II**

3 credit hours, 4 contact hours (2 hours lecture and 2 hours lab). Prerequisite: C grade (2.00) or better in 2175. Course is graded A-E.

This course is a continuation of 2175 Taxation I and presents the study of itemized deductions, passive activity losses, tax credits and withholding treatment of gains/losses, taxation of partnerships and corporations; state and city income tax returns for individuals; corporate franchise tax; personal property tax; and city business income tax returns.

2178 Accounting Problems, Issues and Cases

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: C grade (2.00) or better in 2149 and 2173; also C grade (2.00) or better in one of the following: 2132, 2140, or 2175. Course is graded A-E.

This capstone course is designed to equip accounting students with the analysis skills necessary to compete in the accounting field. Comprehensive cases requiring critical thinking, communications skills, analysis, interpretation and decision making will be utilized. Students will apply skills acquired in prior coursework to solve accounting problems involving practical applications.

2179 E-Commerce and Business

2 credit hours, 3 contact hours (1 hour lecture and 2 hours lab). Prerequisite: 2113. Course is graded A-E.

This course is designed to provide an introduction to electronic commerce and a survey of business transactions on the Internet. Although subject to change, topics could include: the cottage industries of electronic commerce, e-cash, web sites of professional business associations, Internet security, and the Edgar Database of Corporate Information maintained by the Securities and Exchange Commission.

2180 Accounting Capstone Course

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: C grade (2.00) or better in 2126, 2128, 2132, 2136, 2139, 2144, 2173, XXXX, 2470 and concurrent enrollment in 2161 (unless already successfully completed). Course is graded A-E.

This capstone course is designed to equip accounting students with the analytical skills necessary to compete in the accounting field. Comprehensive cases requiring critical thinking, communication skills, analysis, interpretation, and decision making will be utilized. Simulation(s) and outside speakers may also be utilized to enhance the student's learning. The student will apply skills acquired in prior course work to solve accounting problems and cases involving practical applications.

2205 MS PowerPoint I

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None; basic keyboarding and a knowledge of windows recommended. Course is graded A-E.

This Microsoft PowerPoint course is designed to teach students to prepare a PowerPoint presentation and use various methods for editing and formatting a presentation. Students gain experience in adding animation, using WordArt, creating organizational charts for use in presentations, as well as ways in which PowerPoint interacts with Windows and the Internet. Students need some prior computer experience and familiarity using Windows.

2210 Medical Information Coding

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: 2294 and 4039. Course is graded A-E.

This medical coding course is designed to teach students how to find, use, and apply the codes of the ICD-9-CM (International Classification of Diseases) in order to classify medical documents efficiently, accurately, and effectively to optimize reimbursements of medical practices or medical facilities.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2294 Patient Billing**

3 credit hours, 4 contact hours (2 hours lecture and 2 hours lab). Prerequisite: 2113, 2027 and 4039. Course is graded A-E.

This course will help prepare the student to master many of the medical billing skills that are highly regarded and sought after in the health care profession. The student will learn how to use Medisoft (a widely used patient accounting program) to perform the following tasks: add new billing codes, input patient information, process patient transactions, produce various reports, print statements and insurance forms, and process claims.

2416 Management Analysis and Control I

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: 2113. Course is graded A-E.

In this last of the first year sequence of accounting courses, the Business Management student is introduced to a variety of managerial accounting techniques used by businesses to analyze and control their operations. The course begins with an analysis of cost behavior from a managerial standpoint, and covers topics such as break-even analysis and leverage, analysis and control of decentralized business operations, business uses of standard costing and variance analysis. The emphasis throughout will be on analyzing and problem solving.

2417 Management Analysis and Control II

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: 2113. Course is graded A-E.

This course is a continuation of 2416 Managerial Accounting I and begins with coverage of additional areas in managerial accounting: pricing of products and services, relevant costs and financial statement analysis techniques. Several topics in financial management are then discussed (working capital management and financing, time value of money, valuation and rates of return, cost of capital and capital budgeting).

2464 Personal Computer Applications in Business

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to give students standardized, progressive, detailed, hands-on instruction in the most popular personal computer software used today by business and industry. The student will demonstrate the ability to integrate word processing, spreadsheets, and graphic design through group projects. The course combines demonstration and self-paced instruction. Students will be tested and the course will be graded.

2470 Organizational Ethics

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

Business ethics engages essential questions to business and their stakeholders concerning purpose, values, and transactions of and among individuals, groups, companies and their global alliances. A thorough understanding of the complex issues and frameworks concerning ethical decisions will be thoughtfully and objectively analyzed. The student will create an understanding and application of ethical reasoning in the marketplace and in workplace relationships.

2480 Service Marketing and Management

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: C grade (2.00) or better in 2022. Course is graded A-E.

This course allows the student to define services marketing and detail the fundamental concepts and strategies that differentiate the marketing of services from the marketing of tangible goods. The fundamentals of business knowledge, employee competence, competence in customer satisfaction, service quality and customer service will be concentrated on. The student will also develop skills that are essential in understanding and sustaining a customer base through marketing and management.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2481 Salesmanship**

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: 2022. Course is graded A-E.

This course allows students to conceive a method of constructing their own sales presentations. The student will learn the concepts and practices of selling in a practical, straightforward and conceivable manner. The fundamentals of personal selling will be developed with appropriate actions learned for particular prospects and customers. The student will learn to be a problem solver, helper, and advisor in different roles to convey their sales message. All major aspects of selling will be explored.

2482 Retail Management

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: 2022. Course is graded A-E.

This course will respond to various important developments in retailing. The student will learn, explore and develop competencies in retail operations, decision making tools for the supply chain, how merchandize is purchased, how customer databases are established, decision support systems that are tailored to local markets, scheduling, pricing and target promotions in the retailing industry.

2483 Advertising Concepts/Procedures

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: 2022. Course is graded A-E.

This course allows the student to discover advertising including coverage of industry organization, customers' buying behavior, segmenting and targeting, and positioning, along with explanations of the marketing communication functions and media. A thorough treatment of the practices critical to building customer relationships and brands will be presented and explored.

2484 Accountable Marketing

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: 2022. Course is graded A-E.

This course will allow the student greater efficiency and the elimination of waste within the marketing field. A model based test and measure concept will be utilized. The student will learn to apply data driven marketing to all kinds of promotions and image advertisements. The student will also be able to establish allowable costs per order, which will help in the learning process of assessment for marketing efficiency and profitability of programs within all types of organizations.

2485 Public Relations

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: 2022. Course is graded A-E.

This course will allow the student all the most effective planning techniques in public relations. How to execute the entire range of programming possibilities, from investor relations and employee relations to cause marketing programs; and all of the important skills, including speech writing, image management and crisis management. The student will also learn how to measure the effectiveness of public relation programs and their tactics.

2486 Cases in Marketing/Research

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: 2022. Course is graded A-E.

This capstone course will give the student a basic understanding of the scope of marketing research, using an applied approach with interesting and practical applications.

2553 Mathematics for Programming

5 credit hours, 5 contact hours (5 hours lecture and 0 hours lab). Prerequisite: High school algebra (or equivalent) or 1204 or 1210. Course is graded A-E.

Areas of study include numeration systems, matrix and Boolean algebra, probability, mathematics of finance, and other mathematical topics used in programming.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2576 Visual Basic**

4 credit hours, 6 contact hours (2 hours lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2596. Course is graded A-E.

The student will learn the essential aspects of creating a graphical user interface and its corresponding event-driven programming code in Visual Basic.Net. The student learns the fundamental aspects of coding a Visual Basic program, along with error handling and data validation techniques. The student utilizes a hands-on lab environment to design projects that use Visual Basic forms and controls, solve business problems, use variables, perform calculations, incorporate conditions and reach decisions in the Visual Studio environment. Programs are run on minicomputers using the Windows operating system.

2577 RPG Programming

4 credit hours, 6 contact hours (2 hours lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2596. Course is graded A-E.

This course introduces the student to RPG programming concepts and techniques through a series of programs illustrating typical business applications. The student will use the RPG programming language on an IBM AS/400 computer to write and execute their programs.

2580 Visual Basic II

4 credit hours, 6 contact hours (2 hours lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2576. Course is graded A-E.

This course expands on the fundamentals of Visual Basic.Net as presented in 2576. Learning in a hands-on computer lab environment, the student gains an advanced understanding of the controls, calculation methods, condition structures, menu options, functions, looping structures, array construction and usage, Web form issues, accessing database files, saving objects in files, and graphics and animation offered through Visual Basic.Net.

2581 Internet Programming and Design

4 credit hours, 6 contact hours (2 hours lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2586. Course is graded A-E.

This course is an introduction to Web page design and development with static and dynamic contents. The student will be introduced to HTML, CGI programming, and a scripting language such as Java, JavaScript or VBScript. The course includes communication mechanisms.

2585 Data Communications

4 credit hours, 6 contact hours (2 hours lecture and 4 hours lab). Prerequisite: Grade of Satisfactory in 1600. Course is graded A-E.

This course introduces the principles, design approaches, and standards involved in computer data communications. Networking considerations, communication architecture, data encoding and transmission, switching, network access protocols, and transport protocols will be emphasized as well as an overview of the concepts of the open systems Interconnections model. Lab work will involve hands-on experiences dealing with communications software and hardware.

2586 Object Oriented Programming with C++

4 credit hours, 6 contact hours (2 hours lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2596. Course is graded A-E.

This course offers a basic introduction to Object-Oriented concepts and programming techniques. Issues such as declaring, defining, and using classes, declaring and defining objects and functions in the context of classes are covered. The concepts and techniques of Object class hierarchy and inheritance are applied. Using pointers as a means of creating dynamic arrays and for using strings is covered. The process of building Object algorithms is also emphasized.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2587 Advanced C++**

4 credit hours, 6 contact hours (2 hours lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2586. Course is graded A-E.

This course is a continuation of 2586 Object Oriented C++. The course provides hands-on experience in the design and writing of more complex business oriented programs.

2591 Internet Programming and Design II

4 credit hours, 6 contact hours (2 hours lecture and 4 hours lab). Prerequisite: C grade (2.00) or better in 2581. Course is graded A-E.

This course is a continuation of 2581 Internet Programming and Design I. The course will continue to emphasize hard coding of the HTML markup language and scripting languages. The course focuses on using the Common Gateway Interface (CGI) and Active Server Pages (ASP) to create dynamic, interactive web content. Practical, real-world lab exercises provide students with hands-on experience. The course includes the use of web tools and web servers, and introduces the student to XML, XHTML, and E-commerce.

2593 Systems Analysis and Design

5 credit hours, 7 contact hours (3 hours lecture and 4 hours lab). Prerequisite: C grade or better in 2576 or 2577 or 2586. Course is graded A-E.

This course is an overview of the systems development methodology and its use in the implementation of new computer systems. The student plays a role as a systems analyst using data modeling, process modeling, feasibility analysis, information system modeling, and input and output design. The student will learn and apply normalization, use various modeling structures and examine the pros and cons of conventional file systems in comparison to a distributed database. The student will learn and analyze various client/server architectures.

2594 Database II

4 credit hours, 6 contact hours (2 hours lecture and 4 hours lab). Prerequisite: 2067. Course is graded A-E.

This course provides the student with the necessary skills and knowledge to identify and perform the tasks in implementing and managing databases using Structured Query Language (SQL) with a Microsoft SQL Server. In a hands-on, computer lab environment, the student will use SQL to store and retrieve data from a relational database management system. The student will learn how to use Select statements, arithmetic and comparison operators, build-in functions, and sub-queries.

2595 Directed Studies in Computers

5 credit hours, 8 contact hours (2 hours lecture and 6 hours lab). Prerequisite: C grade (2.00) or better in 2593 and 2594. Course graded A-E.

This course involves the application of computer programming using a relational database and system development concepts, principles and practices to a comprehensive system development project. The students are required to analyze, design, program, test and document realistic systems on a microcomputer using a specified current database technology. The student will work on an independent-study basis with the guidance of faculty.

2596 Principles of Computer Programming

4 credit hours, 6 contact hours (3 hours lecture and 3 hours lab). Prerequisite: None. Course is graded A-E.

This course introduces the student to the logic of computer programming. Through the use of flowcharts, pseudocode, and a procedural programming language such as RPG, COBOL, or C++, the student will develop algorithms for solutions to business related programming problems. Hands-on lab exercises allow the student to apply the algorithms to real computer programs.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year**

2700 Introduction to Entrepreneurship

1 credit hour, 1 contact hour (1 hour lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course introduces the various skills involved in running a successful business. It also examines various methods of starting a small business, including franchising.

2701 Small Business Market Research

1 credit hour, 1 contact hour (1 hour lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

It is imperative that the small business entrepreneur knows his/her market and be able to accurately target that market. The Market Research course examines various techniques of conducting market research. Also covered are the topics of copyright, patent, or trademark protection.

2702 Small Business Market Planning

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course introduces the student to the marketing considerations surrounding product and price for the small business person. During this course the student will commence the development of a marketing plan, which shall be completed in Small Business Marketing Mix.

2703 Small Business Marketing Mix

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

As a continuation of 2702 Small Business Market Planning, the course examines the marketing considerations of place, packaging, and promotion. The student will also continue and complete the marketing plan started in 2702.

2704 Money and Finance in Small Business

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

One of the major reasons for the failure of any small business is adequate financial planning. In order to prepare the student to better deal with these concerns, this course examines various techniques of financial forecasting and various methods of financing new ventures.

2705 Small Business Record Keeping/Budgeting

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course identifies and discusses the fundamentals of financial record keeping as applied to a new venture. This course also focuses upon the development of various budgets for the new venture.

2706 Small Business Operations

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: None.
Course is graded A-E.

This course discusses various operational concepts, such as purchasing, inventory management, taxation, and insurance as they apply to a small business.

2707 Human Resource Management in a Small Business

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

Specifically addressed in this course are the concerns of recruiting, selection, and training as they apply to the small business. Also examined are the record keeping requirements in these areas.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2708 Supervision in Small Business**

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course examines and discusses the issues of leadership and supervision as they apply to the small business.

2709 Development of a Business Plan

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: 2701, 2702, 2703, 2704 and 2705. Course is graded A-E.

As the culmination of the offerings in Small Business and Entrepreneurship, the student will develop a Business Plan for the new venture.

2728 Productivity and Quality

1 credit hour, 1 contact hour (1 hour lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This workshop course will explore the fundamentals of Total Quality Management. Course objectives will include the goals for quality and increasing internal and external satisfaction.

2846 Compensation and Benefits

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course will provide an in-depth study of the history, principles, and theory of both monetary and non-monetary compensation. The course will also examine the laws governing compensation, and the processes and methods used to develop compensation and benefit packages, and policies.

2850 Employee Relations

4 credit hours, 4 contact hours (4 hours lecture, 0 hours lab). Prerequisite: None. Course is graded A-E.

The course deals with both the traditional areas of labor relations (history of the labor movement, labor legislation, collective bargaining, contract administration) and with issues that arise in today's white collar, service oriented workforce and economy. Students will simulate actual collective bargaining, grievance procedures and arbitration cases. Emphasis is placed on negotiation objectives, strategy and tactics, and students will develop skills suitable for advancing the objectives of either management or of a labor union.

2855 Problem Solving and Managerial Decision Making

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: 2021 and 2022. Course is graded A-E.

This course will provide an opportunity for the student to integrate knowledge and skills gained in previous courses in management, marketing, human resources, and finance. Emphasis is placed upon familiarization with the types of decisions that managers must make and the development of skills necessary to make them.

2856 Human Resource Law

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course describes and explains employment law and the set of legal requirements that govern the workplace. The student will learn the major issues and rule of employment law and an understanding of what employment law means in the human resource practice.

2860 Personnel Interviewing

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course will examine the six types of personnel interviews (selection, performance, appraisal, counseling, career development, disciplinary and exit). Legal aspects of interviewing will be studied to provide the student insights into the personnel functions. There will be an emphasis on developing usable interviewing techniques and skills from the management and employees or probable employee prospective.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2865 Customer Service**

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course helps the student understand customer expectations and develop skills necessary to provide any and all types of quality service. Customer service skills will focus on change, communication, data usage, negotiations, perception, problem-solving, and teamwork toward action plans for continuous improvement.

2870 Health, Safety and Security

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

Employees are every business's most important asset and resource. Therefore, businesses have a vested interest in a safe and healthy work environment economically, physically and mentally. Health connotes a state of well being free of illness or disease. Health management focuses on the well being of employees. Safety relates to freedom from danger, risk injury, and programs focusing on prevention. Security is the reduction or elimination of risks or losses pertaining to the organizational assets.

2875 Training and Development

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

Training and Development work to support organizational goals and to solve performance problems throughout an entire organization. This incorporates assuming a number of roles with a full range of competencies. The Training and Development roles include needs analyst, program designer, instructional writer, media specialist, instructor, facilitator, change agent, program administrator and evaluator. In assuming these roles, especially in society today, one must be able to do more using fewer resources. In addition, due to developing technology and growing work requirements, organizations have to invest in the retraining and reassignment of existing as well as new employees.

2876 Introduction to Human Resource Management

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to familiarize the student with the vital role of human resource management in determining the success of an organization. The student will develop an awareness of the complexity of the issues surrounding the management of today's employee. Employee rights, employee responsibilities, Equal Employment Opportunities, right to work laws, benefits, legal environments, performance appraisal, and the training and development of employees will be explored.

2926 Introduction to the Internet

1 credit hour, 1 contact hour (1 hour lecture and 0 hours lab). Prerequisite: None. Course is graded S/U.

This course covers the skills and concepts needed to effectively use Internet resources. Concepts covered: Internet fundamentals, connecting to the Internet, browsing the Internet, Hypertext Links, Bookmarks, News and Discussion Groups, e-mail, downloading from FTP sites, Telnet, Web search engines, the World Wide Web, Netscape Navigator. This course is graded on a Satisfactory/Unsatisfactory basis.

2927 Introduction to Networking

1 credit hour, 1 contact hour (1 hour lecture and 0 hours lab). Prerequisite: None. Course is graded S/U.

This course introduces the student to Networking fundamentals. Concepts covered: LAN fundamentals, connecting LANS to other computing resources, token rings, Ethernet, installing a typical application, managing network printing, providing network access and maintaining security, shared resources, server utilities, workstation utilities, administrative tools. This course is graded on a Satisfactory/Unsatisfactory basis.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year****2936 Introduction to Windows**

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: None. Software Version: 4.0 or higher. Course is graded S/U.

This course covers the skills and concepts a student would need to know to use Windows based programs effectively and efficiently. This course starts with the basics of how to name files, use the mouse, and understand the desktop. Then the course introduces running applications, My Computer, Explorer, Control Panel, and some multimedia features. This course is graded Satisfactory/Unsatisfactory.

2937 Advanced Windows

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: 2936. Software version: 4.0 or higher. Course is graded S/U.

This course continues concepts introduced in 2936 by covering them in more detail. Procedures and trouble shooting techniques are introduced for adding and removing software and hardware from a Windows Operating system. This course is graded Satisfactory/Unsatisfactory.

2945 MS Word I

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: 2936. Software Version: 6 for Windows. S/U Graded Course.

This course covers the basic, Student Level, skills necessary for using a Windows-based word processor. Concepts covered: spell-checking, using a thesaurus, using a grammar checker, margins, line spacing, special characters, saving, retrieving, printing, and using templates. This course is graded Satisfactory/Unsatisfactory.

2946 MS Word II

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: 2945. Software Version: 6 for Windows. S/U Graded Course.

This course covers the intermediate, Business Level, skills necessary for using a Windows-based word processor. Concepts covered: paragraph formatting, page layout, tables, graphics, and columns. This course is graded Satisfactory/Unsatisfactory.

2956 MS EXCEL I

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: 2936. Software Version: 5 for Windows. S/U Graded Course.

This course covers the basic, Student Level, skills necessary for using a Windows-based spreadsheet package. Concepts covered: open/save/print, typing data, copy/move/format data, simple formulas, data entry skills, uses for spreadsheets. This course is graded Satisfactory/Unsatisfactory.

2957 MS EXCEL II

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: 2956. Software Version: 5 for Windows. S/U Graded Course.

This course covers the intermediate, Business Level, skills necessary for using a Windows-based spreadsheet package. Concepts covered: column/row operations, graphics, charting, database features, macro buttons, spell checking, data importing and exporting, and additional more complex formulas. This course is graded Satisfactory/Unsatisfactory.

2963 PowerPoint I

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: 2936. Software Version: 4 for Windows. Course is graded S/U.

This course covers the basic, Student Level, skills necessary for a Windows-based graphics package. Concepts covered: create/edit different types of charts (bar, pie, text, area) add symbols (clip art) to charts, create simple slide shows, spell-checking, chart outlining. This course is graded Satisfactory/Unsatisfactory.

**COTC Course Description Listing -- Business Technologies Courses
2005-2006 Academic Year**

2964 PowerPoint II

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: 2963. Software Version: 4 for Windows. Course is graded S/U.

This course covers the intermediate, Business Level, skills necessary for using a Windows-based graphics package. Concepts covered: documenting charts, page layouts, adding graphs/tables to charts, creating professional video presentations. This course is graded Satisfactory/Unsatisfactory.

2965 MS ACCESS I

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: 2936. Software Version: 2 for Windows. S/U Graded Course.

This course covers the basic, Student Level, skills necessary for using a Windows-based database package. Concepts covered: creating a table/database of information, database information entry, terminologies used, creating queries and forms and reports, sorting data in a database. This course is graded Satisfactory/Unsatisfactory.

2966 MS ACCESS II

1 credit hour, 10 total contact hours (1 hour lecture and 0 hours lab). Prerequisite: 2965. Software Version: 2 for Windows. S/U Graded Course.

This course covers the intermediate, Business Level, skills necessary for using a Windows-based database package. Concepts covered: more complex queries and forms, filters, searching crosstabs, customizing forms and reports, graphics and graphs, and macro basics. This course is graded Satisfactory/Unsatisfactory.

2990 Field Experience - Business

1-3 credit hours depending on the amount of work experience per week (1 credit hour per 12 hours work experience). Repeatable up to 12 credit hours. Prerequisite: Permission of Academic Director upon recommendation of academic advisor. Course is graded S/U.

This flexible course offering is composed of a paid work experience coordinated by the student's advisor. The work experience must be related to the student's academic program. Technical or basic elective credit is awarded on a Satisfactory/Unsatisfactory basis.

2993 Internship/Service Learning

1-3 credit hours (1 credit hour will be awarded for each seven (7) hours per week work experience). The student will also meet with their advisor 1 hour per week per each credit hour. Prerequisite: 2014, 2021, 2022, 2025, and 2464. Course is graded S/U.

This course offering is composed of work experience with a profit or non-profit organization chosen by the student and coordinated with a business faculty member or the Academic Director. The work experience must be related to the student's academic program and will reinforce the concepts and ideals related to the management field. This course requires substantial self-directed application of learning.

2992 Internet Learning Strategies

0 credit hours, 0 contact hours. Prerequisite: None. This course is not graded. This one hour seminar course is required for any student who wishes to enroll in any business technologies class that is delivered on-line.

This course allows the student to understand how to successfully learn on-line. The student will receive training on course tools, libraries, books and campus resources along with software that is needed to take an online course.

29XX Special Topics in Business

1-5 credit hours for 7 contact hours per week per credit hour Independent Study [Miscellaneous Applications Course]. Prerequisite: Permission of the Academic Director.

Special topic study is designed to provide a student with the opportunity to work on special topics within the field of business under the directive of the Business faculty. This course may be substituted for a business technical elective if the course is applicable. The course may be repeated.