

# COURSE DESCRIPTIONS

The following are standard, approved courses. Availability of any course depends on scheduling and student need at the time. Some classes may be taught in the evening or online only.

## ACCOUNTING

**AC100 Introduction to Accounting** 4.5 hrs  
An introduction to the basic accounting principles and practices as used in a double-entry system. Emphasis is on analyzing and recording business transactions and preparing financial statements.

**AC200 Principles of Accounting I** 4.5 hrs  
This course provides an introduction to basic double-entry accounting theory, principles, and practices. In addition to analyzing and recording of business transactions and preparation of financial statements, the class will also study deferrals, accruals, cash, inventories, internal controls and some accounting systems design.

**AC202 Principles of Accounting II** 4.5 hrs  
Prerequisite: AC200  
A continuation of basic accounting principles applied to receivables, long-term assets, payroll, and current liabilities. An introduction to accounting for corporations, partnerships and limited liability corporations is also presented. Included is preparation of the statement of cash flows and financial statement analysis.

**AC220 Payroll Accounting** 4.5 hrs  
Prerequisites: AC100 or AC200, and IT105  
A study of personnel and payroll accounting with focus on the maintenance of a payroll register, employee earnings records, and the preparation of federal and state government reports. Also emphasized are old-age and survivors' benefits and taxes, federal and state unemployment compensation and taxes, and other income tax withholdings. Fair Labor Standards Act requirements are reviewed. Students complete a payroll project on a computer.

**AC300 Federal Taxes I** 4.5 hrs  
Prerequisite: AC202  
A study of federal tax rules and related accounting principles. Course covers all pertinent phases of individual federal income tax. This includes inclusions and exclusions, deductions for adjusted gross income, and itemized deductions.

**AC302 Federal Taxes II** 4.5 hrs  
Prerequisite: AC300  
The course will include preparation of Form 1040 and most related schedules and

forms related to individual tax preparation. Tax rules for depreciation and property transactions will be covered. Also included is taxation of corporations.

**AC310 Intermediate Accounting I** 4.5 hrs  
Prerequisite: AC202  
A comprehensive study of the use of accounting principles and concepts as they relate to financial statements. Studied in detail are current assets including cash, temporary investments, receivables, and inventories.

**AC312 Intermediate Accounting II** 4.5 hrs  
Prerequisites: AC310 and MA250  
Continued study of balance sheet items. Course includes a study of the procedures employed in accounting for inventories, buildings, equipment, intangible assets, and long-term investments. Additional areas of concentration include current, contingent, and long-term liabilities and accounting for stockholder equity in a corporation.

**AC313 Intermediate Accounting III** 4.5 hrs  
Prerequisite: AC312  
This course will concentrate on the reading, preparation, and analysis of common financial disclosures of a business including leases, income taxes, pensions, derivatives, and contingencies. Also included will be other dimensions of financial reporting such as earnings per share and accounting changes and error corrections.

**AC320 Cost Accounting** 4.5 hrs  
Prerequisite: AC202  
An introduction to the principles and procedures of cost accounting. Emphasis is on the procedures used in accounting for materials, labor, and factory overhead in a job cost system. Also covered are process cost systems, standard costing, and cost allocation.

**AC321 Cost Management** 4.5 hrs  
Prerequisite: AC320  
A study of the application of cost procedures to cost-volume-profit relationships, pricing and profitability analysis, and capital investment. Also covered are activity-based management, quality costs, and productivity measurement.

**AC340 Peachtree Accounting** 4.5 hrs  
Prerequisites: AC220 and AC310  
The student functions as a computer accounting specialist for a business

organization by converting a company's manual accounting system to a computerized accounting system. The student records business events, makes adjusting journal entries, and prepares interim and year-ended management reports using a commercial software package. The student is responsible for the design, testing, and accuracy of the company's information reporting system.

**AC342 Accounting Spreadsheet Applications** 4.5 hrs  
Prerequisites: AC310, AC320, and IT130  
The student designs and uses spreadsheets to solve a variety of accounting problems and perform what-if analysis.

**AC350 Financial Statement Analysis** 4.5 hrs  
Prerequisites: AC312 and AC320  
A review of terms, concepts, and principles used to prepare and analyze financial statements. Company annual reports are used to apply ratio and trend analysis to determine liquidity, debt paying ability, and profitability.

**AC355 Principles of Corporate Finance** 4.5 hrs  
Prerequisites: MA250 and AC312  
Students will study and apply financial models that assist management in making decisions to maximize the use of limited corporate resources. The emphasis of this class will be on investing and financing decisions that a corporation typically faces.

**AC405 Advanced Taxation** 4.5 hrs  
Prerequisite: AC302  
Course will focus on how management and business owners determine the impact of income taxes on business transactions. This course will review tax planning strategies business owners use to minimize income tax expense and will also review current tax law updates.

**AC410 Advanced Accounting** 4.5 hrs  
Prerequisite: AC313  
This course includes a review of the equity method of accounting for investments. The emphasis of this course will be the application of accounting theory to consolidated financial statements, including the elimination of inter-company transactions under the equity method. Also included is an introduction to foreign currency transactions.

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AC415 Governmental and Nonprofit Accounting 4.5 hrs  
Prerequisite: AC313  
This course focuses on the theory and practice of accounting and financial reporting for governmental entities and not-for-profit organizations.

AC420 Forensic Accounting 4.5 hrs  
Prerequisites: AC313  
Course will present strategies and tactics essential to investigative accounting. The course will include an introduction to forensic accounting, how to analyze and interpret financial statements to detect fraud and other misstatements, proper documentation techniques and an introduction to cybercrimes.

AC430 Introduction to Auditing 4.5 hrs  
Prerequisite: AC313  
This course will focus on the major steps in the audit process, audit documentation, sampling techniques, internal controls, financial statement testing, and audit reports.

## BUSINESS ADMINISTRATION

BA100 Principles of Management 4.5 hrs  
The purpose of this survey course is to introduce the general principles of management applicable to any organization with an established set of goals or objectives. This course analyzes the major managerial functions of planning, organizing, staffing, leading (leadership and motivation), and controlling (monitoring and evaluating). Also covered are managerial ethics and corporate social responsibility.

BA110 Principles of Marketing 4.5 hrs  
A strategic marketing management approach to the problems of modern-day marketing including market opportunity analysis, target market selection, marketing mix development (i.e., product development and management, channels of distribution, promotion, (advertising, personal selling, sales promotion, public relations and publicity), pricing policies and tactics), and the management of marketing activities. The world of e-business is explored from both a marketing and consumer point of view. Marketing ethics is also discussed.

BA115 Principles of Sports Management 4.5 hrs  
This course is designed to introduce the student to the general principles of sports

management. Students will examine the core elements of management functions and ethics. Application of management concepts and theories to sport organization and the industry will also be addressed. Topics studied include leadership, ethics, diversity, and the major managerial functions of planning, organizing, staffing, leading and controlling (evaluation).

BA117 Principles of Sports & Event Marketing 4.5 hrs  
This course explores the concepts and principles of marketing as they apply to sports and event marketing strategies. Areas of study include market analysis, action plans, including prime prospect identification, marketing mix development and evaluation tools. Students will develop a strategic marketing plan for an event in a related field.

BA130 Contemporary Leadership Theory 4.5 hrs  
The focus of this course is the self-examination of skills, personality, attitudes, and behaviors to increase self-awareness of leadership competencies. Students will also investigate principles and theories of leadership. Concepts of leadership are analyzed by studying leaders in business.

BA200 Principles of Insurance and Risk Management 4.5 hrs  
This course will introduce students to the risk management process used in the insurance industry. The course includes an introduction to the various insurance products and terminology. Employment opportunities and career paths in the insurance field are also explored.

BA201 Business Law I 4.5 hrs  
An introduction to business law and the role of business law in today's legal environment. Topics examined and analyzed will include: the court system, common law, civil law, criminal law, and administrative law, government regulation of business, contract law, personal property, and bailment.

BA205 Human Resources Management 4.5 hrs  
Management of people in the workplace, including human resources planning, organizing, leading, and controlling. The role of the human resource department in an organization is discussed as well as the human resource functions of EEO, job

analysis/job design/job description, human resources staffing plan, recruiting, selecting, orientation, training, career development, appraising performance, compensation, employee benefits, safety and health, and employee discipline.

BA210 Principles of Selling 4.5 hrs  
Prerequisite: BA110 or BA117  
Relationship selling utilizing a consultative style to establish and maintain long-term partnerships is examined as a career. The consultative style emphasizes social and business contact, information gathering through needs discovery, counseling and consulting, recommending a solution, translating features to benefits, demonstrating the product, negotiation/overcoming sales resistance, closing the sale, and service after the sale, to provide the foundation for a long-term relationship. Selling is explored in a traditional model as well as in the dot.com environment.

BA215 International Business 4.5 hrs  
This survey course offers a managerial approach to international business with an emphasis on preparing students to operate in the international market place. Topics to be covered are the world's marketplaces, including: managing international business and managing international business operations.

BA220 Advertising 4.5 hrs  
Prerequisite: BA110 or BA117  
A general approach to the advertising function and the development of a complete advertising campaign from marketing goals. Studied are marketing research techniques, target market identification, and the creative, production and media functions, as well as the coordination of personal selling, sales promotion, and public relations and publicity with the advertising campaign. The advertising agency and the advertising department of a firm are also examined.

BA225 Business Ethics 4.5 hrs  
This course covers ethical and social issues that affect contemporary American business, including examination and analysis of many types of ethical dilemmas currently facing businesses and business people. Topics include personal honesty, employee screening, employee privacy, sexual harassment, whistle-blowing, workplace safety, advertising content, product safety, and quality.

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- BA230 Investments** 4.5 hrs  
An introduction to the language of financial securities. The focus is on stocks and bonds and the financial market in which they are traded.
- BA237 Property and Liability Insurance** 4.5 hrs  
Prerequisite: BA200  
The course includes the explanation of property and liability insurance products available for both individuals and businesses. The major property and liability topics examined include general liability, business income, inland marine, goods in transit, auto, and business owner insurance. An introduction to underwriting and claims processing is also presented.
- BA240 Media Relations & Sports Information** 4.5 hrs  
This course is designed to prepare the student in working with the media and internal and external audiences in the area of maintaining a positive public image. Topics studied include: role of communications in management, news release writing, working with various forms of the media, preparing for interviews, pitching stories, ethical issues and crisis management.
- BA243 Life and Health Insurance** 4.5 hrs  
Prerequisite: BA200  
The course includes the explanation of life and health insurance products available for both individuals and businesses. The differences between term and whole life policies are discussed. The course covers the various types of health insurance contracts available and major employee benefit plans adopted by corporations. An introduction to underwriting and claims processing is also presented.
- BA245 Public Relations** 4.5 hrs  
Public relations is a planned process to influence public opinion. Topics studied include the history of the profession, key conceptual framework areas that underpin the field, the field's most important constituencies, the primary technical skills that public relations professionals must possess, and challenges and opportunities presented to public relations in the 21st century.
- BA250 Principles of Banking** 4.5 hrs  
Students investigate various principles, practices, and theories used in commercial banking. Credit unions, savings and loans, finance companies, and other financial intermediaries are compared to domestic bank operations. Various financial regulatory institutions are also to be studied.
- BA255 Sports & Event Facilities Management** 4.5 hrs  
This course assists students in developing an understanding of the knowledge and skills needed to manage facilities used in sports and a variety of events. Topics addressed include: planning techniques, event logistics, crowd control, liability, funding, contracts, scheduling of supervision and employees, facility design, operations and maintenance, housekeeping, safety and medical services, and insurance.
- BA285 Project Management Theory and Application** 4.5 hrs  
An integrated study of the many concepts, skills, tools, and techniques involved in project management. Project management issues and documentation are addressed in a microcomputer-based environment using the MicroSoft Project software. Team concepts to problem definitions and solutions are emphasized. Students are required to develop, manage, and present a project.
- BA300 Organizational Behavior** 4.5 hrs  
Prerequisites: BA100, BA115, or TT116  
This course is designed to provide students with a conceptual and empirical understanding of the structure and function of human behavior in organizations. The course will examine specific topics to which leaders of today's organizations must give attention. Topics which will be explored include: behavioral influences which affect productivity, organizational effectiveness and efficiency, perception, motivation, decision making, communication, leadership, job and organizational design, group behavior, organizational power, politics, and change.
- BA301 Agency Management and Insurance Operations** 4.5 hrs  
Prerequisites: BA100, BA115, or TT116  
A detailed look at the daily operations of an insurance agency. Presented is information about insurance products and their benefits, selling methods to potential new customers, and servicing needs of existing clients. Group problems and case studies are included.
- BA303 Leadership in Cultural and Global Contexts** 4.5 hrs  
Prerequisite: BA130  
This course is a comparative study of leadership in other cultures and in cross-cultural organizations. Additionally, topics include cultural influences on leadership and the relationship between leaders and followers in differing cultures. This course will help students gain the skills needed to adapt and lead effectively in unfamiliar cultures and cross-cultural settings.
- BA306 International Business Practicum** 4.5 hrs  
A blend of research, theory, hands-on experience, and critical thinking, the International Business Practicum offers students an immersion in international business, including international research, operations, marketing, accounting, human resource management, procurement, legal, advertising, and sales, as well as exposure to the skills required to successfully adapt to a different culture, over a 7 – 10 day period while living and traveling in a foreign market. Students will visit host country businesses and learn how to adapt and function in a different cultural environment. Pre-trip academic work is required. There is an additional cost for this course beyond the tuition fee.
- BA310 Marketing Research** 4.5 hrs  
Prerequisite: BA110 or BA117  
The role of marketing research in a modern marketing system is viewed as an information-gathering and decision-making management tool. The course examines research from the perspective of both the manager and researchers and explores the basic stages of the research process which includes formulating the problem(s), determining research design(s), determining the data-collection method(s), designing the data collection form(s), sampling and data collection, data analysis, and preparing research reports. The role of e-business in marketing research will also be explored.
- BA313 Business Law II** 4.5 hrs  
Prerequisite: BA201 or BA317  
This course examines the legal rights and responsibilities of people in both the public and private sectors. It is designed to give students a basic understanding of the rights and responsibilities of parties in contractual and employment relationships. Students will also review legal issues involving debtor/creditor and insurance law. To accomplish these objectives, students will analyze current events, legal conflicts, and ethical dilemmas, in addition to reading the text.

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**BA314 Leading Teams in Change** 4.5 hrs  
Prerequisite: BA130

Building on concepts and theories learned in Contemporary Leadership Theory, students will begin the examination of behaviors, methods, and contexts of leadership and change. Students will be able to choose the appropriate strategies and opportunities to lead individuals, teams, departments, and/or organizations in a constantly changing environment.

**BA315 Selected Topics in Business** 4.5 hrs

This course studies current events with an emphasis on business and commerce. Among topics are e-commerce, the changing business environment, and diversity in the workplace.

**BA316 Nonprofit Management** 4.5 hrs

This course is designed to provide students with the opportunity to explore and develop an understanding of the fundamentals in the management of a nonprofit organization. Topics which will be studied include: working with boards of directors; volunteer management including the recruitment, retention and recognition of volunteers; the many faces of fundraising; program development and delivery; advocacy in the nonprofit organization; types of services provided; nonprofit budgeting; communication; and working with the media.

**BA317 Legal Liability in Recreation, Sports & Tourism** 4.5 hrs  
Prerequisite: BA201

This course is designed to allow students the opportunity to study the legal liability and risk involved in sports and event management. Topics addressed include: risk assessment and management in recreation, sports and tourism, tort law (intentional torts, negligence and absolute or strict liability), contract law, and criminal law as well as constitutional issues in sports and event management, including outdoor recreation management.

**BA323 Consumer Behavior** 4.5 hrs

This course is an interdisciplinary approach to the analysis and interpretation of consumer buying habits and motives and the resultant purchase of goods and services. The purchaser's psychological, economic, and sociocultural actions and reactions are examined. Students will study factors affecting buying behavior in consumer markets and their relationship in developing marketing strategies.

**BA325 Mortgage Banking** 4.5 hrs

Prerequisites: BA250 and MA250  
The language, terms, history, loan flow, secondary market, loan types, and servicing requirements of the mortgage banking industry are studied. Application to real-life lending scenarios is emphasized. Background in real estate is provided to acquaint students with the appropriate real estate concepts and laws applicable to the mortgage industry.

**BA327 Sales Management** 4.5 hrs

Prerequisites: BA100, BA115, or TT116  
Functional aspects of sales force management are studied including: personal selling methods; procedures for recruiting, selecting, and training new salespeople; compensation and expense control systems; sales force motivation and supervision; methods of territorial and quota assignments; sales department budgets; distribution-dealer relationships; and other selected topics.

**BA328 Leadership Applications** 4.5 hrs

Prerequisites: BA130, BA300, BA303, BA314  
Students assess and reflect on their own leadership experiences and continue developing leadership skills. Students demonstrate knowledge about leadership themes and understanding of the essential attributes of leadership. Students apply the skills and learning to business simulations.

**BA330 Entrepreneurship** 4.5 hrs

Prerequisite: AC202  
This course is an introduction to small business management in relation to the startup, buying, or franchising of a small business. Topics include forming the organization; creating a competitive advantage; developing a marketing and management plan; projecting financial requirements, and creating an exit strategy. Students use this knowledge to create a business plan.

**BA333 Managerial Communications** 4.5 hrs

Prerequisites: BA100, BA115 or TT116  
Students will study communication in managerial situations, including motivating employees, persuading management, building consensus, introducing change, explaining financial situations, providing and receiving feedback, getting a proposal adopted, making a sale, coordinating strategy, interacting with media, managing meetings, and making the best use of the technology available. Also addressed are personal and organizational ethics, and multicultural and electronic communication.

**BA335 E-Management** 4.5 hrs

Prerequisites: BA100, BA115, or TT116  
The purpose of this course is to introduce students to the implications of an Internet-based society. Knowledge, skills, and abilities gained from previous business courses will be applied to an online environment. An assessment of advantages and disadvantages of an online environment, as well as the possibilities available for businesses, will be discussed.

**BA340 Direct Marketing Strategies** 4.5 hrs

Principles and processes of direct and database marketing and insight into the requirements for building a customer-based marketing strategy are studied. The theory and practice of direct response marketing is studied as an aspect of the total marketing system for both small and large businesses. Emphasis is given to direct mail, print and broadcast advertising, telephone promotion, interactive media, and the Internet.

**BA355 Corporate Finance** 4.5 hrs

Prerequisites: MA110, AC200, AC202  
Students will study and apply financial models that assist management in making decisions to maximize the use of limited corporate resources. The emphasis of this class will be on the time value of money, the relationship of risk and reward, sources of capital and capital budgeting which together will provide the basis for making corporate decisions.

**BA360 Sports & Event Finance** 4.5 hrs

Prerequisites: AC200, AC202  
Analysis of the relationship between finance and the sports industry is addressed in this course. Students will study the financial and economic aspects of sports organizations and current financial issues relating to high school, collegiate and professional sports.

**BA375 Sports & Event Management Internship** 4.5 hrs

Students will participate in a supervised amateur or professional work experience in the sports and event management industry. A written analysis of the student's experience and possible oral presentation will be required.

**BA390 Purchasing Management** 4.5 hrs

Prerequisites: BA100, BA115 or TT116  
This course provides the student with an understanding of the principles of purchasing materials and supply management. Emphasis is placed on the importance of these principles in the development of quality products and services and to profitable relations with suppliers,

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employees, and customers. Areas of study include quality, price, supplier selection, outsourcing, purchasing services, information flows, legal aspects, purchasing procedures and strategies, and international purchasing.

**BA400 Community Success** 4.5 hrs  
Prerequisite: BA310

Community Success is a marketing applications course that is designed for business administration students interested in community work, as well as local leaders involved in community and economic development. The course is rooted in real world experience, and affirmed in the works of Suzanne W. Morse, author of *Smart Communities*, Richard Karlgaard, author of *Life.2.0*, Philip Kotler, author of *Marketing Places*, and Cornelia and Jan Flora, authors of *Rural Communities, Legacy & Change*. Highlights of this course include seven key leverage points, an exclusive model for community success, a process to guide implementation, plus tools and tips that can help students administer the program in communities of all kinds.

**BA450 Production and Operations Management** 4.5 hrs

Prerequisites: BA100, BA115, or TT116  
This course will study the application of the principles of management to the planning, control, design, operation, and updating of operational systems both in the manufacturing and service sectors. Students will become familiar with the various operations management decisions required in managing a manufacturing or service business. Analytical models which support these decisions will be presented and discussed. Students will become familiar with application of these principles and models through analysis of actual firms and manufacturing and service firm cases.

**BA490 Strategic Management** 4.5 hrs  
Prerequisites: BA100, BA115, or TT116; BA390

This course will study strategy formulation, implementation, evaluation, and control in today's organizations, with an emphasis on strategic planning and decision making. Also studied is the formulation and implementation of corporate and business strategies to achieve the objectives of the organization. This emphasizes environmental, industry, and competitor analysis and includes stakeholder analysis of government, community, consumers, employees, and the natural environment.

## COMMUNICATIONS

**CM010 College Reading** 4.5 hrs

A course in reading development emphasizing comprehension, retention, visual skills, and reading rate. A review of vocabulary is included. Supplementary classroom materials include videos and speed reading activities.

**CM100 Composition** 4.5 hrs

This course is designed to improve a student's written communication. Students will work on writing abilities while learning to incorporate grammar skills.

**CM150 Small Group Communication** 4.5 hrs

Students will gain competence in small group communication through an understanding of group dynamics and communication theory. This course will emphasize the unique nature of every small group, paying special attention to the role of communication in achieving the group's goals and the barriers to effective communication in one-on-one, e-mail, and meeting settings.

**CM190 Journalism** 4.5 hrs

Students will learn to research, interview, write, and edit effectively in the journalistic style, producing articles for practice as well as for use in College publications.

**CM205 Technical Writing** 4.5 hrs

This course examines the fundamentals of style, form, and technique of business communication. Students will learn how to write clear and accurate letters, memorandums, business proposals and reports. There will be lectures, examination of samples, and reviews of the individual's writing. Included will be written communications of the employment process such as resumes, cover letters, etc.

**CM210 Digital Photography with Photoshop** 4.5 hrs

Prerequisite: IT105, a laptop computer, and digital camera

This course will introduce students to the elements of photographic communication in the electronic age. Subjects will include the camera, lighting, picture composition, color, and the use of Photoshop for basic photo correction and cropping.

**CM220 Speech** 4.5 hrs

Prerequisite: CM100

Course centers on development of clear, well-organized, effective oral communication through various types of speaking situations. Key topics include persuasion, demonstration, informative, panel, and special-occasion speaking. Students will also participate in a mock interview.

**CM230 Business Video** 4.5 hrs

Prerequisite: CM210

Subjects will include video for the Internet, documenting presentations, instructional video, video news releases, event coverage, and working with the professional production crew. Students will acquire the techniques of pre-production, production, and post-production, which they will use to produce short videos.

**CM245 Practical Spanish for Business Professionals** 4.5 hrs

Evening College Only

A survey of the fundamentals of the Spanish language. The emphasis of this class will be on the use of Spanish, in both written and verbal forms, in the business world.

**CM250 Graphic Design** 4.5 hrs

Prerequisites: CM190, CM210

Page layout, typography, art, and the principles of visual communication will be taught. Students will refine their abilities through the application of concepts on projects for class and for the College. Photoshop and InDesign will be used to create print publications.

**CM320 Advanced Speech** 4.5 hrs

Prerequisite: CM220

Students will build on their existing skills as public speakers with an eye towards developing a personal style that is as entertaining as it is informative. Through frequent practice, students will refine their body language and tone. Topics will include extemporaneous speaking, handling questions, and dealing with a hostile audience.

**CM335 Communications Internship** 4.5 hrs

Students will apply their classroom learning to the working world. They will work for actual employers on actual projects, applying what they have learned in the classroom and gaining a better understanding of the field they have chosen to enter. Students must work at least 100 hours, reflect on the experience in an essay, and obtain an employer evaluation upon completion of the internship.

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CM380 Advanced Composition 4.5 hrs  
Prerequisite: CM100  
This course builds upon students' basic writing skills with the addition of logic and rhetoric, as well as advanced research strategies. Students will write a persuasive research paper demonstrating their mastery of these communication skills.

## HEALTH INFORMATION MANAGEMENT

HIM110 Introduction to Health Information Management 4.5 hrs  
Study of health care recordkeeping practices with emphasis on hospital and medical staff organization; patient record content; procedures in filing, numbering, and retention of patient records; quantitative and qualitative analysis; release of patient information; forms control and design; indexes and registers; reimbursement; regulatory and accrediting agencies; and other health care delivery systems.

HIM112 Insurance and Reimbursement 4.5 hrs  
Prerequisite: AC100  
Study of the principles and practice of insurance and reimbursement processing, including the assignment and reporting of codes for diagnoses and procedures/services; claims for inpatient, outpatient, emergency department, and physician office encounters; and the review of inpatient and outpatient cases to identify issues of fraud and abuse.

HIM114 Anatomy and Physiology I 4.5 hrs  
Prerequisite: ML208  
The first in a two-term course sequence, including laboratory components, that covers the structure and function of the human body. General issues about organization and covering, support, and movement of the body are covered. Topics include an orientation to the human body, chemistry of life, cells and tissues, and the integumentary, musculoskeletal, nervous, and sensory systems.

HIM120 Human Disease 4.5 hrs  
Prerequisite: ML208  
The study of human diseases, processes that cause disease, and ways in which disease manifests as symptoms, signs, physical findings, and laboratory findings. Study of diseases will be organized as follows:

introduction to human disease, mechanisms of disease, neoplasms, inflammation and infection, common diseases and disorders of body systems, genetic, and developmental disorders, childhood diseases, and mental health disorders.

HIM130 Introduction to Electronic Medical Records 4.5 hrs  
The study and understanding of how technology is used to perform on-the-job electronic health record tasks. These concepts are integrated with hands-on application software.

HIM210 Computers/Technology in Health Care 4.5 hrs  
Prerequisites: HIM112, HIM130, HIM214, HIM220  
Study of the most current computer and medical technologies. The information technology impact on telemedicine, radiology, pharmacy, dentistry, surgery, rehabilitative therapies, and public health. Includes latest information on medical informatics, informational resources, and electronic record keeping.

HIM212 Administrative Medical Assisting 4.5 hrs  
Prerequisites: HIM110, HIM130, HIM214, HIM220  
The study of computers in the medical office. Practical, systematic approach based on real-world medical office activities.

HIM214 Anatomy and Physiology II 4.5 hrs  
Prerequisites: HIM114  
The second in a two-term course sequence, including laboratory components, that covers the structure and function of the human body. General issues include the maintenance of the human body, pregnancy, human development, and heredity. Topics include the endocrine, blood, cardiovascular, lymphatic, immune, respiratory, digestive, urinary, and reproductive body systems.

HIM220 Essentials of Pharmacology 4.5 hrs  
Prerequisites: HIM120  
The study of basic concepts and terminology associated with medication structure, function, interaction, and administration. Students will identify diseases associated with certain medications as well as medications that would be prescribed for certain diseases.

HIM230 Electronic Applications for Health Data 4.5 hrs  
Prerequisites: HIM130, HIM210, HIM212, HIM242  
Co-requisites: HIM242  
The study of an entire health system that documents health care services and the information gathered to make decisions about health care. Includes appointment scheduling, patient registration, financial management, accounts receivable management, eligibility processing, and claims processing and reporting. This course is for everyone in the medical field who will touch an electronic medical report.

HIM240 Classification Systems CPT & HCPCS 4.5 hrs  
Prerequisites: HIM214  
The study and practice of the principles of Current Procedure Terminology (CPT) and Healthcare Common Procedure Coding System (HCPCS) classification systems.

HIM242 Classification Systems ICD-10-CM/PSC 4.5 hrs  
Prerequisites: HIM112, HIM220, HIM240  
The study of the purpose and use of the International Classification of Diseases, 10th Revision, Clinical Modification (ICD-10-CM) classification system and the International Classification of Diseases, 10th Revision, Procedure Coding Systems (ICD-10-PCS) classification system. Topics include coding principles and guidelines (inpatient and outpatient). Students will be required to assign ICD10-CM/PSC codes to diagnosis/procedure statements, case abstracts, and patient records. Use of the ICD-10-CM/PSC coding manual and a computerized encoder is incorporated.

HIM246 Health Statistics and Analysis 4.5 hrs  
Prerequisites: MA110  
The study of how health statistics are computed and applied in health care settings. Hands-on methods require choosing appropriate data to solve problems.

## HISTORY

HIST150 Western Civilization 4.5 hrs  
This course is an introduction to the history of western civilization from 1500 to the present. The influence of European expansionism and colonialism, the French Revolution and Napoleon, the development and spread

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of the Industrial Revolution, Marxism and Communism, global rearrangements of the twentieth century, decline of European colonialism, and contemporary conditions will be studied.

## HUMANITIES

HU200 Literature 4.5 hrs  
Prerequisite: CM100

Introduction to the study and appreciation of poetry, fiction, and drama. Basic critical approaches are emphasized, and a broad range of authors from a variety of cultural and ethnic groups and a wide span of historical periods are presented. Students will respond to literature through discussion and written analysis.

HU210 Introduction to Film 4.5 hrs

This course examines the American film from three perspectives: production technique, history, and the interplay of Hollywood genres and societal forces. Students will view, analyze, and discuss several notable films in relation to assigned textbook readings.

HU220 Ethics 4.5 hrs

This course introduces students to the major ethical theories of the Western tradition as advocated by their key historical proponents. Topics include both normative ethics and meta-ethics. Students will apply ethical perspectives to modern cases, participating in class discussions and writing short essays to support their positions.

## INFORMATION TECHNOLOGY

IT105 Technology with Applied Communications 4.5 hrs

This course uses project-based applications to teach the fundamentals of the Microsoft Office suite – specifically, Word, Excel, Outlook, and PowerPoint. Students will demonstrate software proficiency through creation of professional documents.

IT120 Word 4.5 hrs

Prerequisite: KB010 or 25 nwam  
This course prepares students to work with Microsoft Word in a career setting or for personal use. Using courseware that incorporates a step-by-step, project-based approach, students develop an introductory to intermediate level competency in Word and get an introduction to computer software

and hardware. Students also develop an understanding of fundamental computer hardware and software concepts. Keyboarding skill and accuracy through drill work and timed writings are emphasized. A minimum of 35 net words a minute is recommended to pass this course.

IT130 Excel 4.5 hrs  
Prerequisite: IT105

The emphasis in this course is on problem solving and developing critical thinking skills necessary to apply the Excel spreadsheet tool in the business world. This course covers the use of Excel in a network configuration; planning, building, testing, and documenting worksheets; formatting and printing; using functions, formulas, and absolute cell references; and simple Visual Basic macros.

IT135 Excel and Access for Business 4.5 hrs  
Prerequisite: IT105

This course covers the basic concepts in Excel and Access with a focus on business needs. The course covers the use of Excel in planning, building, testing, and documenting worksheets; formatting and printing; and using functions, formulas, and absolute cell references. In Access the course covers basic database concepts of creating, modifying, and maintaining databases. Working with tables, queries, forms, and reports is included.

IT174 Dreamweaver 4.5 hrs  
Prerequisite: IT105

This hands-on course provides coverage of Dreamweaver, including Web page creation, site management, HTML, and dynamic pages. Students will learn how to integrate tables, forms, audio, images, and video and become familiar with navigation, formatting, and cascading style sheets. An overview of good planning and designing techniques is also included for creating successful pages.

IT220 Helpdesk and Support Techniques 4.5 hrs

In this course, students will focus on technology, business, and communication skills needed to succeed as a helpdesk professional. Skills and strategies for decision making, successful verbal and written communication with clients, and determining user needs will be explored. Operations of a helpdesk, including tracking and performance tools, will also be reviewed.

IT230 Introduction to PC Hardware and Technical Support 4.5 hrs

Prerequisite: IT105

A course in providing technical support for microcomputer users in a business environment. Includes extensive instruction in PC hardware and peripheral devices, PC operating systems, hardware diagnostic techniques, and software troubleshooting.

IT320 Business Information Systems 4.5 hrs

This course examines the use of information systems in organizational settings. Topics include acquisition, management, use and control of information systems and their impact on individuals and organizations. Emphasis is on the business manager's role in developing and managing information systems.

IT335 Advanced Excel 4.5 hrs

Prerequisite: IT130

This course will utilize advanced macros, charts, and functions as well as the advanced tools of PivotTables, Data Tables, Goal Seek, Solver and Scenarios to help management make financial decisions.

## MATH

MA110 Mathematics of Personal Finance 4.5 hrs

The primary objective of this class is to apply basic mathematical skills directly to practical and personal business-related problems in the areas of retailing, simple and compound interest, annuities, investment ideas, loan repayment, credit cards, payroll, taxes, and insurance.

MA120 College Algebra 4.5 hrs

The emphasis of this course is on using algebraic and graphical techniques to model and solve real world application problems. Topics will include linear, quadratic, exponential, and logarithmic functions, rational exponent equations, radical equations, linear and nonlinear systems, use of the discriminate, and inverse functions.

MA250 Mathematics of Business Finance 4.5 hrs

Prerequisite: MA110

An in-depth study of the mathematics used in business management with emphasis on the time value of money and including such topics as simple and compound interest, present and future values, discounting procedures, annuities, and amortization of debts.

# COURSE DESCRIPTIONS

## MA310 Essential Statistics 4.5 hrs

An introduction to the field of statistics including types of data, how data is gathered, descriptive statistics, probability theory, types of distributions, and statistical inference (e.g., building confidence intervals and testing hypotheses).

## MUSIC

### MSC110 Music Appreciation 4.5 hrs

This course is designed to increase the student's awareness and enjoyment of diverse styles of music from ancient music to the present. The objective is to help students become effective listeners and intelligent consumers of music and culture.

## SCIENCE

### SCI100 Environmental Science 4.5 hrs

An introduction to the study of environmental science and the role of human activity on different aspects of the environment. Areas of focus will be introduction to ecology, water quality, air quality, food shortages (famine and malnutrition), waste control issues, sources of energy, and overpopulation.

## SOCIAL SCIENCE

### SS100 College Foundations 1.5 hrs

The goal of the course is to help new students successfully make the transition to AIB College of Business. The course includes college orientation activities and instruction related to life skills, learning styles, study skills, critical thinking, and diversity. The course also provides an opportunity for the students to form relationships with other students and the faculty within the first few weeks of their first term.

### SS105 Introduction to Psychology 4.5 hrs

A survey course that covers the essential psychological concepts including theoretical and experimental findings and applications. This course involves active thinking, questioning and problem solving using real life applications of psychological concepts.

### SS120 Sociology 4.5 hrs

A survey of sociological theories and concepts. Areas of focus will include culture, the workplace as an agent of socialization, social structure and control, social mobility,

prejudice and discrimination, intergroup relations, gender identity, and the family.

### SS130 Political Science 4.5 hrs

A factual approach to the study of American government, democracy and the effect that politics has on the individual citizen, the economy, and business decision-making. Topics include the U.S. Constitution, the Congress, the Presidency, the Federal Judiciary, the bureaucracy, and the international political arena, as well as state and local governments.

### SS200 Career Foundations 3.0 hrs

This course will be the capstone course for all majors. The goal of the course is to help graduating students successfully transition from college life to a professional career. The course includes instruction related to resumes/cover letters, networking, interviewing, professionalism, and life skills. It also includes a service learning component.

### SS240 Microeconomics 4.5 hrs

This course is an introduction to Microeconomics. Topics to be covered include basic economic concepts of scarcity, economic choices, supply and demand, consumer theory, producer theory, competition, and many others.

### SS242 Macroeconomics 4.5 hrs

Prerequisite: SS240  
This course is an introduction to Macroeconomics. Economic concepts including supply and demand, national income, unemployment, inflation, fiscal policy, money and banking, monetary policy, and many others will be studied.

### SS310 Social Psychology 4.5 hrs

This course is an introduction to the study of human behavior in social situations. Established theories, recent research, and analysis of everyday situations will be used to learn about perception (of the self and others), attitudes, conformity, group processes, attraction, altruism, aggression, and applied social psychology.

## TRAVEL AND HOSPITALITY MANAGEMENT

### TT110 Introduction to Travel, Tourism, and Hospitality 4.5 hrs

This course will introduce students to the wide variety of career paths that make up the

exciting and growing travel and hospitality and sports and event industries. Areas covered include air and ground transportation, accommodations, food and beverage operations, meeting planning and a study of the appeal of destinations and attractions to travelers. Throughout the course students will see the interconnectedness of the hospitality industry and the sports and event industry.

### TT112 Geography and Selling North American Destinations 4.5 hrs

Prerequisite: TT110

Concentration will be on features in North America, Canada, Mexico and South America that affect travel and tourism. Students will learn the importance of understanding the traveler's motivations and interest to enhance the travel experience and to sell and serve them efficiently. Map study, climate, transportation options, itinerary routings, hotel accommodations and key attractions will be studied. Students will also be introduced to airport/city codes.

### TT114 Introduction to Hospitality 4.5 hrs

Prerequisite: TT110

This course will introduce the students to the exciting and growing hospitality industry. Career paths, organizational structure, the importance of customer service and the characteristics of hotels, county clubs, casino, cruise lines, and the meeting industry will be discussed. Students will learn the role that management, selling and marketing play in the successful operation of hospitality-related businesses.

### TT116 Quality Hospitality Management 4.5 hrs

Prerequisite: TT114

Students will learn to improve their leadership abilities and develop an understanding of high performance teams and employee empowerment. Management issues such as communications, goal setting, coaching and conflict management and how they relate specifically to the hospitality industry will be discussed.

### TT118 World Geography & Selling International Destinations 4.5 hrs

Prerequisite: TT112

Concentration will be on features of Europe, Africa, Asia and South Pacific that affect travel and tourism. Students will learn the importance of matching travelers to appropriate destinations based on the traveler's interest and motivation. Emphasis

AIB COLLEGE OF BUSINESS

# COURSE DESCRIPTIONS

will be placed on tourist attractions, climate, international map study and required international travel documentation. Students will also be introduced to international airport/city codes.

TT120 Airline Computer Reservations 4.5 hrs  
Prerequisite: TT110  
Students will be introduced to the Apollo Airline Reservation System used by United Airlines and travel agencies around the country. This course concentrates on scheduling airline reservations, displaying fares and rules, building and completing an airline reservation. In addition to this, students will learn how to explain all rules, restrictions, and requirements for all airline, car, and hotel reservations. Students will gain a thorough understanding of airline fare and ticketing requirements, along with car and hotel policies.

TT210 Tour Organization and Group Logistics 4.5 hrs  
Prerequisite: TT118  
This class will introduce the students to the process of organizing tours and the logistics of group or team travel. The major components of a tour and their application in the tour creation and transportation process will be discussed. The students will learn the role that air and ground transportation, hotel accommodations, food and beverage and attractions play in the creation of a tour and in the logistics of accommodating, hosting and transporting large groups or teams.

TT212 Event Management 4.5 hrs  
Prerequisite: TT210  
Students will learn how to design, plan, market and stage tourism, cultural, business and sporting events. Material covered will be applied by the students to price and promote an event including hotel accommodations, meeting rooms with audio visual equipment, food and beverage and formal evening functions. A proposal with all prices, inclusions and descriptions for the event will be prepared by the students.

TT216 Intercultural Communications and Customs 4.5 hrs  
Students will be introduced to the core concepts of intercultural communications to develop the knowledge, understanding and skills to effectively communicate within a globally diverse workplace. To increase

cultural understanding, students will study worldwide cultural customs, religious beliefs and intercultural communication in the context of tourism.

TT375 Travel Practicum 4.5 hrs  
Prerequisite: TT212  
This course is specifically designed for preparing students to enter a career in the travel and hospitality industry. Students will participate in an internship at an industry-related business to gain work experience and apply industry specific skills learned at AIB.