

# Business Essentials

## Course Descriptions

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### First Quarter Courses

#### **Team Building Course**

Students begin week #1 with this intensive workshop, designed to allow them to bond and get to know each other quickly, creating synergy for their further studies. In this class teams are formed and a manufacturing company is created to practice problem solving and decision making skills. Students will learn characteristics of the pro-active problem solver, practice a creative approach to problem solving within a collaborative team environment, and examine components of the decision-making process.

#### **HR Preparation Course**

These six 3-hour sessions will prepare students to understand and study human resources management. Students will receive an overview of the employment relationship in the United States, followed by introductions to behavior, motivation, personnel management, leadership, and organizational structure.

#### **Business Ethics Course**

This course provides students with an overview of important legal and business ethical issues related to business dealings. Business ethics and government regulation topics including codes of ethics and conduct are covered. Students will learn about ethical considerations as they relate to businesses. The course will survey the legal rules and ethical theories as applied to everyday issues and problems found in businesses activities. By the completion of the class, each student will have a basic understanding of business ethics.

#### **Introduction to Finance Course**

This survey course will combine lectures, class discussion, written case studies, and activities to emphasize a practical application of accounting in a day-to-day work environment. Students will be given insight into the wide breadth of financial tools available, and will be able to competently discuss policies with financial experts, letting the numbers speak. Students will also receive the added benefit of learning how to access potential employer's Annual Reports, allowing them to be more prepared for future interviews.

#### **Communication Course**

This course concentrates on the interpersonal communication process between managers and employees, the barriers to communication, and how to overcome those barriers, especially in a global society. In addition, emphasis is on organizational communication with its flow patterns and networks along with the incredible influence of information technology. Lastly, communication issues faced by managers today such as how to manage Internet communication, knowledge resources, customer service, and politically correct communication are explored.

#### **Planning Course**

Introduction to Planning is the integration of business management principles and concepts for strategy design, planning, implementation and control in domestic, international, and global markets. Emphasis will be on development, planning and implementation of policies and strategies for competing in today's global environment. Foundations of Planning integrated with planning tools and techniques will be incorporated throughout the class. Coursework will incorporate reading materials, analysis and discussion of international business cases, written analysis of case applications of planning and creative team projects.

### **Marketing Course**

The marketing topics discussed in this course are designed to provide the student with an overview of marketing and how it functions in the real world. Your instructor will present theories and concepts, cases, and other illustrations to help his students grasp the language, principles and mechanics of marketing. The goal is to help students gain basic marketing knowledge so that they can apply these marketing principles to their own business needs.

### **Cross Cultural Negotiation Course**

Cross-Cultural Negotiation and International Business is a comprehensive course designed for professionals who work in the business environment. This course seeks to demonstrate the importance of cross-cultural communication and the benefits of being sensitive and mindful of cultural differences in international business. Concepts of negotiation styles, cultural differences and etiquettes, and conflict analysis will be discussed at length. Students will also have the opportunity to practice these skills and concepts in class through mock negotiations, and also analyze case studies.

### **Project Management Overview Course**

The Introduction to Project Management series provides an overview of the Project Management community and its importance in the global business environment. Topics include an overview and history of project management, documentation and technology, certification programs and the role of Project Managers. The series is designed for international participants who are interested in or are just beginning to learn project management applications. In addition, the series will explore career opportunities in Project Management both in the U.S. and in the global workplace.

*Throughout the first quarter, students will also have opportunity to hear guest speakers discuss a variety of current business topics, perform several presentations to develop public speaking skills, participate in group projects, and have access to an on-line learning system that will support their textbook and enhance the classroom experience. Because of the interactive nature of study in an American classroom, students will be continuously encouraged to share ideas and perspectives. Students are evaluated not only on their exams and coursework, but on participation and attendance as well. A collaborative approach towards learning will require commitment and responsibility on the part of each student in order to earn a certificate upon completion of course.*

## **Second Quarter Courses**

### **Introduction to Business**

Examine the foundation, principles, and practices upon which modern business enterprises are based. Become familiar with not only the functional elements of a for-profit company, but also the challenges presented by today's competitive global marketplace. Topics include: the business life cycle; balancing short and long-term demands; forms of business ownership and organization structure; leadership and managing competing priorities; competing in global markets; the employment relationship (employment options, compensation packages, managing and rewarding performance); marketing, promoting, pricing and distributing products and services; financial and operational information systems.

*This course is selected from our domestic curriculum, and builds upon the foundation developed in Quarter 1. It is offered to American students in the business community as well.*

### **Basics of Project Management for Everyday Use**

Discover fundamental project management concepts and processes that will increase the quality and value of your next project. Learn how to develop and implement a project plan and set realistic schedules and practical goals. Explore the project life cycle and the challenges of managing a project in different phases: initiating, planning, executing, controlling and closing. Learn how to define and control scope, schedule, costs and risks. Discuss leadership and delegation of a project and the role of project managers in decision making, as well as interpersonal management skills and change management during project execution. Explore why some projects succeed while others fail, and make sure your next project is a success.

*This course is selected from our domestic curriculum, and builds upon the foundation developed in Quarter 1. It is offered to American students in the business community as well.*

### **Communication Across Cultures**

While communicating with present or potential international partners, professionals often commit errors that lose business, and they may never realize what happened. Explore how to maximize your cross-cultural effectiveness by communicating with cultural sensitivity, minimizing barriers, avoiding cultural blunders, building trustful relationships, recognizing diverse negotiating styles, and socializing appropriately. Learn interactively through lectures, multicultural group exercises, and individual presentations. Whether you are a business professional or an international traveler, you will leave ready to confidently prepare for your next cross-cultural interaction.

*This course is selected from our domestic curriculum, and builds upon the foundation developed in Quarter 1. It is offered to American students in the business community as well.*

### **Leveraging Human Capital**

Today's business climate requires companies to be inventive and flexible in their efforts to attract, motivate and retain employees. The most successful organizations align their workforce development efforts with the strategic direction of the company - hiring, developing and retaining highly qualified employees to achieve corporate goals. Through facilitated discussion, group exercises and case studies, you'll review recruiting and staffing techniques and employment law considerations. The class also explores career planning, employee development and other retention tools.

*This course is specifically designed for our international students, gearing the application of HR recruitment principles to a global audience.*

### **Experiential Learning**

In addition to their first quarter internship, students who study for 2 or 3 quarters will participate in a Directed Studies project, working with an instructor in applying new skills and knowledge in a practical environment.

## **Third Quarter Courses**

Students who choose a third quarter of the Business Essentials program will continue to study the different functional areas of business from our domestic curriculum, developing deeper knowledge and understanding. An academic adviser works with students to determine appropriate course work, based on background, interest, and performance in 1st & 2nd quarter.