PROFESSIONAL STUDIES BUSINESS (PSB)

PSB 321 Business Communication for Today's Workforce (3 crs)
Prerequisite: Completion of University Writing Requirement, CJ 202, or equivalent competency. Limited to Organizational Leadership and Communication comprehensive major, BPS degree or by consent of the Academic Director for the BPS degree.
- No credit toward any major or minor in the College of Business.

Students focus on oral and written business communication theory and practice to enhance their communication skills. The use of technology for communicating in today’s business environment is explored.

Attributes: BPS Flat Rate Tuition
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

PSB 350 Principles of Management and Leadership (3 crs)
Prerequisite: Limited to Organizational Leadership and Communication comprehensive major, Bachelor of Professional Studies (BPS) degree or by consent of the Academic Director for the BPS degree.
- No credit toward any major or minor in the College of Business.

Managerial functions of planning, organizing, directing and controlling as they apply to organizations are discussed. Principles of leadership, motivation and project management as they relate to the role of individual and team applications are examined.

Attributes: BPS Flat Rate Tuition
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

PSB 360 Marketing and Selling Your Ideas (3 crs)
Prerequisite: Limited to Organizational Leadership and Communication comprehensive major, Bachelor of Professional Studies (BPS) degree or by consent of the Academic Director for the BPS degree.
- No credit toward any major or minor in the College of Business.

The course examines how profit and non-profit organizations identify and evaluate customer needs by offering need-satisfying products and services. It examines how individuals can promote their ideas in a persuasive manner.

Attributes: BPS Flat Rate Tuition
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

PSB 370 Human Resource and Legal Issues in the Workplace (3 crs)
Prerequisite: Limited to Organizational Leadership and Communication comprehensive major, Bachelor of Professional Studies (BPS) degree or by consent of the Academic Director for the BPS degree.
- No credit toward any major or minor in the College of Business.

Recruiting, selection, appraisal, training, reward systems and employee relations in the workplace are examined. Equal Opportunity Law and international human resource issues as well as basic workplace legal issues are addressed.

Attributes: Cultural Diversity 1 cr., BPS Flat Rate Tuition
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

PSB 380 Accounting for the Workplace (3 crs)
Prerequisite: Limited to Organizational Leadership and Communication comprehensive major, Bachelor of Professional Studies (BPS) degree or by consent of the Academic Director for the BPS degree.
- No credit toward any major or minor in the College of Business.

An introduction to basic accounting concepts students encounter in their lives. Financial statements are analyzed to reveal the financial health of a person or organization and how to include financial information when making decisions about investing, borrowing and budgeting.

Attributes: BPS Flat Rate Tuition
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0