BUSINESS MANAGEMENT AND RELATED TECHNOLOGIES (BMRT)

BMRT 11000  INTRODUCTION TO BUSINESS  3 Credit Hours
(Equivalent to BUS 10123) Overview of social, economic and consumer environments as related to large and small business. Emphasis is on production, marketing, finance, management and human resources. It is recommended that any reading courses indicated by COMPASS score are taken prior to enrolling in this course.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 11006  BUSINESS COMPUTATIONS I  3 Credit Hours
Application of algebraic and arithmetic concepts to accounting, finance and marketing. Computation of finance charges, taxes, fundamentals of inventory control and depreciation.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 11009  INTRODUCTION TO MANAGEMENT TECHNOLOGY  3 Credit Hours
(Equivalent to MGMT 24163) Study of planning, organizing, directing/leadership, controlling, staffing, decision making, and communication theories and management applications of human and material resources and methods. It is recommended that any reading courses indicated by COMPASS score are taken prior to enrolling in this course.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 21000  BUSINESS LAW AND ETHICS I  3 Credit Hours
(Equivalent to FIN 26074) Introduction to American law as related to government, business, society and the ethical issues that occur in the legal environment. Emphasis is on contract law. Relevant past and current law issues are addressed.
Prerequisite: RC 00006 or minimum 86 Compass Reading score; and ENG 01001, ENG 11011, ENG 21011 or minimum 67 Compass Writing score.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 21004  BUSINESS ANALYTICS I  3 Credit Hours
(Equivalent to MGMT 24056) This course is an introduction to concepts in statistical methods and their application to real-world problems. This course will examine both the theoretical and practical side of the different methods. Students will be given ample opportunities to apply the techniques to different real-world programs. The goal of the course is for students to understand fundamental statistical concepts and methods, and their applications.
Prerequisite: MATH 11010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 21008  CASE STUDIES IN MANAGEMENT TECHNOLOGY  3 Credit Hours
Application of management theory to actual business situations. Emphasis on decision making and evaluation of methods and styles of management in all functional areas.
Prerequisite: BMRT 11000 or BMRT 11009 or MGMT 24163 or BUS 10123.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 21011  FUNDAMENTALS OF FINANCIAL MANAGEMENT  3 Credit Hours
Understanding basic financial reports for analysis and performance of a business. Preparation of sales forecasts to develop capital and expense budgets.
Prerequisite: ACTT 11000 and IT 11000 or special approval of BMRT faculty.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 21020  INTRODUCTION TO ENTREPRENEURSHIP  3 Credit Hours
Provides information about the functional elements of starting a small business. Includes the use of instruments, exercises and case analyses to assess entrepreneurial skills.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 21023  FINANCING THE BUSINESS VENTURE  3 Credit Hours
Course deals with determining capital needs, identifying sources of capital, developing a financial plan and interpreting financial statements. Both public and private loan programs will be reviewed.
Prerequisite: BMRT 21020 or special approval of full-time BMRT faculty.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 21050  FUNDAMENTALS OF MARKETING TECHNOLOGY  3 Credit Hours
(Equivalent to MKTG 25010) An overview of the process, activities, and problems associated with the conception, planning and execution of pricing, promotion, product and placement of goods and services
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 21052  PROFESSIONAL SELLING TECHNIQUES  3 Credit Hours
Study of personal selling as a promotional technique to determine and satisfy the needs of buyers and to build a long-term relationship among all parties.
Prerequisite: BMRT 11000 or special approval of full-time BMRT faculty.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>BMRT 21053</td>
<td>ADVERTISING IN BUSINESS</td>
<td>3 Credit</td>
<td>A practical approach to the study of advertising. Emphasis is on the effective use of the media creating advertising operations and advertising management.</td>
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<td><strong>Prerequisite:</strong> BMRT 21050 or special approval of BMRT faculty.</td>
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<td><strong>Schedule Type:</strong> Lecture</td>
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<tr>
<td>BMRT 21092</td>
<td>INTERNSHIP IN MANAGEMENT TECHNOLOGY (ELR)</td>
<td>1-3 Credit</td>
<td>(Repeatable for credit) Students participate in a supervised educational experience. Each credit hour requires a minimum of seven hours work without pay or 10 hours work with pay per week for 15 weeks.</td>
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<td><strong>Prerequisite:</strong> Special approval of full-time BMRT faculty.</td>
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<td><strong>Schedule Type:</strong> Practicum or Internship</td>
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<td><strong>Contact Hours:</strong> 7-21 other</td>
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<tr>
<td>BMRT 36401</td>
<td>APPLICATIONS OF TECHNOLOGY MANAGEMENT SOFTWARE</td>
<td>3 Credit</td>
<td>Combination of computer and business applications for managing technology within an organization. Focus is on using emerging computer software programs for the enhancement of decision making. Course is 2 hours lecture, 1 hour lab.</td>
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<td><strong>Prerequisite:</strong> BMRT 11000 and IT 12000; or special approval of full-time Applied Business faculty.</td>
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<td><strong>Schedule Type:</strong> Combined Lecture and Lab</td>
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<td><strong>Contact Hours:</strong> 3 other</td>
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<tr>
<td>BMRT 36410</td>
<td>SECURITY FOR BUSINESS STUDENTS</td>
<td>3 Credit</td>
<td>Concepts and principles of security and safety in industrial and commercial settings. Focus on executive oversight of corporate security functions. Includes risk analysis, security surveys, emergency preparedness and security policies and procedures.</td>
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<td><strong>Prerequisite:</strong> Junior standing.</td>
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<td>BMRT 36415</td>
<td>CUSTOMER SERVICE</td>
<td>3 Credit</td>
<td>Analysis and definition of customer satisfaction with an emphasis on quality customer service that includes techniques for assessing company service efforts and developing customer satisfaction programs.</td>
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<td><strong>Prerequisite:</strong> Sophomore standing.</td>
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<td>BMRT 36420</td>
<td>PHYSICAL SECURITY</td>
<td>3 Credit</td>
<td>Elements of design, technology and procedures that deter, delay, detect and defeat criminal activity. Deployment and optional countermeasures. Budgeting based on risk analysis.</td>
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<td>BMRT 36430</td>
<td>SECURITY MANAGEMENT</td>
<td>3 Credit</td>
<td>Principles of security and safety in private business and institutions. Emphasis on proprietary departments and security of those departments. Focus on need for proprietary security organization, internal controls, external threats and electronic devices. Examination of departmental policies and procedures.</td>
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<td><strong>Prerequisite:</strong> Junior standing.</td>
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<td>BMRT 36440</td>
<td>SECURITY INVESTIGATION</td>
<td>3 Credit</td>
<td>Addresses future of private security, conducting interviews and dealing with testimonial evidence. Following leads, collecting evidence, preserving crime scenes, use of investigative tools, surveillance techniques and report writing.</td>
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BMRT 40092  PRACTICUM IN APPLIED BUSINESS AND TECHNOLOGY
(ELR)  1-4 Credit Hours
(Repeatable for a maximum of 4 credit hours) On sight internship or a
project with a business or technology related organization approved by
the instructor.
Prerequisite: Junior standing and special approval.
Schedule Type: Field Experience, Practicum or Internship
Contact Hours: 7-28 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

BMRT 40096  INDIVIDUAL INVESTIGATION IN BUSINESS AND
TECHNOLOGY  1-4 Credit Hours
(Repeatable for a maximum of 4 credit hours) Perform an individual
project or research assignment as approved by the instructor.
Prerequisite: Junior standing; and special approval.
Schedule Type: Individual Investigation
Contact Hours: 7-28 other
Grade Mode: Standard Letter

BMRT 46295  SPECIAL TOPICS IN APPLIED BUSINESS  2-3 Credit
Hours
(Repeatable for credit) Specialized advance instruction oriented primarily
to applied business topics. Topics will vary and will be announced as
scheduled.
Prerequisite: Special approval.
Schedule Type: Lecture
Contact Hours: 2-3 lecture
Grade Mode: Standard Letter

BMRT 46409  STRATEGIC MANAGEMENT OF TECHNOLOGY AND
INNOVATION  3 Credit Hours
An examination using case studies and readings of the management
of technology and innovation through perspectives at the product line,
business unit and corporate levels.
Prerequisite: BMRT 21050 and BMRT 21011; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 46410  CRISIS AND DISASTER MANAGEMENT PLANNING  3
Credit Hours
Addresses planning process for mitigation and recovery strategies for
natural and man-made crisis and disasters. Includes risk assessment,
incident management and planning evaluation.
Prerequisite: Junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 46418  LABOR STUDIES IN TECHNOLOGY  3 Credit Hours
This course will include the history of the labor movement,
interrelationships of labor with business and industry, labor law,
contemporary labor problems that emphasizes how unions are organized,
contracts, arbitration and management issues.
Prerequisite: Junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

BMRT 46420  LEGAL ISSUES IN SECURITY  3 Credit Hours
Survey of laws applicable to security risks including torts, labor,
employment, criminal and constitutional issues.
Prerequisite: Junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter