

BUS 1523 INTRODUCTION TO BUSINESS

Surveys the basic business functions, principles and practices in the administration of business organizations. Examines business in society and the interactions of business with the competitive, economic, political/legal, social/cultural and technological environments.

BUS 2113 BUSINESS COMMUNICATIONS

Includes effective communication strategy, effective report presentation (both written and oral), effective summarizing skills and analytical reasoning skills. Focuses on the dynamics, qualities, functions and methods of administrative communication; problems and practices of preparing effective material. Prerequisite: ENGL 1113.

CIS 1103 FUNDAMENTALS OF COMPUTERS WITH APPLICATIONS

This course is designed to provide students with an introduction to the fundamentals of computers and their applications in business. Topics include: computer evolution, information processing, computer functions, information systems, program development process, microcomputer systems and applications, data communication, transaction processing and future trends. Theory and hands on computer instruction. This introductory course is intended for students with existing computer skills. Prerequisites: placement test or CIS 1003.

***CIS 1113 COMPUTER CONCEPTS WITH APPLICATIONS**

Provides students with an introduction to concepts and applications of the personal computer in business. Topics include spreadsheets, databases, word processing, ethics, vocabulary, Internet skills and file system management. Theory and hands-on computer instruction is included. Prerequisite: READ 0033 or [R].

ENGL 2333 INTRODUCTION TO TECHNICAL REPORT WRITING

Does not meet any part of the six-hour composition requirement for the bachelor's degree. Technical literature and publications in the student's area of specialization. Emphasis on clarity, simplicity and careful organization. Prerequisites: ENGL 1113.

MKT 2643 PRINCIPLES OF PUBLIC RELATIONS

A study of various methods and procedures for use by individuals, groups or organizations to improve their image, communications and relationships with their public. Builds on a rigorous base of consumer psychology and then focuses on public relations and communication in relation to the overall promotional mix. Prerequisite: MKT 2273.

***ITD 1323 INTERNET FUNDAMENTALS**

Introduction to the worldwide computer network. Course uses a hands-on approach to teach students the history and capabilities of the Internet. Students learn the resources available via the World Wide Web and searching capabilities. Prerequisites: placement test or CIS 1003.

***TCOM 1033 INTRODUCTION TO MICROSOFT (MS) WORD**

Study of word processing using MS Word. Course will teach the basics of word processing through advanced presentation techniques. Requires basic typing skills. Spring only.

***TCOM 1123 INTRODUCTION TO TECHNICAL WRITING**

Introduction and overview of the field of technical writing, including its history and fundamentals (basic expository techniques in writing technical forms), research techniques, use of libraries and reference materials.

***TCOM 1333 DESKTOP PUBLISHING I**

Overview of desktop publishing, where an individual (through the proper equipment and software), can manipulate existing material or prepare new materials for printing. Course will concentrate on basic layout and design and practical applications of word processing, graphics and pagination programs important to creating attractive and effective documents at a lower cost than traditional printing methods.

***TCOM 2113 BUSINESS/TECHNICAL WRITING**

Basic composition principles which will equip students in various disciplines to write clear technical expository prose, including reports, memorandums, proposals, brochures and other technical communication formats, design for specific audiences in each specific professional area.

***TCOM 2223 INFORMATION GATHERING WRITING AND EDITING**

Extensive practice writing various stories in the areas of international, national and local news, sports, business, life-styles, etc. Gathering, writing and evaluating the news. Prerequisite: TCOM 2113 or consent of department head.

***TCOM 2303 DESKTOP PUBLISHING II**

Desktop Publishing II will present a more detailed review of the desktop publishing concept, proper equipment and software. Also included will be concentration on design and layout of graphic, text and pictorial subject matter. Prerequisite: TCOM 1333.

***TCOM 2323 MULTIMEDIA COMPUTING**

Introductory course in multimedia design and implementation. Course explores the design principles and theory involved in multimedia presentation. Student will design and present application. Prerequisite: CIS 1103 or CIS 1113. Spring only.

***TCOM 2823 TECHNICAL COMMUNICATIONS CAPSTONE**

The final culmination of the program of study. The student will demonstrate the collected knowledge, skills and techniques acquired in the program courses by working through scenarios. Prerequisite: 27 hours of TCOM coursework.