

CHECKOUT THESE SPRING 2024 BUSINESS COURSES

ENTR-100 INTRODUCTION TO INNOVATION & ENTREPRENEURSHIP

Learn the basics of how to start a business and learn how to think like an entrepreneur.

BUS-100 FUNDAMENTALS OF BUSINESS

A survey of marketing, management, production, accounting, finance, and economics

INTERESTED IN OPENING A SMALL BUSINESS OR BECOMING A FREELANCER?

BUS-127 INTRODUCTION OF E-COMMERCE

Topics include e-commerce infrastructure, intranets and extranets, electronic payment systems, marketing research, advertising, e-commerce strategies, and privacy issues.

MKTG-111 PRINCIPLES OF RETAILING

Topics include organization and store management; merchandise assortment, pricing, and layout; identifying markets; and advertising, promotion, and sales

MKTG-122 SALES STRATEGIES THAT BUILD BUSINESS RELATIONSHIPS & INCREASE SALES

Learn how to effectively communicate, persuade, overcome objections, and close the deal.



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