

FACULTY OF BUSINESS ADMINISTRATION



AMERICAN ACADEMY OF INTERNATIONAL EDUCATION

COURSE DESCRIPTIONS

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- All programs are for 45 clock-hours (3 credit hours).
- For special programs they can be offered for less hours or credits.

YOUR SCHOOL OF LIFELONG LEARNING

AAIE - FACULTY OF BUSINESS ADMINISTRATION

BUS-101:.....Introduction to Business

Pre-requisite: None

This introductory course is designed for someone who has never been in business or has had a limited experience in business. The focus is on analyzing and evaluating your own strength & weaknesses, business acumen, knowledge of the product or service, the market, business structure, financial, legal & social responsibilities, developing marketing plan, employment laws and all other aspects of a start-up business.

BUS-102:.....Introduction to Accounting

Pre-requisite: None

This introductory course in Accounting & Book-Keeping covers accounting terminology, forms, system including assets & liabilities, owner's equity, revenue, expenses, profit & loss statement, etc.

BUS-103:.....Introduction to Marketing

Pre-requisite: None

This basic marketing course involves concepts of economics, marketing, salesmanship, advertising & promotion, distribution, financing, public relations and effective communication strategies.

BUS-104:.....Writing a Successful Business Plan

Pre-requisite: BUS-101, 102 & 103

A good Business Plan is fundamental to a successful business. This course will help you achieve your goals by analyzing, evaluating & defining your ideas. A good Business Plan is a road-map, not only for yourself but also for your potential investors, bankers, clients, suppliers, etc. we will make decision to support your project or decline.

BUS-105:.....Fundamentals of Management

Pre-requisite: BUS-101

The goal of this course is to understand the manager's job, the culture & environment of your organization, the process of planning, organizing, leading and controlling, as well as the tools required for effective management and decision-making.

BUS-106:.....Successful Retail Business

Pre-requisite: None

This introductory course in Retail Business takes the students through the process of setting-up the business, types of retailing, making a plan, legal & financial issues, operations, design & inventory, pricing, human resources, marketing, customer-service, risk-management and long-term plans.

BUS-107:.....Operating a Small Business

Pre-requisite: None

This course covers the whole process of how to set-up a small business, including home or internet-based, direct-selling, mail-order, vendor-machines, or specialty-retailing. The topics include financing, ownership & organizational structure, marketing, cash-flow, profits, tax issues, public-relations, and much more.

BUS-108:.....Effective Salesmanship

Pre-requisite: None

This course will teach you the effective and proven techniques used in selling your product or service, including the psychology of the buyer, do's & don'ts and how to close a deal. This program can be very beneficial for any type of sales & marketing position, including Real Estate, Insurance, Auto or selling any type of product or service – whether online or face-to-face.

BUS-109:.....Introduction to Importing

Pre-requisite: None

This basic importing programs for any type of goods & services includes all aspects of legal issues, marketing, research, as channels of distribution, costing, competitive advantage, financing, etc.

BUS-110:.....Introduction to Exporting

Pre-requisite: None

This course in exporting includes all aspects of legal issues, marketing, research, products or services as well as channels of distribution, costing, competitive advantage, financing, etc. concerning export. It also delves into opportunities working as export agent, support available from various segments of the government (local, regional, federal) national and international banks, risk factors, insurance and lots more – including export-licensing and other restrictions for certain goods & services and for certain nations.

BUS-120:.....Introduction to Office Administration

Pre-requisite: None

This Office Administration course covers all aspects of operating an efficient office, designing information system, filing system, record-keeping, effective handling of telephone, reception & communication within the office as well as with the clients and public-at-large.

BUS-122:.....Medical Office Administration

Pre-requisite: BUS-120

Medical offices are operated rather differently than many other businesses. This basic course covers special regulations required of medical facilities, including privacy acts, HIPPA regulations, communications with the patients or clients, as well as myriad of other medical professionals. Billing & Coding is a very important aspect of medical office, however, this course does not provide training in billing and coding.

BUS-125:.....Principles of Accounting-1

Pre-requisite: None

This basic accounting course is designed to familiarize the student with the basic principles of accounting and train the student for a career in accounting and/or business administration.

BUS-126:.....Principles of Accounting-2

Pre-requisite: BUS-125

This course builds on the foundation established in course BUS-125, and acquaints the student with the practice and applications of accounting procedures.

BUS-130:.....Accounting – Spreadsheet Application

Pre-requisite: BUS-125

BUS-135:.....Computerized Accounting - Peachtree

Pre-requisite: BUS-125 & BUS-130

BUS-136:.....Computerized Accounting - QuickBooks

Pre-requisite: BUS-125

BUS-150:.....Intermediate Accounting-1

Pre-requisite: BUS-125

BUS-160:.....Intermediate Accounting-2

Pre-requisite: BUS-125 & BUS-150

BUS-170:.....Introduction to Financial Management

Pre-requisite: BUS-101

The goal of this program is to examine the financial functions of the organization, including financial analysis, costing, budgeting & planning for sustainable growth, the short-term & long-term debt & investment strategies.

BUS-190:.....Advance Financial Management

Pre-requisite: BUS-170

This advance financial management course builds on the knowledge acquired by the student in BUS-170, and includes financial analysis on data basis, assets & liabilities, capital structure & investment opportunities, expansion risks, etc.

BUS-201:.....Marketing Management

Pre-requisite: BUS-103

This marketing course involves concepts of economics, marketing, salesmanship, advertising & promotion, distribution, financing, cost analysis, public relations & effective communication.

BUS-202:.....Introduction to Event Management

Pre-requisite:

Students will develop the basic skills required for an effective, team-based approach to project management (e.g. collaboration, delegation of roles based on individual expectation, including the challenges and advantages of working in a culturally and socially diverse workplace.

BUS-203:.....Categories & Types of Events

Pre-requisite: BUS-202

Events can be classified into several broad categories, based on their purpose and objectives. This program will cover leisure, cultural, personal and organizational events, and how each differs from the other in terms of event management skills.

BUS-204:.....Planning a Successful Event

Pre-requisite: BUS-202 & 203

Event Management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects and setting-up the goals, before actually executing the modalities of the proposed event. This course delves into all the pre-requisites.

BUS-205:.....Independent Studies in Event Management

Pre-requisite: BUS-202-203-204

This course allows the experienced event manager to pursue independent studies, research & development of any or various aspects of event management. The student must submit a proposed research program to the school for evaluation and approval, before embarking on the independent studies in event management.

BUS-206:.....Successfully Marketing Your Event

Pre-requisite: BUS-202-203-204

Marketing of any event requires special knowledge and skills. This in-depth course in event marketing covers various aspects of marketing & promotion of the event, including what makes an event successful or a failure. The students are required to have acceptable marketing studies & skills in order to enroll in this program.

BUS-207:.....The Art of Public Speaking

Pre-requisite: None

In this course you will learn the art and science of speaking & listening, gathering material, analyzing the audience, organizing the body of the speech, outlining the contents, use of the event-appropriate vocabulary, visual aid and methods of persuasion.

BUS-208:.....Managing Teams

Pre-requisite: None

The students in this course should preferably have some knowledge of human psychology. This course focuses on the fundamentals of creating & building an effective team, the purpose, expectation, culture, the team dynamics and coaching teams & team-members are some of the topics. The course also covers attitudes, conflicts and changes, any why teams often fail.

BUS-209:.....Organizational Theory

Pre-requisite: BUS-101

This course has been designed for future leaders and managers, to learn about the strategic approach to organization, the structure, culture, design and challenges, including the global environment, cultural competence, information & technology, informed decision-making, as well as the power & politics which play an important role in the organization.

BUS-210:.....Selling Your Services

Pre-requisite: BUS-101

The goal of this course to introduce the student to the proven and evidence-based techniques of selling your goods & services. Whether you are selling through the internet, by phone or in person, this course in powerful prospecting, generating sales leads, making the presentation and closing the sale will help you significantly.

BUS-211:.....Introduction to International Business

Pre-requisite: BUS-101

This course in International Business focuses on the complexities of global economy, international trade-agreements, opportunities, legal, social, cultural and ever-changing political environment.

BUS-212:.....Fundamentals of International Marketing

Pre-requisite: BUS-101 & BUS-211

Fundamentals of International Marketing course covers the basics of must know before embarking on selling overseas. It includes geography, history, religious & cultural know-how, as well as economic, politics and business environment.

BUS-213:.....Factors Influencing Success in International Markets

Pre-requisite: BUS212

With the every-changing world-order, in this course students will learn to analyze the ways in which political, economic & geographic factors influence the international business, identify & describe common mistakes and evaluate risk factors currently affecting the international competitiveness, affiliations & current affairs.

BUS-214:.....Venturing Abroad

Pre-requisite: BUS-213

The new borderless global economy presents many exciting challenges and opportunities for businesses abroad. The goal of this course is to familiarize the student with the current world affairs – both political & economic. Based on where one wants to venture, it is important to learn about the political & business climate, social & cultural attitudes, language, etc. and then decide whether to establish a branch, a joint-venture or seek a local agent to represent you. There are enormous opportunities but huge risk-factors in most situations.

BUS-215:.....How to do Business with the World

Pre-requisite: BUS-212

This covers in-depth a very broad International market, including cultures, religions, economics, business methodologies and political environment, trade-relations, etc.

BUS-215-A:.....Doing Business with Africa

Pre-requisite: BUS-212

Africa is a huge continent with many independent nations with myriad of languages, cultures, political & economic diversity, risks and opportunities. This course provides an in-depth study of each country in Africa, its geography, politics & economics, as well as the risks-involved in doing business with certain countries.

BUS-215-B:.....Doing Business with Asia

Pre-requisite: BUS-215

Asian economies are growing faster than any other continent. It is also a huge continent, with very diverse nations, languages, cultures, religions and political climate. Asia offers great opportunities, but some areas have greater risk than others. This course takes you with a journey through this vibrant & colorful continent with magnificent but often violent history, colonization, independence, modernization and opportunities.

BUS-215-C:.....Doing Business with The Caribbean

Pre-requisite: BUS-215

The economies of the Caribbean are changing, and while most of them have business & political risks lower than the rest of the world, with smaller population, there are still limited opportunities and growth potential for some type of goods & services. This course delves into politics, economics & opportunities in the Caribbean.

BUS-215-D:.....Doing Business with Europe

Pre-requisite: BUS-215

The European Union has created a much more stable market and free-trade within its member-states. It has also signed many free-trade agreements with countries around the world, creating opportunities for foreign investors and businesses. This course includes geography, political & economic situations with the EU and beyond.

BUS-215-E:.....Doing Business with Latin America

Pre-requisite: BUS-215

The political situation & economies of the Latin American countries are constantly changing. It is a huge market and offers great opportunities, but there are many risk factors as well, which this course covers in-depth.

BUS-215-F:.....Doing Business with the Middle East

Pre-requisite: BUS-215

The Middle East has been in the news for terrorism and instability for decades, but there are still opportunities for some types of businesses & services, besides greater risk-factors. This course includes all aspects of doing business in the Middle East.

BUS-216:.....International Economic & Trade Organizations

Pre-requisite: none

There are many Economic Development & Trade Organizations in the world, including NAFTA, CAFTA, BRICS, BOAO, Latin America' Trade Cartels, etc. This course covers a study of these global organizations, how it benefits certain countries and how it affects business, trade and economy of the United States.

BUS-217:.....Human Resource Management

Pre-requisite: BUS-101

The course covers an understanding of procedures for selecting, hiring and training employees, the laws and regulations governing wages, working conditions, discrimination, sexual-harassment policies, etc.

BUS-218:.....Public Relations

Pre-requisite: None

This Public Relations course covers the fundamental principles of, and the role of public relations in both – the non-profit or for profit business.

BUS-219:.....Crisis & Conflict Management

Pre-requisite: None

This course includes the scientific, cultural, social theories and strategies to avoid, or to resolve conflicts and apply appropriate management of crisis of all types & nature within an organization, within a group, or at an individual level.

BUS-220:.....Independent Studies in Business

Pre-requisite: BUS-101 & Plan of Research

Under the guidance of a faculty member, the student, who has had extensive academic credentials and experience in business, may undertake and conduct an independent study on a subject or theory with the field of business.

BUS-221:.....Diversity Management

Pre-requisite: None

The focus on Diversity Management program covers the complexity of supervising & managing the diversified workplace, considering the social, cultural, linguistic, psychological and religious belief of individuals or groups. The student is expected to have extensive experience dealing with diverse ethno-cultural groups and preferably a course in ‘cultural competency’.

BUS-222:.....Destination Management

Pre-requisite: None

This course deals with marketing of a destination, an area or a particular facility for tourism, business, investment or for other opportunities, including the history, geography, and facilities. It may also include hotels, attractions or special-interest programs.

BUS-223:.....Offshore Outsourcing

Pre-requisite: BUS-101

Offshore Outsourcing has become an important phenomena in the international trade practices. The goal of this program is to introduce to the student the fundamentals of offshore outsourcing, the benefits and disadvantages, the political, social, cultural aspects of outsourcing and how it is changing the global economy.

BUS-224:.....Budget & Financial Management for Event Planners

Pre-requisite: BUS-105 & BUS-202

This course in Budgeting & Financial Management for Event Planners requires prior knowledge of Business, Finance & Management, as it delves into all the financial aspect of Events or Meeting Planning.

BUS-225:.....Catering & Hospitality for Events

Pre-requisite: BUS-202

This course is designed to meet the needs of the Event Manager who represents the client, and is responsible for choosing a caterer, selecting a menu, negotiating a price, managing or co-managing the event, and integrating the food & beverage preparation and service into the total event experience.

BUS-226:.....Design & Décor for Events

Pre-requisite: BUS-202

Every venue, whether plain & simple or elaborate, provides a physical canvas on which to create an event, depending on the goal, size and budget of the event – be it a birthday, a wedding, political, social or cultural event. This course deals with the creativity of designing a sensational venue for ever-lasting memories.

BUS-227:.....Managing Special Event Vendors

Pre-requisite: BUS-202

How to select and partner with appropriate & qualified vendors, from an operational, logistical and tactical perspective is the focus of this course, which provides a comprehensive module.

BUS-228:.....Event Fundraising & Sponsorship

Pre-requisite: None

This course deals with important subject of ways & means of fund-raising, which may include getting sponsors, supporters, advertisers or donors for the successful event. It requires special skills in negotiation, public-relations, organizational ability and to be a people-person, with the inherent know-how for net-working.

BUS-229:.....Event Negotiation & Contracts

Pre-requisite: BUS-101 & BUS-202

The negotiation and drafting of contracts is an essential element of Event Management. This course provides practical insight into the strategy and tactics of successful negotiating techniques, as well as an analysis of the key elements of a well-written, clear & concise contract, that will protect all stakeholders. Particular emphasis will be given to contracts with hotels, transportation companies and other event venues & vendors.

BUS-230:.....Event Entertainment & Production

Pre-requisite: BUS-202

Entertainment & production elements are vital to the success of any event. This course examines the basic principles of selecting, contracting and managing the Entertainment and Production of the Event.

BUS-231:.....Managing Multicultural Events

Pre-requisite: BUS-202

Multicultural Events require special skills and knowledge because every ethno-cultural group has unique and interesting rituals, traditions, ceremonies and ways of thinking and performing. The goal of this course is to understand & respect the differences, and to organize the Event so everyone is involved and has fun.

BUS-232:.....Introduction to Non-Profit Organization

Pre-requisite: None

This course provides the fundamentals of the non-profit organization, difference between for-profit & not-for-profit, the required research or a feasibility study before forming a non-profit, the advantages and disadvantages of a non-profit, as well as the legal, moral and social responsibilities of the Board of Directors.

BUS-233:.....How to Form a Non-Profit Organization

Pre-requisite: None

The focus of this course is to learn how a non-profit organization is formed, including state & federal rules and requirements. How to get the tax-exempt status from the Internal Revenue Service, how to set-up the organization, the Board of Directors, etc.

BUS-234:.....Managing a Non-Profit

Pre-requisite: BUS-232

The Non-Profit Organizations are managed very differently than a for-profit corporation. This course delves into the differences, styles, techniques and legal requirements for operating and managing a non-profit, including financial obligations, liabilities, structural, ethical, legal and personnel issues.

BUS-235:.....Marketing the Non-Profit

Pre-requisite: BUS-101

Non-Profit organizations are generally formed by an individual, a few concerned citizens or a small special-interest groups, generally for a specific cause. This course explores the unique problem of effectively marketing and promoting those causes or concerns to the community-at-large for the sustainable growth.

BUS-236:.....Independent Studies in Non-Profit

Pre-requisite: BUS-232

Under the guidance of a faculty member, students conduct an intensive research & investigation of a topic of his/her interest within the field of non-profit organization. A written proposal is required for approval. The independent study may require library research, interviews & field-trips, etc. A final report is required.

BUS-237:.....Budgeting & Financial Management

Pre-requisite: BUS-105

A business, whether small or large, cannot effectively survive without an appropriate budget and financial planning. This course explores various resources, development of a budget model and various theories of financial planning.

BUS-252:.....Managerial Accounting

Pre-requisite: BUS-126 & BUS-160

The goal of this course is to familiarize the student with general accounting procedures, including investment, long-term liabilities, cost accounting, overhead analysis, budgeting, etc.

BUS-255:.....Financial Accounting

Pre-requisite: BUS-101

This course involves interpretation of accounting statements reports and other financial information which can be useful in the overall financial health and sustainability of the organization.

BUS-257:.....Payroll Accounting

Pre-requisite: BUS-126

Students in this course explore and examine the complexities of payroll, applicable deductions and payroll laws, rules & regulations.

BUS-260:.....Federal Tax Accounting

Pre-requisite:

BUS-270:.....State Tax Accounting

Pre-requisite:

BUS-290:.....Income Tax Preparation

Pre-requisite:

This course trains the student in preparation of corporate and personal income taxes, for both the state & federal governments, including the non-profit corporations.

BUS-291:.....Successfully Marketing Your Event

Pre-requisite: BUS-202-203-204

Marketing of any event requires special knowledge and skills. This in-depth course in event marketing covers various aspects of marketing & promotion of the event, including what makes an event successful or a failure. The students are required to have acceptable marketing studies & skills in order to enroll in this program.

BUS-295:.....The Art of Public Speaking-2

Pre-requisite: None

In this course you will learn the art and science of speaking & listening, gathering material, analyzing the audience, organizing the body of the speech, outlining the contents, use of the event-appropriate vocabulary, visual aid and methods of persuasion.

BUS-297:.....Managing Teams-2

Pre-requisite: None

The students in this course should preferably have some knowledge of human psychology. This course focuses on the fundamentals of creating & building an effective team, the purpose, expectation, culture, the team dynamics and coaching teams & team-members are some of the topics. The course also covers attitudes, conflicts and changes, any why teams often fail.

BUS-300:.....SPECIAL BUSINESS COURSE

This course # is reserved for any special course that the School of Business Administration may authorize in certain situations for unspecified studies, and which may be approved from time to time.