

# GEB - GENERAL BUSINESS

---

**GEB 1011 Introduction to Business****Credit Hours:** 3**Prerequisites:** none

This course is designed to introduce students to the fundamental principles and concepts of business to include the history of business, entrepreneurship, economics, and marketing. Additionally, basic accounting and foundational finance topics will be covered.

**GEB 2002 Career Exploration in Business****Credit Hours:** 3

This course assists the student in examining career choices within the field of business. Students learn what career opportunities are available in business and its sub-fields. Opportunities will be provided for career decision-making, educational planning, networking, interviewing, and job searching.

**GEB 2350 Principles of International Business****Credit Hours:** 3

This course provides an overview of international business to include the analysis of socio-cultural and political conflicts affecting regulation of international trade. Topics addressed include systems of payment, balance of trade, management operations of multinational companies, and an examination of the effects of political systems on international business relationships.

**GEB 2948 Service Learning Field Studies 1****Credit Hours:** 1

This course gives students opportunity to understand the relationship of theory to practice through participation in a service-learning experience. Students are required to complete 20 hours of volunteer work, a service-learning contract, and an oral and written reflection of the experience.

**GEB 3213 Foundations of Managerial Communications****Credit Hours:** 3

**Prerequisites:** ENC 1101 with a grade of "C" or higher and departmental approval or admission to Bachelor's program required

This course explores the proficiencies required to succeed in today's technologically enhanced global workplace by focusing on the development of professional interpersonal, verbal, nonverbal, and written communication skills.