

acquaint students with the current operations of large and small retail businesses. Topics such as layouts, organization, budgeting and controlling, personnel management, services, and the acquisition and marketing of merchandise offerings will be discussed. The role of the retail merchant and management will also be explored.

Prerequisite: Business 231.

3 credits

BUS 234. ADVERTISING AND PROMOTIONAL STRATEGY. An examination of the principles of advertising with the emphasis on types of advertising, on advertising and promotional strategies directed toward the consumers of goods and services with an emphasis on planning and executing an effective campaign to achieve meaningful goals. The course focuses on the mass media used by advertisers and the creation and production of messages for these media. Audio-visual materials are utilized.

Prerequisite: Business 231.

3 credits

(This course was previously listed as BUS235.)

BUS 241. PRINCIPLES OF MANAGEMENT. A study of the basic principles of business management emphasizing the decision-making approach; planning, organizing, directing, and control in the business enterprise. A history of the study of business management.

Prerequisite: Business 112.

3 credits

BUS 242. PERSONNEL MANAGEMENT. Personnel management principles and practices; the role of the personnel department and its program; role of the operating supervisor and executives within the program; role of behavior sciences in the functional areas of personnel management.

Prerequisite: Business 241.

3 credits

BUS 251. BUSINESS LAW. Rules of law as they relate to business transactions, court systems and procedures, law of contracts, law of agency employer-employee relation, law of negotiable instruments, law of sales, law of property, bailment, insurance, and business organization. Laws in the Netherlands Antilles will be discussed as well as International legal guidelines.

Prerequisite: Business 112.

3 credits

BUS 261. FINANCIAL MANAGEMENT. An introduction to theory and technique for optimal investment of the capital resources of the firm under conditions of uncertainty. Topics include rate of return analysis, cost of capital theory and measurement, capital structure, dividend policy, promotion and reorganization.

Prerequisites: Math 232, Accounting 122, Economics 221 and 222, Business 112.

3 credits

CARIBBEAN STUDIES

CAR 231. CARIBBEAN CULTURE AND SOCIETY. A comparative study of the development of Caribbean culture and society from colonial times to the present. Includes a case study of the Netherlands Antilles. Special attention will be given to the twentieth century and topics such as: labor unrest, relations between the U.S. and the Caribbean, Marcus Garvey, Negritude and PanAfricanism.

Prerequisite: English 111.

3 credits

COMPUTER INFORMATION SYSTEMS

CIS 011. KEYBOARDING. Instruction in the use of touch typing, special keys and the mouse. Operating System, word processing and file management skills are introduced. Combined lecture/lab. This course partially prepares students for the computer literacy exam.

2 non-degree credits

CIS 021. COMPUTER SKILLS. This non-degree credit course is intended for students with minimal or no computer skills. Applications introduced include word processing, spreadsheets, personal information management, the Internet, keyboard and mouse skills. This course prepares students for the computer literacy exam.

2 non-degree credits

CIS 101. BUSINESS SOFTWARE APPLICATIONS. Industry standard software including spreadsheets, database management systems, personal information management, the Internet, and word processing will be studied in depth. The capabilities, limitations and special features of operating systems are studied. Extensive out-of-class computer work is necessary.

Prerequisites: successful completion of the computer literacy requirement.

3 credits

(This course was previously listed as CIS146.)

CIS 121. DATA MANAGEMENT CONCEPTS. Designed to familiarize students with the capabilities of Data Base Management Software (DBMS) products. Emphasis is on products used with microcomputers. Instruction on application, requirements and capabilities of various DBMS products, and the application of DBMS to solve data organization problems. Extensive out-of-class computer work is required.

Co-requisite: CIS 101.

3 credits

CIS 210. BUSINESS INFORMATION SYSTEMS. Provides the knowledge necessary to understand and manage computers and information within contemporary business environments. The procedures for evaluating, testing and selecting appropriate software and hardware systems are considered. Ethical issues and human factors in information systems are considered.

Prerequisites: CIS 101 and BUS 112.

3 credits

CIS 250. INTRODUCTION TO OPERATING SYSTEMS. An introduction to the basic principles of operating systems with emphasis on multiprogramming, resource allocation, memory management, process scheduling and file input and output. Basic operation control language, system utilities and their various techniques will be discussed.

Prerequisite: CIS 101.

3 credits

CIS 270. COMPUTER SYSTEMS DEVELOPMENT. Analysis and design of computer systems for various business applications starting from conception through definition, design, implementation, test and acceptance. Project planning will be discussed in depth. Use of word processors, language applications, query systems, database systems and the application of centralization versus distributive processing will be included in the overall analysis of the systems.

Prerequisites: BUS 112 CIS 210.

3 credits

CIS 280. SYSTEMS DEVELOPMENT PROJECT. The student will be required to undertake and successfully solve a data processing problem arising from an actual need in relation to either business or government under the direction and with the approval of a member of the faculty. The problem may be assigned by the instructor or solicited from the community.

Prerequisite: CIS 270.

3 credits

CIS 300. PROCESS DESIGN AND EVALUATION. Students learn to analyze and describe processes, extract problem descriptions from scenarios. Successful students will develop working instructions using logic structures and information bases. Business issues in process development are stressed. Students will produce some programming.

Prerequisites CIS 210.

3 credits

CIS 310. ADVANCED BUSINESS SOFTWARE APPLICATIONS. Provides the knowledge and skills necessary for the advanced use of business applications with particular emphasis on logic, programming, macros, and transferring data or files between various application packages. Prerequisite: CIS 300.

3 credits

CIS 357. BUSINESS INFORMATION NETWORKS. Provides a marketable competence in contemporary business information network technologies including intranets, extranets and the Internet. Students will collect, process, organize and communicate information. Students will use multimedia and other intercommunication tools to facilitate interpersonal interactions.

Prerequisite: CIS 310.

3 credits