

## Course Descriptions

Semester of odd-numbered years. 3 hours Lecture and 3 hours Laboratory — 4 credits

### Specialized Methods and Techniques

Each major department offers a series of courses designed to acquaint the student with various applications of the professional specialty. In the Biology program this requirement is fulfilled by satisfactory completion of one of the following Biology electives: BY 2001 Botany; BY 2223 Comparative Anatomy; BY 2004 Genetics Laboratory.

### Employment Program

#### BY 2370

##### *Employment Program*

Each student in Biology is required to spend 500 hours in approved jobs related to the student's major. Registration for the Employment Program must occur prior to the beginning of the relevant experience. Registration materials are available from the Office of Career and Life Education, located in Segal Hall. 24 weeks of On-the-Job-Training — 4 credits

## Biotechnology (BT)

#### BT 3000

##### *Introduction to Biotechnology*

An interdisciplinary course designed to provide increased familiarity with the concepts, objectives, techniques, ethical and regulatory considerations in the developing areas of biotechnology. Topics include molecular genetics, bacteria, viruses, and applications in biological, medical, food, plant and animal sciences. Prerequisites: Biology II, or Biological Science II, and Biochemistry. Meets the requirements for certification in Education, General Science and Biology minors. Does not substitute for Molecular Biology. Offered in Fall Semester. 3 hours Lecture and Discussion — 3 credits

#### BT 3001

##### *Introduction to Biotechnology Laboratory*

This is a one credit laboratory course offered in conjunction with BT 3000. Laboratory sessions provide students with hands-on experiences with commonly used methods and procedures in biotechnology. This experience is designed to improve employment opportunities for the students and to enhance their understanding of the lecture material. Prerequisites: BT 3000 Introduction to Biotechnology taken previously or concurrently. Spring semester. 3 hours Laboratory — 1 credit

## BUSINESS ADMINISTRATION (BA)

#### BA 1005

##### *Introduction to Business*

This course is designed to give the student a basic overview of the organization and management of the enterprise. The course includes a study of the characteristics of economic systems; the nature and functions of management; and the basic organizational functions of finance, marketing, operations, and human resources. 3 hours Lecture and Discussion — 3 credits

#### BA 1009

##### *Management Concepts*

An introductory course in the study of business management and the various managerial skills necessary to make the decision-making process work. The course will focus on the different aspects of the business environment and concentration on the basic skills required of managers. 3 hours Lecture and Discussion — 3 credits

#### BA 2008

##### *Macroeconomics*

Course provides students with a background to understand the nature, forces, behaviors and institutions that comprise the US economic system. The student is introduced to economic thinking, concepts, principles, laws and models found in the field of macroeconomics. Students explore macroeconomics through topics and their related issues. Some topics studied are: economic systems, market system, demand and supply, functions of private and public sectors in the US economy, National Income Accounting, Business Cycle: unemployment, inflation, and growth, Employment Theory, Fiscal Policy, money and banking and monetarism. 3 hours Lecture and Discussion — 3 credits

#### BA 2017

##### *Principles of Marketing*

Management of the marketing functions, including marketing research, product planning, distribution channels, pricing, promotion, personal selling and advertising. New techniques and trends in marketing, as well as governmental rules and regulations will be examined. Emphasis is on consumer and industrial markets. Prerequisite: Junior Status. 3 hours Lecture and Discussion — 3 credits