Insurance Pathways Program

Course Descriptions

**BUSN 101 Introduction to Business (3 credits)**

Examines the American business system in relation to the economic society. Studies business ownership, organization principles and problems, management, control facilities, administration, and development practices of American business enterprises.

**MAJOR COURSE LEARNING OBJECTIVES:**

1. Identify the social, legal, and economic challenges of the business environment.
2. Illustrate the impact of ethical practices on business performance.
3. Differentiate between the legal forms of business ownership and organizational structures.
4. Describe the marketing mix/marketing concept.
5. Examine the principles of short- and long-range financial planning.
6. Explain the importance of purchasing and production and their impact on the success of an organization.
7. Describe the characteristics of the franchising industry.
8. Explain the importance of computer knowledge on the success of the organization.
9. Explain the impact of international trade on American business.
10. List and describe the human resource functions in business.
11. Explore career opportunities in business.
12. Identify the functions of management and their role in business.
13. Discuss communication and its effect on the business environment.

**ENGL 111 English Composition (3 credits)**

English Composition is designed to develop students’ abilities to think, organize, and express their ideas clearly and effectively in writing. This course incorporates reading, research, and critical thinking. Emphasis is placed on the various forms of expository writing such as process, description, narration, comparison, analysis, persuasion, and argumentation. A research paper is required. Numerous in-class writing activities are required in addition to extended essays written outside of class.

**MAJOR COURSE LEARNING OBJECTIVES:**

1. Understand communication theory and the roles audiences play in the writing process.
2. Apply critical reading and thinking skills to the writing process.
3. Demonstrate an awareness of language as a tool for learning and communication.
4. Develop strategies for making independent, critical evaluations of student and published texts.
5. Research and critically evaluate information to produce writing with APA or MLA formal documentation, which consists of in-text citations and final list of all sources cited.
6. Apply strategies for the composition process such as drafting, collaboration, revision, and peer evaluation to produce written documents.
7. Write well-organized essays with a firm thesis and a clear introduction, body, and conclusion.
8. Engage in pre-writing activities, including narrowing a topic, generating ideas, determining the audience and the relationship between audience and content, and setting an appropriate tone.
9. Demonstrate an understanding of the various rhetorical modes, including argumentation and analysis, and apply that understanding in various writing environments, including an essay test.
11. Follow the conventions of standard written English, in sentence structure, punctuation, grammar and usage, and spelling.
12. Recognize and develop styles appropriate to varied writing situations.
13. Demonstrate proficiency in reading, evaluating, analyzing, and using material collected from electronic sources (such as visual, electronic, library databases, Internet sources, other official databases, federal government databases, reputable blogs, wikis, etc.).
14. Demonstrate an awareness of cultural differences in writing in order to employ writing practices that communicate effectively across cultures.

**IVYT 114 Student Success Skills (1 credit)**

This course provides students with an overview of skills and strategies necessary to reach their educational, career, and life objectives. Topics include time management, study skills, learning styles, campus and community resources, critical thinking, and utilization of technology, career skills, and diversity in society.

**MAJOR COURSE LEARNING OBJECTIVES:**

1. Increase self-awareness and personal responsibility through the development of personal and educational goals.
2. Explore various career options and set career goals.
3. Demonstrate computer literacy skills and basic computer functions.
4. Locate and utilize a variety of campus and community resources.
5. Explore the college’s social environment and the impact of diversity and a global society.
6. Develop effective application of study skills and critical thinking.

**MKTG 101 Principles of Marketing (3 credits)**

Introduces environmental analysis, marketing research, consumer behavior, segmenting, targeting, positioning, branding, product management, price strategy, supply chain management, integrated marketing communications, and market analytics and control. Develop a basic marketing plan.

**MAJOR COURSE LEARNING OBJECTIVES:**

1. Analyze the nature of marketing and how it functions in domestic and global economies.
2. Differentiate between consumer and organizational markets and strategies.
3. Recognize and relate the importance of the marketing concept to the competitive market.
4. Describe the various environmental factors affecting marketing decisions.
5. Explain how mission, situational analysis, objectives, positioning, and product and market analysis affect planning, forecasting and overall marketing strategy.
6. Explain the process of marketing research and its influences on marketing strategy.
7. Apply market segmentation, describe its relationship to selecting a target market, and discuss its effect on the success of the marketing plan.
8. Explain the purchase decision process and influences that affect consumer behavior.
9. Discuss and explain how logistics, marketing channels, and supply chain management create utility.
10. Identify the elements of product planning, management, and development including differentiation and branding.
11. Explain the importance of an integrated marketing communication plan in supporting strategy, image, and position.
12. Discuss the strategy dimensions of price as it relates to setting pricing objectives and profitability.
13. Identify ethical issues and challenges facing marketing today.
14. Explain the correlation between marketing metrics and customer relationship management in providing feedback to identify gaps in meeting marketing objectives.

**BOAT 207 Integrated Microsoft Office Applications (3 credits)**

Emphasizes the identification and practice of the appropriate use of technology to communicate and solve business problems and aid in decision making. Focuses primary attention to developing business problem-solving skills and decision-making skills using Microsoft Access and Excel. Also explores the advanced integration features associated with Microsoft Word and PowerPoint.

**MAJOR COURSE LEARNING OBJECTIVES:**

1. Explain the purpose of information systems to support organizations and enhance productivity.
2. Explain the physical components and operation of microcomputers.
3. Employ database capabilities, functions, and skills to solve business problems and decision making.
4. Employ spreadsheet capabilities, functions, and skills to solve business problems and decision making.
5. Explain the difference between computer operating systems and user software programs.
6. Identify when to use appropriate features within a software application.
7. Utilize internet applications and “cloud” technologies in business situations.
8. Utilize presentation software.
9. Utilize word processing software.
10. Utilize collaboration technologies.
11. Explain security goals, response to threats, and safeguards.
12. Discuss issues related to the ethical use of information technology.

**ACCT 101 Financial Accounting (3 credits)**

Introduces the fundamental principles, techniques, and tools of financial accounting. The development and use of the basic financial statements pertaining to corporations both service and retail.

**MAJOR COURSE LEARNING OBJECTIVES:**

1. Recognize the meaning and function of accounting, its importance, and basic US accounting rules and the body most responsible for their development.
2. Use the accounting cycle, including analyzing and recording transactions and preparing basic financial statements in accordance with accrual accounting principles.
3. Account for buying and selling merchandise, including using LIFO, FIFO, and weighted average to assign values to cost of goods sold and ending inventory.
4. Recognize the purpose, advantages, disadvantages, and limitations of internal controls. Prepare a bank reconciliation.
5. Account for uncollectible accounts receivable using the allowance method.
6. Account for notes receivable, including interest accruals.
7. Account for notes payable, including interest accruals. Recognize acceptable accounting for basic payroll and other short-term liabilities.
8. Recognize the cost of a plant asset and use accepted method(s) to depreciate a plant asset. Account for the disposal of a plant asset. Recognize acceptable accounting for other non-current assets.
9. Calculate the present value of bonds at issuance and account for borrowing by issuing bonds.
10. Account for issuing common and preferred stock, treasury stock transactions, and for dividends.
12. Analyze a set of financial statements for profitability and liquidity.
13. Communicate effectively both orally and in writing, using professional, business English.

PHIL 102 Introduction to Ethics (3 credits)

Introduces the student to the ethical domain as a field of philosophy by examining major concepts such as happiness, virtues and rules and applies them to practical moral problems.

MAJOR COURSE LEARNING OBJECTIVES:

1. Identify and evaluate major ethical theories.
2. Examine contemporary and perennial moral problems in the light of these ethical theories.
3. Read, write, and think critically about ethical issues.
4. Increase awareness of basic ethical terms and issues.
5. Develop an understanding of a variety of ethical views.

BUSN 160 Introduction to Insurance (3 credits)

Presents an introduction to the profession of insurance. The course includes an overview of the insurance industry, types of coverage that exist, insurance processes and expected outcomes.

MAJOR COURSE LEARNING OBJECTIVES:

1. Report an understanding of the history of the insurance industry to include: how it started, its evolution, and where it stands today.
2. Discuss the insurance industry regulating agencies that currently exist.
3. Describe the occupations available and requirements for employment in the insurance industry and its varied occupations.
4. List the types of insurance coverage.
5. Compare and contrast the type of medical insurance available including physician, hospital/facility, vision, pharmacy, hearing, dental, and behavioral health.
6. Discuss the types of life insurance and purchase decisions.
7. Differentiate between property and casualty insurance and types.
8. Describe the uses of commercial insurance.
9. Express an understanding of how standards are set for groups through the actuarial process.
10. Discuss the product development using a health focus.
11. Compare marketing responsibilities at the corporate, regional and agent levels.
12. Use examples to discuss the process of selling by agents.
13. Describe the operations of underwriting, claims, service and management.
14. Explain how a return on investment is obtained.

Pathway Electives (Choose 3 of the following courses):

BUSN 106 Customer Service (3 credits)

Course focuses on the importance of providing superior customer service to the organization as well as the customer service representative. Fundamental customer service techniques applicable to a variety of situations are presented.

MAJOR COURSE LEARNING OBJECTIVES:

1. Recognize the importance of retaining customers.
2. Accept personal responsibility for treating internal and external customers in ways that meet or exceed those customers' expectations.
3. Be prepared to answer and handle phone calls professionally and efficiently while demonstrating an interest in the customer.
4. Discuss the importance of cooperating with other members of the organizational team.
5. Apply winning telephone, e-mail and web site techniques.
6. Develop effective written messages.
7. Explain how a positive attitude contributes to success in customer service.
8. Handle upset customers with greater skill and less stress.
9. Comprehend the importance of knowing the different products/services.
10. Conduct cross-selling and conclude sales successfully.

INFM 109 Informatics Fundamentals (3 credits)

Introduces the student to terminology, concepts, theory, and fundamental skills used to implement information systems and functions in a wide variety of applications from small to enterprise organizations. Topics include the history of and trends in computing, operating systems, database technology, security, cloud implementations and other concepts associated with applying the principles of good information management to the organization. A brief introduction to word processing and spreadsheets is included as part of a skill set that students will use throughout their careers in informatics.

MAJOR COURSE LEARNING OBJECTIVES:

1. Discuss different aspects of the nature of information from a human and mechanical standpoint.
2. Demonstrate awareness of the history of computing.
3. Demonstrate a working knowledge of computer hardware basics.
4. Display competency in the knowledge and use of fundamental software applications as it applies to the discipline.
5. Describe the function and use of operating systems and the basics of virtualization.
6. Discuss the fundamental principles and components of computer networking.
7. Recall the role, components, and scope of internet computing.
8. Display competency in the use of web browsers, email, cloud computing and search techniques employing popular internet search engines.
9. Discuss the concepts of logical and physical data storage as they apply locally and in the cloud, including the use of database structures and storage area network technology.
10. Explain the fundamental concepts of an information system, including the life cycle, components and flow of information within an organization.
11. Discuss the basic use of statistics and reporting within an organization.
12. Summarize how informatics can support the organization, including general management, operations, human resources and financial management.
13. Discuss the importance of security within informatics, including its application in various aspects of the computing disciplines.

**BOAT 201 Emerging Technologies (3 credits)**

Digital literacy has become increasingly important to the business environment. Technological advances provide opportunities for businesses to survey inclusion of new innovations. This course discusses, identifies, researches, and applies emerging technologies. Discussing new technology and understanding the importance of updating skills is necessary for today's business operations.

**MAJOR COURSE LEARNING OBJECTIVES:**

1. Discuss digital literacy in the increasingly complex business environment.
2. Demonstrate a comprehensive understanding of the Internet including ethical and security issues.
3. Demonstrate basic knowledge of emerging technologies to include terms, concepts, and trends.
4. Design, produce, publish, and maintain documents utilizing emerging technology.
5. Recognize the types of online communication and demonstrate how business operations utilize the Internet for communication.
6. Identify the convergence of computing and mobile communications.
7. Assemble original work for inclusion in LinkedIn portfolio.

**PARA 101 Property Law (3 credits)**

Property Law is a survey of the law of real and personal property in Indiana. Property law concepts are analyzed. Topics include the different types of property generally, estates in land, concurrent ownership, legal descriptions and deeds, easements, encumbrances on title, title searches and title insurance, real estate purchase agreements, closings, mortgages and UCC Article 9 security interests, foreclosures, landlord-tenant law, and personal property law topics such as bailments, lost property, and intellectual property. This is an introductory course in real and personal property law for paralegal majors.

**MAJOR COURSE LEARNING OBJECTIVES:**

1. Compare and contrast real property, tangible personal property, and intangible personal property.
2. Explain the different ways ownership of property can be acquired and the basic ownership rights.
3. Discuss the freehold and leasehold estates recognized in Indiana and differentiate them from one another and from non-possessory interests such as easements.
4. Compare and contrast tenancy in common, joint tenancy with rights of survivorship, and tenancy by the entirety, the respective rights and responsibilities of these co-owners, and the effect of death upon each type.
5. Explain horizontal property and differentiate a condominium from a planned unit development.
6. Define the types of private and public encumbrances.
7. Explain Indiana’s recording statute.
8. Assess which losses title insurance protects against and why a title search is needed to qualify for it.
9. Differentiate title insurance from an abstract of title and an opinion letter.
10. Analyze and verify the accuracy of a legal description.
11. Explain the legal difference between a warranty deed and a quitclaim deed.
12. Explain the purpose of and the basic legal relationship created by a mortgage, a lien, and UCC Article 9 security devices.
13. Define and explain what a leasehold estate is, the contractual elements of a lease, and the respective rights and duties of landlord and tenant in Indiana.
14. Define and explain concepts and principles in the area of personal property law such as bailments, lost property, and intellectual property.

BUSN 280 Co-op/Internship (3 credits)

Gives students the opportunity to work at a job site that is specifically related to their career objectives. Provides on-the-job experience while earning credit toward an associate degree.

MAJOR COURSE LEARNING OBJECTIVES:

1. Illustrate the key aspects of writing a resume.
2. Develop an effective cover letter.
3. Demonstrate skills in a mock interview for job placement.
4. Apply skills learned in the workplace.
5. Identify business protocol, ethics, and standards of business conduct.
6. Develop vocabulary and language of occupation related to internship.
7. Explore and validate technical career decision.

Link to Indiana INTERN.net: http://indianaintern.net/employers

- Scroll down on this page for a downloadable Employer Guide