COMMERCE AND ENTERPRISE (CMRC)

CMRC 210 - GLOBAL ECONOMICS
The course begins with a review of essential concepts in economics, focusing on the international trade, global integration, and the cross-cultural nature of contemporary economic phenomena. Emphasis is on macroeconomics, rather than microeconomics. Topics include: the theoretical basis for trade among countries; institutional structures in which trade takes place; major problems and criticisms of international economic integration; trade restrictions; trade deficits; and exchange rate management. In addition, political and social consequences of international trade will be discussed.
Credits: 3

CMRC 220 - STATISTICS, COMMERCE, & ENTERPRISE
This course introduces the student to statistics with business applications. The course covers both descriptive and inferential statistics. Topics included are: measures of central tendency; measures of dispersion; graphical displays of data; linear regression; basic probability concepts; binomial and normal probability distributions; confidence intervals; Monte Carlo simulations and hypothesis testing. These topics will be covered using a basic knowledge of Microsoft Excel.
Credits: 3
Prerequisites: MATH 116

CMRC 221 - ACCOUNTING, COMMERCE, & ENTERPRISE
The course covers the core concepts of both financial and managerial accounting, including terminology and assumptions, valuation, financial statements, and distinguishing income from cash flow. This course is intended for non financial students who need to understand the terminology and concepts so that they can become informed and strategic users of accounting and financial data. Students learn to analyze financial reports, identify trends, and study competitors.
Credits: 3

CMRC 240 - SOCIAL JUSTICE, COMMERCE, & ENTERPRISE
This course centers on the contributions that Commerce & Enterprise, trade, business, and economic development can make toward building sustainable social justice. It explores issues such as globalization, corruption, trade policies, corporate social responsibility and sustainability. Through specific examples students will assess trade and business opportunities in the global economy that foster cross-cultural understandings that are economically profitable, socially responsible and ecologically sound.
Credits: 3

CMRC 300 - MANAGEMENT, COMMERCE, & ENTERPRISE
This course introduces the concept of a business as an integrated set of processes and systems designed to deliver value to customers. Students learn terminology, concepts, and theories necessary to understand how to develop a solid business strategy and supporting operational objectives to meet the customer requirements. Topics include value chain networks, strategic capacity planning, break-even analysis, production and service-oriented process analysis, tracking and forecasting methods, and process flow measures.
Credits: 3

CMRC 310 - MARKETING, COMMERCE, & ENTERPRISE
This is a first course in marketing theory and methods with a strong emphasis on sales. Topics include: the importance of a sound sales and marketing strategy, the different phases of marketing, the differences between the marketing of goods and services, wholesaling, retailing, pricing strategies, analysis of markets, and distribution.
Credits: 3

CMRC 330 - ORGANIZATIONAL BEHAVIOR
Students will investigate the patterns of interaction common to modern organizations. Emphasis will be on effective communication techniques in a multi-cultural world and understanding the dynamics of organized culture.
Credits: 3

CMRC 340 - ORGANIZATIONAL DEVELOPMENT
A variety of techniques will be investigated which will enable students to productively facilitate organizational learning through appropriate organizational development interventions. This course will emphasize the balance of traditional humanistic values with pressing modern organizational concerns and focus, specifically on the alignment of vision, mission and practice.
Credits: 3

CMRC 360 - EVIDENCE-BASED DECISION MAKING
This course looks at organizational metrics: what metrics are and why monitoring key performance indicators is important. The course will discuss how to use data as a decision-making tool, as well as how data is instrumental in the launching and sustaining of change models.
Credits: 3

CMRC 365 - SOCIAL JUSTICE & DIVERSITY
This course focuses on understanding the differences (diversity) among people including but not limited to race, ethnicity, national origin, gender, age, sexual orientation, physical and mental ability and how these differences affect stakeholders and leaders in the workplace as well as the impact they have in terms of domestic and international commerce and enterprise. Additionally, the course will focus on the related issues of globalization, corruption, trade policies, corporate responsibility, sustainable and renewable practices, and how social justice can be integrated specific to each topic.
Credits: 3