

**Business Leaders' Accelerated Start (BLAST)  
Course Availability for Winter 2024**

**Classes begin: January 8, 2024**  
**Final Exam Week: April 23 – 27, 2024**  
**Each course is worth 3 credits**

**Tuition: FREE for qualified high school students!**

**BUS 1500 Introduction to Business**

A study of the functions of the business organization. The historical development of the industrial organization is examined, together with the structure, process and behavior of the firm. Effects of government and economic systems are investigated.

**Thursdays, 5:00pm – 7:30pm**

**ACC 2010 Principles of Accounting I**

An introduction to the preparation and analysis of financial statements. Specific topics include the accounting model, general purpose financial statements and accounting for assets, liabilities and equity.

**Tuesdays, 5:00pm – 7:30pm**

**ACC 2020 Principles of Accounting II**

A continuation of ACC 2010 and an introduction to the use of accounting information for management decision making. Specific topics include determining cash flows, international accounting, product costing, budgeting and other concepts of management accounting. Pre-requisite: ACC 2010.

**Thursdays, 5:00pm – 7:30pm**

**BUS 2950 Principles of Managerial Economics**

An introduction to the use of economic analysis and quantitative methods in managerial decision-making. Topics include: the structure and operation of markets; estimation of demand; analysis of production costs and efficiency; product pricing; regulation and taxation by government; capital budgeting; managerial ethics; and risk.

**Wednesdays, 5:00pm – 7:30pm**

**BUS 3120 Principles of Marketing**

We examine the distribution of goods and services through effective and ethical communication and supply systems. Topics covered include: new product development, market research and demand assessment, promotion, advertising, pricing, distribution, global and internet marketing.

**Tuesdays & Thursdays, 2:00pm – 3:15pm**

**BUS 3180 Leadership & Teamwork with Diverse Peoples**

In this course, students learn about behavior in organizations, including leadership, motivation, decision making, interpersonal communication, teamwork, and other interpersonal and group-level processes.

**Wednesdays, 5:00pm – 7:30pm**

Application materials can be found at <https://www.udmercy.edu/admission/dual-enrollment.php>.