



# Business Studies

## Associate in Applied Science Degree in Business Management

Programs **A5780**  
**A5750**  
**A5730**  
CIP 520101

Business Studies, a career and non-transferable degree program, provides opportunities for students to prepare for a wide variety of careers in business. Awarded an A.A.S. degree in Business Management, successful graduates of the program will be able to:

- use effective verbal and written communication in conducting business;
- analyze/resolve problems common to entry-level business positions;
- apply management skills in a variety of business functions;
- comprehend how the global economy and international events affect domestic and international business decisions;
- understand basic accounting statements and their role in managing a business;
- identify unethical behavior in a business setting and formulate appropriate action.

Students have the option of concentrating in Management or Entrepreneurship, each concentration comprised of 15 credits and designed to prepare students for specialty areas. Students may also choose to pursue a more general degree in Business Studies without a concentration. Students should contact the program coordinator for advisement.

Students may study full-time or part-time. Admission to the Business Studies program requires a high school diploma.

The **Management** concentration (A5750) prepares students for positions as general office managers, retail sales managers, or supervisors in mid- to large-sized firms. Students focus their degree based on individual professional needs. In addition to the competencies gained from the general Business Studies program, students completing this concentration will be able to (depending on electives chosen):

- understand the laws affecting the domestic business environment;
- apply the basic principles of marketing to business;
- apply a better understanding of the customer's behavior in improving sales management;
- lead and/or manage an organization's human resources on both an individual and team level to maximize workforce effectiveness.

The **Entrepreneurship** concentration (A5730) prepares students to own a small business. Students interested in forming their own enterprise, taking on a franchise, or purchasing an existing small business would benefit from this concentration. In addition to the competencies gained from the general Business Studies program, students completing this concentration will be able to (depending on electives chosen):

- understand the path and resources necessary to obtain small business ownership;
- understand the environment in which small business operates and develop the skills necessary to manage the marketing, human resources, accounting (including software applications), and finance functions within that environment;
- understand the laws affecting domestic small business;
- develop a business plan for a proposed entrepreneurial venture.



### Curriculum

Code	Course (lecture/lab hours)	Credits
BUS 101	Introduction to Business (3/0)	3
CMN 111	Speech: Human Communication (3/0) OR	3
CMN 112	Public Speaking (3/0)	
ENG 101	English Composition I (3/0)	3
HPE 110	Concepts of Health and Fitness (1/2)†	2
MAT 108	Topics in Mathematics (3/0) <sup>1</sup>	3-4
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ACC 106	Office Accounting I (3/0) OR <sup>2</sup>	3-4
ACC 111	Principles of Financial Accounting (4/0)	
BUS 209	Business Letter/Report Writing (3/0)	3
BUS 210	Principles of Management (3/0)	3
BUS 230	Global Environment of Business (3/0)	3
ENG 102	English Composition II (3/0)	3
— —	General Education elective <sup>3</sup>	3
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ACC 205	Office Accounting II (3/0) OR <sup>2</sup>	3-4
ACC 112	Principles of Managerial Accounting (4/0)	
ECO 103	Basic Economics (3/0)	3
IST 101	Computer Concepts with Applications (2/2) OR	3
IST 102	Computer Concepts with Programming (2/2)	
— —	General Education elective <sup>3</sup>	3
— —	<b>Concentration/Business elective<sup>4</sup></b>	3
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BUS 296	International Business Practice Firm (1/5) <sup>5</sup>	3
		62-65

<sup>1</sup> MAT 135 or 140 are acceptable alternatives. BUS 103 is not an acceptable substitute.

<sup>2</sup> Students who elect to take ACC 106 should then take ACC 205 (not 112).

<sup>3</sup> Select courses from the following general education categories: Social Science, Humanities, Diversity and Global Perspective.

<sup>4</sup> Select at least four electives from either the Management or Entrepreneurship concentrations (at right) and/or choose from the following courses for a total of five Business electives: ACC 207; BUS 105, 107, 109, 128, 202, 225, 239, 240; CIS 112; MKT 101, 230.

<sup>5</sup> Capstone course; must be taken as final course in the curriculum.

†HPE 111 is an acceptable alternative.

### Concentrations

Management (electives)		
BUS 107	Business Law (3/0)	3
BUS 202	Consumer Orientation (3/0)	3
BUS 225	Employee Motivation and Leadership (3/0)	3
BUS 240	Human Resource Management (3/0)	3
MKT 101	Principles of Marketing (3/0)	3
MKT 230	Principles of Retailing (3/0)	3
Entrepreneurship (electives)		
ACC 207	Computerized Accounting (2/2)	3
BUS 107	Business Law (3/0)	3
BUS 202	Consumer Orientation (3/0)	3
BUS 239	Entrepreneurship (3/0)	3
MKT 101	Principles of Marketing (3/0)	3