

BUSINESS MANAGEMENT (BSM)

ASSOCIATE IN APPLIED SCIENCE DEGREE

This curriculum prepares students for a business career immediately after graduation. It includes basic courses in accounting, economics, business and business law.

PROGRAM OUTCOMES:

1. Business Knowledge and Skills
 - Use business terms and concepts when communicating.
 - Analyze data to verify accuracy of conclusions.
 - Prepare reports for decision making and regulatory compliance.
 - Use promotional concepts and strategies, including personal selling, advertising, sales promotion, public relations, and publicity to communicate ideas about products, services, images, and ideas to achieve desired outcomes.
 - Explain the financial concepts used in making business decisions.
2. Interpersonal Interaction and Communication
 - Use effective communications skills to promote respect, trust, and relationship building.
 - Practice active listening to enhance the ability to get a clear understanding of difficult situations.
 - Practice an awareness of ethical and social responsibilities to multicultural, team-oriented, rapidly changing environments.
3. Information Management
 - Use technology and electronic media to manage the work flow and to provide feedback.
 - Analyze the functions, features, and limitations of different operating systems, environments, applications, and utilities.
4. Business Management and Decision Making

Explain the economic effects of technology on business in a global marketplace. Select and use appropriate resources to collect business data that will ultimately translate into information for decision making.

 - Analyze specific economic markets to explain and predict financial behavioral changes.
 - Explain the distribution concepts and processes needed to move, store, locate, and transfer ownership of goods or services.
 - Use the marketing information management concepts, systems, and tools needed to obtain, evaluate, and disseminate information for use in making marketing decisions.
 - Analyze client needs and desires and make marketing recommendations regarding business decisions.
 - Develop, maintain, and improve a product or service mix in response to market opportunities by applying product and service management concepts and processes.
 - Conduct research to identify new business trends and customer/client needs. Identify customer satisfaction as the ultimate goal of business transactions.

EDUCATIONAL PROGRAMS

FIRST SEMESTER			CREDIT HOURS
BUS	101	Financial Accounting	3
BUS	111	Introduction to Business	3
MAT	105	College Algebra	4
		General Education Requirements	6
			Total 16
SECOND SEMESTER			
BUS	102	Managerial Accounting	3
BUS	107	Principles of Marketing	3
BUS	106	Principles of Finance	3
		General Education Requirements	6
			Total 15
THIRD SEMESTER			
BUS	230	Business Law and Contracts	3
	or		
BUS	231	Business Law and Commercial Transactions	
ECO	101*	Macroeconomics - Principles of Economics I	3
BUS	242	Business Communications	3
		General Education Requirements	3
		Electives	3
			Total 15
FOURTH SEMESTER			
BUS	208	Principles of Management	3
CPS	111	Business Computer Systems	3
BUS	253	Successful Career & Life Strategies	2
ECO	102*	Microeconomics - Principles of Economics II	3
		General Education Requirements	5
			Total 16
			Overall Total 62

NOTES:

* This course may be applied toward general education requirements.

Candidates for the Associate in Applied Science degree must earn a minimum of 23 semester hours in general education courses.