

BUSINESS TECHNOLOGY

Business Management Associate of Applied Science

PROGRAM MISSION

The Business Management Program prepares students by creating a foundation of knowledge and skills in the business management environment.

PROGRAM DESCRIPTION

The two-year Business Management degree is designed to prepare students for career and leadership roles in accounting, management, motivating and managing employees, communication, and marketing.

PROGRAM OUTCOMES

Students who successfully complete the Associate of Applied Science degree in Entry Management will:

1. Explain basic management functions and their integration into the business environment
2. Demonstrate effective oral and written communication skills
3. Apply critical thinking and decision-making skills
4. Distinguish the importance of an ethical work environment
5. Apply information and technology tools relevant to the profession

CAREER CONSIDERATIONS

Entry-level management positions, supervisor, office manager, business manager, customer service manager, social media marketing manager, public relations manager, and other business management focused careers.

PROGRAM COURSE REQUIREMENTS

Year One

BA 101	Introduction to Business*	4
BA 106A	Business Leadership I	1
BA 106B	Business Leadership II	1
BA 106C	Business Leadership III	1
BA 180	Business Math I	3
BA 181	Business Math II	3
BA 214	Business Communications*	3
BA 223	Principles of Marketing*	3
BA 226	Business Law*	4
SDP 109	Elements of Supervision	3
SDP 208	Human Resources for Supervisors	3
SP 111	Fundamentals of Public Speaking*	4
WR 121	Academic Composition*	4
WR 122	Argument, Research & Multimodal Comp*	4
WR 227	Technical Report Writing*	4

Year Two

BA 128	Accounting Applications I*	2
BA 150	Developing a Small Business	4
BA 206	Management Fundamentals*	3
BA 211	Principles of Accounting I*	3
BA 212	Principles of Accounting II*	3
BA 213	Principles of Accounting III*	3
BA 231	Computers in Business*	4
BA 233	Accounting for Managers	4
BA 238	Professional Selling*	3
BA 239	Advertising*	3
BA 249	Retailing	3
BA 250	Managing a Small Business	3
BA 253	Social Media Marketing	3
ECON 115	Intro to Economics	3
SDP 113	Human Relations for Supervisors	3

*A grade of C or better must be attained in the courses indicated.

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to a student's selection of courses.

Placement scores indicating MTH 020 or higher and WR 115 or higher are required for entry into the program.

Total Credits 92

PROGRAM ENTRANCE REQUIREMENTS

Academic Entrance Requirement

Recommended:

- Students entering the program are expected to have basic keyboarding and computer skills with business application software such as Word and Excel. If these skills are needed, students should take Intro to Computer Information Systems (CIS120) during their first term at UCC.