

BUSINESS MANAGEMENT, ASSOCIATE OF APPLIED SCIENCE

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

Course	Title	Credits
First Year		
First Term		
BA 101	Intro to Business ¹	4
BA 214	Business Communications ¹	3
BA 231	Computers in Business	4
WR 121Z	Composition I ¹	4
Credits		15
Second Term		
BA 180	Business Mathematics I	3
BA 233	Accounting for Managers	4
SDP 208	Human Rscs for Supervisors	3
WR 122Z	Composition II ¹	4
Credits		14
Third Term		
BA 106	Business Leadership	3
BA 181	Business Mathematics II	3
BA 223	Principles of Marketing ¹	3
SDP 109	Elements of Supervision	3
WR 227Z	Technical Writing ¹	4
Credits		16
Second Year		
First Term		
BA 128	Accounting Applications I ¹	2
BA 206	Management Fundamentals ¹	3
BA 211	Principles of Accounting I ¹	3
BA 238	Professional Selling ¹	3
SDP 113	Human Relations-Supervisors	3
Credits		14

Second Term		
BA 150	Develop a Small Business	4
BA 212	Principles of Accounting II ¹	3
BA 249	Retailing	3
COM 111Z	Public Speaking ¹	4
ECON 115	Intro to Economics	3
Credits		17
Third Term		
BA 213	Principles of Accounting III ¹	3
BA 226	Business Law ¹	4
BA 239	Advertising ¹	3
BA 250	Managing the Small Business	3
BA 253	Social Media Marketing	3
Credits		16
Total Minimum Credits		92

¹ 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.

Please see an advisor for a degree planning worksheet for this program.

Program Prerequisites: See requirements needed for first term classes.

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 CIS 120 Intro to Digital Literacy (4 cr.) during their first term at UCC.