

## **BUSINESS - BUSINESS MANAGEMENT & MARKETING**

### **Associate in Applied Science, 72 Credit Hours, 18-Month Program**

Learn the principles and applications of accounting, marketing, sales, desktop publishing, management, website development, and more so you can set yourself apart from the crowd when you begin your business career. Available on-campus and 100% online!

<b>Course</b>	<b>No.</b>	<b>Course Title</b>	<b>Credits</b>
<b>General Education Requirements</b>			
CIS	105	MICROCOMPUTER SOFTWARE APPLICATIONS I	3
ECON	202	PRINCIPLES OF MACROECONOMICS	3
ENGL	101	COMPOSITION* <i>or</i>	3
ENGL	203	TECHNICAL WRITING II (online)	
MATH	112	BUSINESS MATHEMATICS	3
ORT	010	ORIENTATION <i>or</i>	1
ORT	030	E-LEARNING FOR THE ONLINE STUDENT***	
PSYC	101	GENERAL PSYCHOLOGY <i>or</i>	3
PSYC	103	HUMAN RELATIONS IN THE WORKPLACE	
<b>Total</b>			<b>16</b>
<b>Technical Requirements</b>			
ACCT	210	PRINCIPLES OF ACCOUNTING I	4
ACCT	228	QUICKBOOKS ACCOUNTING	3
BUS	101	INTRODUCTION TO BUSINESS	3
BUS	120	PRINCIPLES OF MARKETING	3
BUS	134	WRITTEN COMMUNICATIONS FOR BUSINESS	4
BUS	136	ORAL COMMUNICATIONS FOR BUSINESS	2
BUS	137	PROFESSIONAL DEVELOPMENT	1
BUS	140	BUSINESS LAW	3
BUS	150	ADVERTISING	3
BUS	152	DESKTOP PUBLISHING FOR MARKETING I **	3
BUS	156	WEBSITE DEVELOPMENT FOR BUSINESS **	3
BUS	157	MULTIMEDIA FOR BUSINESS **	3
BUS	160	PRINCIPLES OF SELLING	3
BUS	210	SUPERVISORY MANAGEMENT	3
BUS	224	PERSONAL FINANCE	3
BUS	225	RETAIL MANAGEMENT	3
BUS	233	SMALL BUSINESS ENTREPRENEURSHIP	3
BUS	240	ADVANCED COMPUTER APPLICATIONS FOR BUSINESS	4
BUS	290	INTERNSHIP <i>or</i>	2
BUS	226	PERSONAL INVESTMENTS	
<b>Total</b>			<b>56</b>

**All remedial coursework must be completed in the first semester.**

\*Prerequisite: Acceptable COMPASS score or Basic Writing.

\*\*In order to meet the software requirements, students need to take the following courses in sequential order without skipping semesters: (1) BUS156 Website Development, (2) Bus152 Desktop Publishing for Marketing, (3) Bus157 Multimedia for Business.

\*\*\*ORT030 is for all Business - BMM students enrolled in the online program.

**Semester breakdown on next page**

### Semester Breakdown – Fall Starts

First Semester (Fall and Spring On-Campus; Fall Online) CR			Second Semester (Fall and Spring on-Campus; Spring On-line) CR		
BUS 101	Introduction to Business	3	BUS 120	Principles of Marketing	3
BUS 136	Oral Communications for Business	2	BUS 156	Website Development for Business	3
ACCT 210	Principles of Accounting I	4	BUS 134	Written Communications for Business	4
CIS 105	Microcomputer Software App I	3	BUS 137	Professional Development	1
MATH 112	Business Mathematics	3	BUS 140	Business Law	3
ORT 010	Orientation <i>or</i>	1	ACCT 228	QuickBooks Accounting	3
ORT 030	E-Learning for the Online Student				
PSYC 101	General Psychology <i>or</i>	3			
PSYC 103	Human Relations in the Workplace				
<b>Total Credit Hours</b>		<b>19</b>	<b>Total Credit Hours</b>		<b>17</b>

  

Third Semester (Fall On-Campus and On-line) CR			Fourth Semester (Spring On-Campus and Online) CR		
BUS 152	Desktop Publishing for Marketing I	3	BUS 150	Advertising	3
BUS 160	Principles of Selling	3	BUS 157	Multimedia for Business	3
BUS 210	Supervisory Management	3	BUS 225	Retail Management	3
BUS 224	Personal Finance	3	BUS 233	Small Business Entrepreneurship	3
BUS 240	Advanced Computer Apps for Business	4	ECON 202	Principles of Macro Economics	3
ENGL 101	Composition <i>or</i>	3	BUS 290	Internship <i>or</i>	
ENGL 203	Technical Writing II (online)		BUS 226	Personal Investments	2
<b>Total Credit Hour</b>		<b>19</b>	<b>Total Credit Hours</b>		<b>17</b>

### Semester Breakdown – Spring Starts

First Semester (Fall and Spring On-Campus; Fall Online) CR			Second Semester (Fall and Spring on-Campus; Spring On-line) CR		
BUS 101	Introduction to Business	3	BUS 120	Principles of Marketing	3
BUS 136	Oral Communications for Business	2	BUS 156	Website Development for Business	3
ACCT 210	Principles of Accounting I	4	BUS 134	Written Communications for Business	4
CIS 105	Microcomputer Software App I	3	BUS 137	Professional Development	1
MATH 112	Business Mathematics	3	BUS 140	Business Law	3
ORT 010	Orientation	1	ACCT 228	QuickBooks Accounting	3
ORT 030	E-Learning for the Online Student				
PSYC 101	General Psychology <i>or</i>	3			
PSYC 103	Human Relations in the Workplace				
<b>Total Credit Hours</b>		<b>19</b>	<b>Total Credit Hours</b>		<b>17</b>

  

Third Semester (Spring On-Campus and On-line) CR			Fourth Semester (Fall On-Campus and Online) CR		
BUS 150	Advertising	3	BUS 152	Desktop Publishing for Marketing I	3
BUS 157	Multimedia for Business	3	BUS 160	Principles of Selling	3
BUS 225	Retail Management	3	BUS 210	Supervisory Management	3
BUS 233	Small Business Entrepreneurship	3	BUS 224	Personal Finance	3
ECON 202	Principles of Macro Economics	3	BUS 240	Advanced Computer Apps for Business	4
BUS 290	Internship <i>or</i>		ENGL 101	Composition <i>or</i>	3
BUS 226	Personal Investments	2	ENGL 203	Technical Writing II (online)	
<b>Total Credit Hour</b>		<b>17</b>	<b>Total Credit Hours</b>		<b>19</b>

Other Business Marketing & Management Program options are available, including online and a five- or six-semester plan. Contact Admissions or your advisor for information.

## **BUSINESS – SOCIAL MEDIA MARKETING**

### **Associate in Applied Science, 72 Credit Hours, 18-Month Program**

Learn skills to work in marketing and advertising while specializing in social media. Take coursework in social media/interactive marketing and e-commerce, search engine marketing, writing skills for social media, social media marketing campaigns, and more! Available 100% online!

The primary objective of the Social Media program is to prepare students with the necessary skills to work in marketing and advertising while specializing in social media.

<b>Course No.</b>	<b>Course Title</b>	<b>Credits</b>
<b>General Education Requirements</b>		
CIS 105	MICROCOMPUTER SOFTWARE APPLICATIONS I	3
ECON 202	PRINCIPLES OF MACRO ECONOMICS	3
ENGL 101	COMPOSITION* <i>or</i>	3
ENGL 203	TECHNICAL WRITING II	
MATH 112	BUSINESS MATHEMATICS	3
ORT 010	ORIENTATION <i>or</i>	1
ORT 030	E-LEARNING FOR THE ONLINE STUDENT***	
PSYC 101	GENERAL PSYCHOLOGY <i>or</i>	3
PSYC 103	HUMAN RELATIONS IN THE WORKPLACE	
<b>Total</b>		<b>16</b>
<b>Technical Requirements</b>		
ACCT 210	PRINCIPLES OF ACCOUNTING I	4
BUS 101	INTRODUCTION TO BUSINESS	3
BUS 120	PRINCIPLES OF MARKETING	3
BUS 134	WRITTEN COMMUNICATIONS FOR BUSINESS	4
BUS 136	ORAL COMMUNICATIONS FOR BUSINESS	2
BUS 137	PROFESSIONAL DEVELOPMENT	1
BUS 140	BUSINESS LAW	3
BUS 150	ADVERTISING	3
BUS 152	DESKTOP PUBLISHING FOR MARKETING I **	3
BUS 156	WEBSITE DEVELOPMENT FOR BUSINESS **	3
BUS 157	MULTIMEDIA FOR BUSINESS **	3
BUS 160	PRINCIPLES OF SELLING	3
BUS 205	SOCIAL MEDIA MARKETING	3
BUS 215	SEARCH ENGINE MARKETING	3
BUS 224	PERSONAL FINANCE	3
BUS 227	WRITING FOR SOCIAL MEDIA MARKETING	3
BUS 240	ADVANCED COMPUTER APPLICATIONS FOR BUSINESS	4
BUS 250	SOCIAL MEDIA MARKETING CAMPAIGN	3
BUS 290	INTERNSHIP <i>or</i>	2
BUS 226	PERSONAL INVESTMENTS	
<b>Total</b>		<b>56</b>

**All remedial coursework must be completed in the first semester.**

\*Prerequisite: Acceptable COMPASS score or Basic Writing.

\*\*Prerequisite: Acceptable COMPASS score or Basic Math.

\*Prerequisite: Acceptable COMPASS score or Basic Writing.

\*\*In order to meet the software requirements, students need to take the following courses in sequential order without skipping semesters: (1) BUS156 Website Development, (2) Bus152 Desktop Publishing for Marketing, (3) Bus157 Multimedia for Business.

\*\*\* ORT030 is for all Business students enrolled in the online program.

**Semester breakdown on next page**

## Semester Breakdown

First Semester			Second Semester		
		CR			CR
ACCT 210	Principles of Accounting I	4	BUS 120	Principles of Marketing	3
BUS 101	Introduction to Business	3	BUS 156	Website Development for Business	3
BUS 136	Oral Communications for Business	2	BUS 134	Written Communications for Business	4
BUS 205	Social Media Marketing	3	BUS 137	Professional Development	1
CIS 105	Microcomputer Software App I	3	BUS 140	Business Law	3
MATH 112	Business Mathematics	3	BUS 215	Search Engine Marketing	3
ORT 010	Orientation <i>or</i>	1			
ORT 030	E-Learning for the Online Student				
<b>Total Credit Hours</b>		<b>19</b>	<b>Total Credit Hours</b>		<b>17</b>
Third Semester			Fourth Semester		
		CR			CR
BUS 152	Desktop Publishing for Marketing I	3	BUS 150	Advertising	3
BUS 160	Principles of Selling	3	BUS 157	Multimedia for Business	3
BUS 224	Personal Finance	3	BUS 250	Social Media Marketing Campaign	3
BUS 227	Writing for Social Media Marketing	3	ECON 202	Principles of Macro Economics	3
BUS 240	Advanced Computer Apps for Business	4	PSYC 101	General Psychology <i>or</i>	
ENGL 101	Composition <i>or</i>	3	PSYC 103	Human Relations in the Workplace	3
ENGL 203	Technical Writing II (online)		BUS 290	Internship <i>or</i>	
			BUS 226	Personal Investments	2
<b>Total Credit Hour</b>		<b>19</b>	<b>Total Credit Hours</b>		<b>17</b>

## **BUSINESS – ENTREPRENEURSHIP**

### **Diploma, 36 Credit Hours, 9-Month Program**

Want to run a successful business? This program will give you the skills you need to successfully open a small business and become your own boss. Learn accounting, supervision, small business entrepreneurship, business law, and more!

<b>Course No.</b>	<b>Course Title</b>	<b>Credits</b>
<b>General Education Requirements</b>		
CIS 105	MICROCOMPUTER SOFTWARE APPLICATIONS I	3
MATH 112	BUSINESS MATHEMATICS	3
ORT 010	ORIENTATION	1
PSYC 103	HUMAN RELATIONS IN THE WORKPLACE	3
<b>Total</b>		<b>10</b>
<b>Technical Requirements</b>		
ACCT 210	PRINCIPLES OF ACCOUNTING I	4
ACCT 228	QUICKBOOKS ACCOUNTING	3
BUS 101	INTRODUCTION TO BUSINESS	3
BUS 134	WRITTEN COMMUNICATIONS FOR BUSINESS	4
BUS 136	ORAL COMMUNICATIONS FOR BUSINESS	2
BUS 137	PROFESSIONAL DEVELOPMENT	1
BUS 140	BUSINESS LAW	3
BUS 210	SUPERVISORY MANAGEMENT	3
BUS 233	SMALL BUSINESS ENTREPRENEURSHIP	3
<b>Total</b>		<b>26</b>

### **Semester Breakdown**

<b>First Semester</b>			<b>Second Semester</b>		
		<b>CR</b>			<b>CR</b>
ACCT 210	Principles of Accounting I	4	ACCT 228	QuickBooks Accounting	3
BUS 101	Introduction to Business	3	BUS 134	Written Communications for Business	4
BUS 136	Oral Communications for Business	2	BUS 137	Professional Development	1
BUS 210	Supervisory Management	3	BUS 140	Business Law	3
CIS 105	Microcomputer Software App I	3	BUS 233	Small Business Entrepreneurship	3
MATH 112	Business Mathematics	3	PSYC 103	Human Relations in the Workplace	3
ORT 010	Orientation	1			
<b>Total Credit Hours</b>		<b>19</b>	<b>Total Credit Hours</b>		<b>17</b>

**All remedial coursework must be completed in the first semester.**

## BUSINESS – OFFICE PROFESSIONAL

### Diploma, 37/38 Credit Hours, 9-Month Program

Learn everything you need to be an office manager or executive assistant that helps run an office. Complete courses in writing, speaking, professional development, records management, and more!

Course No.	Course Title	Credits
<b>General Education Requirements</b>		
CIS 105	MICROCOMPUTER SOFTWARE APPLICATIONS I	3
MATH 112	BUSINESS MATHEMATICS	3
ORT 010	ORIENTATION	1
PSYC 103	HUMAN RELATIONS IN THE WORKPLACE	3
<b>Total</b>		<b>10</b>
<b>Technical Requirements</b>		
ACCT 210	ACCOUNTING I	4
BUS 134	WRITTEN COMMUNICATIONS FOR BUSINESS	4
BUS 137	PROFESSIONAL DEVELOPMENT	1
BUS 115	KEYBOARDING	3
BUS 200	OFFICE PROCEDURES	3
BUS 240	ADVANCED COMPUTER APPLICATIONS/BUSINESS	4
COC 132	RECORDS MANAGEMENT	3
	ELECTIVE	5/6
<b>Elective Options</b>		
ACCT 228	QUICKBOOKS (Spring only)	3
ACCT 215	PAYROLL ACCOUNTING (Spring only)	3
BUS 156	WEBSITE DEVELOPMENT	3
BUS 101	INTRO TO BUSINESS	3
BUS 210	SUPERVISORY MANAGEMENT	3
BUS 136	ORAL COMMUNICATION FOR BUSINESS	2
<b>Total</b>		<b>27/28</b>

### Semester Breakdown

First Semester			Second Semester		
		CR			CR
ACCT 210	Accounting I	4	BUS 134	Written Communications for Business	4
BUS 115	Keyboarding	3	BUS 137	Professional Development	1
BUS 200	Office Procedures	3	BUS 240	Adv Computer Apps for Business	4
CIS 105	Microcomputer Software App I	3	COC 132	Records Management	3
MATH 112	Business Math	3		Elective	5/6
ORT 010	Orientation	1			
PSYC 103	Human Relations in the Workplace	3			
<b>Total Credit Hours</b>		<b>20</b>	<b>Total Credit Hours</b>		<b>17/18</b>

All remedial coursework must be completed in the first semester.