

Degree Description

A general business AAS degree affords students flexibility while increasing knowledge in all basic business disciplines. This degree provides a strong academic foundation in core business functions where competencies and skills are taught from a business perspective applying best practices and problem solving.

Students have the opportunity to learn to lead across many business areas.

Marketable Skills

1. Management skills:

Learn to strategically plan and organize business operations, lead personnel, and control processes to increase efficiency, effectiveness, and profitability. 2. Teambuilding skills: Learn to create, participate in, manage, and find success using functional and cross-functional work teams. 3. Marketing skills:

Learn to understand and apply marketing concepts including consumer behavior, external environment factors, marketing research, target markets, and the marketing mix. 4. Accounting skills:

Learn to apply Generally Accepted Accounting Principles to transaction analysis, financial statement preparation, and financial statement analysis. 5. Computer skills:

Learn to use word processing, spreadsheet, data analysis, presentation, and database computer software to conduct business operations. 6. Communication skills:

Learn the ability to effectively develop, interpret, and express ideas through written, oral, and visual communication approaches. 7. Critical thinking skills:

Learn to diagnose, propose, and implement solutions to business problems through research, synthesis, and application of information. 8. Ethics skills:

Learn ways to evaluate situations and make ethical decisions that are socially responsible.

Semester I	Hours
BUSI 1301 Business Principles	3 hours
ACNT 1303 Introduction to Accounting I ²	3 hours
BMGT 1327 Principles of Management	3 hours
MRKG 1311 Principles of Marketing	3 hours
POFT 1301 Business English <i>or</i> ENGL 1301 Composition I	3 hours
	15 hours

Semester II	Hours
HRPO 2301 Human Resources Management	3 hours
ECON 2301 Principles of Macroeconomics	3 hours
BMGT 1307 Team Building <i>or</i> BUSI 1307 Personal Finance	3 hours
Speech elective <i>or</i> POFT 2312 Business Correspondence & Communication	3 hours
BCIS 1305 Business Computer Applications ³	3 hours
	15 hours

Total hours: 30 hours

¹ May be eligible for articulation through the statewide ATC program. Please check with your high school counselor for more details. A business elective may be substituted for ACNT 1303 if the student has one year of high school accounting/bookkeeping experience.

² Recommended for students transferring to four-year institutions.

³ May be articulated but will be substituted as ITSC 1309 (may not transfer to four-year institutions).

Electives/General Education Courses

Speech

COMM 1307 Introduction to Mass Communication	3 hours
SPCH 1311 Introduction to Speech Communication	3 hours
SPCH 1315 Public Speaking	3 hours
SPCH 1318 Interpersonal Communication	3 hours
SPCH 1321 Business & Professional Communication	3 hours

Course Descriptions

BUSI 1301 Business Principles

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life. Semester Hours 3 (3 lec)

ACNT 1303 Introduction to Accounting I

A study of analyzing, classifying, and recording business transactions in a manual and computerized environment. Emphasis on understanding the complete accounting cycle and preparing financial statements, bank reconciliations, and payroll. May not be counted toward the associate degree if taken after successful completion of ACCT 2401. Semester Hours 3 (3 lec/lab)

BMGT 1327 Principles of Management

Examines concepts, terminology, principles, theories, and issues in the field of management. Semester Hours 3 (3 lec)

MRKG 1311 Principles of Marketing

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. Semester Hours 3 (3 lec)

POFT 1301 Business English

Introduces the practical application of basic language usage skills with emphasis on fundamentals of writing and editing for business. Students will apply the basic rules of grammar, spelling, capitalization, number usage, and punctuation; utilize terminology applicable to technical and business writing; develop proofreading and editing skills; and teaches how to write effective sentences and paragraphs for business applications. Semester Hours 3 (3 lec)

ENGL 1301 Composition I

Intensive study of and practice in writing processes, from invention and researching to drafting, revising, and editing, both individually and collaboratively. Emphasis is on effective rhetorical choices, including audience, purpose, arrangement, and style. Focus is on writing the academic essay as a vehicle for learning, communication, and critical analysis. Prerequisite: TSI complete in Reading and Writing or the equivalent. Semester Hours 3 (3 lec)

HRPO 2301 Human Resources Management

Introduces behavioral and legal approaches to the management of human resources in organizations. Recommended completion of BMGT 1303 or BMGT 1327. Semester Hours 3 (3 lec)

ECON 2301 Principles of Macroeconomics

An analysis of the economy as a whole including measurement and determination of aggregate demand and aggregate supply, national income, inflation, and unemployment. Other topics include international trade, economic growth, business cycles, fiscal policy and monetary policy. Prerequisite: Must have passed the TSI Assessment or be concurrently enrolled in READ 0302. Semester Hours 3 (3 lec)

BMGT 1307 Team Building

Principles of building and sustaining teams in organizations. Includes team dynamics, process improvement, trust and collaboration, conflict resolution, and the role of the individual in the team. Prerequisite: BMGT 1303 or BMGT 1327 or consent of faculty advisor. Semester Hours 3 (3 lec)

BUSI 1307 Personal Finance

Personal and family accounts, budgets and budgetary control, bank accounts, charge accounts, borrowing, investing, insurance, standards of living, renting or home ownership, and wills and trust plans. (Cross-listed as HECO 1307) NOTE: This course is not part of the business field of study and may not transfer toward a degree in business. Semester Hours 3 (3 lec)

POFT 2312 Business Correspondence & Communication

Presents the development of writing skills and presentation skills to produce effective business documents. Offered only in spring semester. Prerequisite: POFT 1301 with a grade of C or better. Semester Hours 3 (3 lec)

BCIS 1305 Business Computer Applications

Introduces and develops foundational skills in applying essential and emerging business productivity information technology tools. The focus of this course is on business productivity software applications, including word processing, spreadsheets, databases, presentation graphics, data analytics, and business-oriented utilization of the internet. Required for students taking the Business Field of Study. Semester Hours 3 (2 lec/2 lab)

COMM 1307 Introduction to Mass Communication

Survey of basic content and structural elements of mass media and their functions and influences on society. Semester Hours 3 (3 lec)

SPCH 1311 Introduction to Speech Communication

Introduces basic human communication principles and theories embedded in a variety of contexts, including interpersonal, small group, and public speaking. Semester Hours 3 (3 lec)

SPCH 1315 Public Speaking

Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations. Semester Hours 3 (3 lec)

SPCH 1318 Interpersonal Communication

Application of communication theory to interpersonal relationship development, maintenance, and termination in relationship contexts, including friendships, romantic partners, families, and relationships with co-workers and supervisors. Semester Hours 3 (3 lec)

SPCH 1321 Business & Professional Communication

Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams, and technologically mediated formats. Semester Hours 3 (3 lec)
