

Degree Description

The purpose of this program is to help students prepare to open businesses of their own. It is designed for individuals owning or seeking to own their own business. Work experience and on-the-job training are integral parts of this program. Course requirements focus on skills necessary for successful performance as a small-business owner.

Marketable Skills:

1. Negotiation and Conflict Management: Describe and apply win/win negotiating strategies and strategies to minimize conflict in real estate situations. 2. Accounting: Perform analysis, and financial statement preparation

3. Marketing: Understand & apply marketing concepts including consumer behavior, external environment factors, marketing research, target markets, & the marketing mix. 4. Payroll:

Develop personnel and payroll records that provide the information required under current laws and process payroll data and tax data and prepare reports.

5. Diversity: Develop the ability to work with a diverse workforce 6. Computer Skills: Demonstrate ability to use word processing, spreadsheet, and database computer software to conduct business operations. 7. Problem Solving: Diagnose, propose, and implement solutions to business problems 8. Personal / Interpersonal Qualities: Make ethical choices and act responsibly.

Semester I	Hours
BUSI 1301 Business Principles	3 hours
ACNT 1303 Introduction to Accounting ¹	3 hours
BCIS 1305 Business Computer Applications	3 hours
MRKG 1311 Principles of Marketing	3 hours
	12 hours

Semester II	Hours
POFT 1321 Business Math <i>or</i> Math elective	3 hours
MRKG 1302 Principles of Retailing <i>or</i> MRKG 2333 Principles of Selling <i>or</i> MRKG 2349 Advertising & Sales Promotion	3 hours
BUSG 2309 Small Business Management/Entrepreneurship	3 hours
ACNT 1329 Payroll & Business Tax Accounting	3 hours
	12 hours

Semester III	Hours
BUSI 1307 Personal Finance	3 hours
ECON 2302 Principles of Microeconomics	3 hours
BMGT 1391 Special Topics in Business Administration & Management, General	3 hours
BMGT 1344 Negotiations and Conflict Management	3 hours
BUSI 2301 Business Law	3 hours
	15 hours

Total hours: 39 hours

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

² May be articulated from high school but will be substituted for ITSC 1301.

Electives/General Education Courses

Math

MATH 1314 College Algebra	3 hours
MATH 1316 Plane Trigonometry	3 hours
MATH 1324 Mathematics for Business & Social Sciences	3 hours
MATH 1325 Calculus for Business & Social Sciences	3 hours
MATH 1332 Contemporary Mathematics (Quantitative Reasoning)	3 hours
MATH 1342 Elementary Statistical Methods	3 hours
MATH 2412 Pre-Calculus Mathematics	4 hours
MATH 2413 Calculus I	4 hours
PHIL 2303 Introduction to Formal Logic	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

Analyzes, classifies, and records business transactions in a manual and computerized environment. Emphasis is 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)

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. (BCIS 1305 is included in the Business Field of Study.) Semester Hours 3 (2 lec/2 lab)

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 1321 Business Math

Instructs the fundamentals of business mathematics including analytical and problem-solving skills for critical thinking in business applications. Applies problem solving skills utilizing electronic calculators. Enables the student to use mathematical approaches in computing percents and their applications in business discounts, interest, taxes, payroll, markups, consumer and business credit investments, and other business applications. Semester Hours 3 (3 lec)

MRKG 1302 Principles of Retailing

Introduces to the retailing environment types of retailers, current trends, the employment of retailing techniques, and factors that influence retailing. Semester Hours 3 (3 lec/lab)

MRKG 2333 Principles of Selling

Presents an overview of the selling process. Identification of the elements of the communication process between buyers and sellers in business and examination of the legal regulations and ethical issues of business that affect salespeople. Offered only in spring. Semester Hours 3 (3 lec)

MRKG 2349 Advertising & Sales Promotion

Presents integrated marketing communications. Introduces advertising principles, practices, and multimedia of persuasive communication, including buyer behavior, budgeting, and regulatory constraints. Offered only in fall. Semester Hours 3 (3 lec)

BUSG 2309 Small Business Management/Entrepreneurship

Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues. Prerequisite: An approved work station and BUSI 1301. Must meet Internship requirements. (See Guidelines for Internships). Semester Hours 3 (3 lec)

ACNT 1329 Payroll & Business Tax Accounting

Introduces payroll procedures, taxing entities, and reporting requirements of local, state, and federal taxing authorities in a manual and computerized environment. Prerequisites: BCIS 1305 or COSC 1301 and ACCT 2301 or ACNT 1303. Semester Hours 3 (3 lec/lab)

BUSI 1307 Personal Finance

Teaches 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)

ECON 2302 Principles of Microeconomics

Analyzes the behavior of individual economic agents, including consumer behavior and demand, producer behavior and supply, price and output decisions by firms under various market structures, factor markets, market failures, and international trade. Prerequisite: Must have passed the TSI Assessment or be concurrently enrolled in INRW 0402. Semester Hours 3 (3 lec)

BMGT 1391 Special Topics in Business Administration & Management, General

Presents topics address recently identified current events, skills, knowledge, and/or attitudes and behaviors pertinent to the technology or occupation and relevant to the professional development of the student. The course will expose students to world-renowned business and organizations. This course was designed to be repeated multiple times to improve student proficiency. Semester Hours 3 (3 lec)

BMGT 1344 Negotiations and Conflict Management

Discusses theories that aid in the diagnosis of interpersonal and intergroup conflict. The role of manager as negotiator, intermediary, and problem-solver. Semester Hours 3 (3 lec)

BUSI 2301 Business Law

Provides the student with foundational information about the U.S. legal system and dispute resolution, and their impact on business. The major content areas will include general principles of law, the relationship of business and the U.S. Constitution, state and federal legal systems, the relationship between law and ethics, contracts, sales, torts, agency law, intellectual property, and business law in the global context. Semester Hours 3 (3 lec)

MATH 1314 College Algebra

In-depth study and applications of polynomial, rational, radical, exponential and logarithmic functions, and systems of equations using matrices. Additional topics such as sequences, series, probability, and conics may be included. Graphing calculator required. Prerequisite: TSI math complete or MATH 0311. Semester Hours 3 (3 lec)

MATH 1316 Plane Trigonometry

In-depth study and applications of trigonometry including definitions, identities, inverse functions, solutions of equations, graphing, and solving triangles. Additional topics such as vectors, polar coordinates and parametric equations may be included. Graphing calculator required. Prerequisite: MATH 1314 with a minimum grade of C, or passing score on non-credit equivalency exam for MATH 1314, or consent of division chair. Semester Hours 3 (3 lec)

MATH 1324 Mathematics for Business & Social Sciences

The application of common algebraic functions, including polynomial, exponential, logarithmic and rational, to problems in business, economics and the social sciences are addressed. The applications include mathematics of finance, including simple and compound interest and annuities; systems of linear equations; matrices, linear programming; and probability, including expected value. Prerequisite: TSI math complete or MATH 0311. Semester Hours 3 (3 lec)

MATH 1325 Calculus for Business & Social Sciences

This course is the basic study of limits and continuity, differentiation, optimization and graphing, and integration of elementary functions, with emphasis on applications in business, economics and social sciences. This course is not a substitute for MATH 2313 or 2413 - Calculus I. Prerequisite: MATH 1314 or MATH 1324, minimum grade C. Semester Hours 3 (3 lec)

MATH 1332 Contemporary Mathematics (Quantitative Reasoning)

Intended for Non-STEM (Science, Technology, Engineering, and Mathematics) majors. Topics include introductory treatments of sets and logic, financial mathematics, probability and statistics with appropriate applications. Number sense, proportional reasoning, estimation, technology, and communication should be embedded throughout the course. Additional topics may be covered. Graphing calculator required. Prerequisite: TSI math complete or MATH 0308 or consent of division chair. Semester Hours 3 (3 lec)

MATH 1342 Elementary Statistical Methods

Collection, analysis, presentation and interpretation of data, and probability. Analysis includes descriptive statistics, correlation and regression, confidence intervals and hypothesis testing. Use of appropriate technology is recommended. Graphing calculator required. Prerequisite: TSI math complete or MATH 0308 or completion of college-level math course or consent of division chair. Semester Hours 3 (3 lec)

MATH 2412 Pre-Calculus Mathematics

In-depth combined study of algebra, trigonometry, and other topics for calculus readiness. Prerequisite: MATH 1314 with a minimum grade of C, or passing score on non-credit equivalency exam for MATH 1314, or consent of division chair. Semester Hours 4 (4 lec)

MATH 2413 Calculus I

Limits and continuity; the Fundamental Theorem of Calculus; definition of the derivative of a function and techniques of differentiation; applications of the derivative to maximizing or minimizing a function; the chain rule, mean value theorem, and rate of change problems; curve sketching; definite and indefinite integration of algebraic, trigonometric, and transcendental functions, with an application to calculation of areas. Graphing calculator required. Prerequisite: MATH 2412 with a minimum grade of C, or both MATH 1314 and MATH 1316 with minimum grades of C, or passing score on non-credit equivalency exam for MATH 2412, or consent of division chair. Semester Hours 4 (4 lec)

PHIL 2303 Introduction to Formal Logic

The purpose of the course is to introduce the student to symbolic logic, including syllogisms, propositional and predicate logic, and logical proofs in a system of rules. Semester Hours 3 (3 lec)
