

Degree Description

This award recognizes accomplishment of enhanced skills for those students employed in the business area.

Marketable skills:

1.

Accounting: Perform transaction analysis and prepare financial statements. 2.

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

Management: Apply basic management theories to management function 4.

Problem Solving: Diagnose, propose, and implement solutions to business problems

ACNT 1303 Introduction to Accounting I	3 hours
BMGT 1327 Principles of Management	3 hours
MRKG 1311 Principles of Marketing	3 hours
BUSI 2301 Business Law <i>or</i> BMGT 2309 Leadership <i>or</i> BMGT 1307 Team Building	3 hours
	12 hours

Total hours: 12 hours

Course Descriptions

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)

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)

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)

BMGT 2309 Leadership

Introduces concepts of leadership and its relationship to management. Prepares the student with leadership and communication skills needed to motivate and identify leadership styles. This is a Capstone course that integrates knowledge from previous courses and provides the opportunity to apply management and leadership principles to real world situations. Semester Hours 3 (3 lec)

BMGT 1307 Team Building

Introduces 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. Semester Hours 3 (3 lec)
