

# Business Management

## Marketing Option

Students who choose the marketing option of the business management program receive comprehensive instruction covering basic skills for retailing, marketing, and sales occupations. In addition to classroom work, the students participate in a cooperative internship program, which incorporates on-the-job work experience.

### Required Program of Study for Associate of Applied Science Degree (2 years)

#### Freshman Year

##### FIRST SEMESTER

Course	Credits
ACCT 1200 Accounting I*	3
BSAD 1070 Math & Machines	3
BSAD 2540 Principles of Management	3
BSAD 2520 Principles of Marketing	3
INFO 1100 Microcomputer Applications or OFFT 1500 Microsoft Office	3
	<u>15</u>

##### SECOND SEMESTER

Course	Credits
BSAD 2160 Customer Service and Business Etiquette	3
BSAD 2180 Advertising	3
BSAD 2510 Organizational Behavior	2
ENGL 1010 English Composition I	3
SPCH 1010 Fundamentals of Communication or SPCH 1110 Public Speaking	3
INFO 1700 Introduction to Internet	1
	<u>15</u>

##### SUMMER

Course	Credits
BSAD 1300 Cooperative Internship I	3

#### Sophomore Year

##### FIRST SEMESTER

Course	Credits
AGRI 1420 Interpersonal Skills	3
BSAD 2050 Business Communications	3
BSAD 2700 Business Law I	3
ECON 1040 Personal Finance or ECON 2110 Macroeconomics	3
PSYC 1810 Introduction to Psychology	3
	<u>15</u>

##### SECOND SEMESTER

Course	Credits
BSAD 2130 Salesmanship	3
BSAD 2250 International Business	3
MATH 1045 Applied Mathematics I**	3
Approved Electives***	6
	<u>15</u>

\*Students with no accounting experience are encouraged to take ACCT 1060 Basic Accounting Procedures prior to Accounting I.

\*\*These are minimum requirements. Students are encouraged to take higher level courses according to individual skill.

\*\*\*Approved electives for business management students are: ACCT 1210 Accounting II, BSAD 1050 Introduction to Business, BSAD 1200 Introduction to Electronic Commerce, BSAD 2150 Entrepreneurship, BSAD 2230 Retail Merchandising, BSAD 2250 International Business, BSAD 2350 Security & Loss Prevention, BSAD 2710 Business Law II, BSAD 2140 Principles of Banking, BSAD 2240 Principles of Insurance, ECON 1040 Personal Finance, ECON 2110 Macroeconomics, ECON 2120 Microeconomics, POLS 1000 American Government.

NOTE: The associate of applied science degree is suggested for those seeking employment upon graduation and feel quite sure that they will not continue their education toward a bachelors degree. Students interested in continuing their education at a four-year college or university should enroll in the business administration program.