

Associate of Applied Business in Business Management

The Associate of Applied Business in Business Management will prepare students for entry-level positions in business, industry and non-profit organizations. The program is designed for students who seek to acquire a complete framework in basic business concepts and skills in order to contribute and create solutions for contemporary business problems. Students will acquire the knowledge and skills to apply management, marketing and accounting concepts to improve operational performance and aid in decision making skills. The emphasis in this program is placed on marketable skills.

Type: Associate Degree of Applied Business

Program Length:

2 years, 60 Credit Hours

Program Outcomes

- Describe what management is (its functions) and explain the role of a manager
- Describe what human resource management is (its functions) and challenges
- Analyze motivation theories and the relation between motivation and performance
- Define marketing and its role in relation to the organization's business plan
- Describe operations in management, designing performance measures and how they are used in decision making
- Demonstrate a basic understanding of accounting principles including the interpretation of common financial statements
- Identify an organization's stakeholders, its ethical issues and define the concept of social responsibility
- Describe technology trends and specifically how computers are used in the workplace
- Explore the myths of entrepreneurship and identify types of innovation
- Demonstrate language fundamentals necessary to communicate effectively with an emphasis on workplace oral and written communication
- Demonstrate basic math skills as related to algebraic equations and practical personal finance

Credit Hour Breakdown

Item #	Title	Credit Hours
BUS100	Introduction to Business	3
COMM100	Interpersonal Communication	3
BSLW100	Business Law	3
COMP100	Introduction to Computers	3
GOVT100	American Government	3
ENG100	English 101	3
MATH100	College Mathematics I	3
PSY100	Introduction to Psychology	3
OPMG200	Operations Management	3
ACCT100	Principles of Accounting I	3
SPCH100	Speech 101	3
HRSM100	Human Resource Management	3
ACCT200	Principles of Accounting I	3
PNMG200	Principles of Management	3
ORGB200	Organizational Behavior	3
MKTP200	Marketing Principles	3
PRFN100	Personal Finance	3
MCRE200	Microeconomics	3
BUSE200	Business Ethics	3
ENTP200	Entrepreneurship	3

