

Associate of Applied Business Degree Business

Business Management

General Management Concentration (9224)

This concentration prepares students to be a generalist in the management field and is the most versatile option in terms of the students- selection of courses to meet individual or organizational needs. Core courses include coverage of all of the business functions which a manager would be expected to understand, and a wide variety of elective courses which enable students to select topics of particular relevance to them or their employers.

First Semester:

ACCT 1100	Introduction to Financial Accounting	4
ENGL 1110*	English Composition I (A)	3
OR		
ENGL 1111	English Composition I (B)	
BUSM 1300	Introduction to Business	3
ITIS 1000**	Introduction to Personal Computers	1
OR		
ITIS 1005	Computers and Information Processing	
MATH 1040***	Applied Business Mathematics	2
Choose a course from the Speech Requirement list.		2-3
	15-16	

Second Semester:

BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2500	Principles of Marketing	3
ECON 2600	Principles of Microeconomics	3
ENGL 1120	English Composition II	3
MATH 1050***	Mathematics of Finance	2
	17	

Third Semester:

BUSM 1500	International Business in a Global Environment	3
BUSM 2100	Business Law I	3
BUSM 2200	Organizational Behavior	3
BUSM 2300	Human Resource Management	3
BUSM 2400	Business Communication	3
Choose course(s) from the Technical Electives list.		3
	18	

Fourth Semester:

ACCT 1270	Financial Analysis Using Spreadsheets	3
BUSM 2700	Management Philosophy and Practice	3
Choose course(s) from the Arts and Humanities Electives list.		3
Choose course(s) from the Social and Behavioral Sciences Electives list.		3
Choose course(s) from the Technical Electives list.		3
Choose course(s) from the Business/Related Electives list.		3
	18	

Program Total: 68-69

*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).

**Students may substitute ITIS 1005. This 3 credit course may be required for students transferring to a four-year college.

***Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

Speech Requirement List: 2-3 credits

NOTE: One of the 3-credit courses may be required for students transferring to a four-year college.

SPCH 1000	Effective Public Speaking	3
SPCH 1050	Fundamentals of Public Speaking	2
SPCH 1100	Effective Interpersonal Communications	3
SPCH 1150	Fundamentals of Interpersonal Communications	2

Technical Electives: minimum 6 credits

BUSM 1230	English for Business	3
BUSM 1620	Entrepreneurship I: Principles of Entrepreneurship	3
BUSM 1640	Entrepreneurship II: Entrepreneurial Startup and Planning	2
BUSM 1700	Principles of E-Business	3
BUSM 2150	Business Law II	3
BUSM 2250	Leadership Development	3
BUSM 2330	Employment Practices	3
BUSM 2350	Labor-Management Relations	3
BUSM 2370	Compensation and Benefits	3
BUSM 2380	Training Skills and Techniques	3
BUSM 2520	Marketing of Services	3
BUSM 2530	Advertising	3
BUSM 2550	Direct and Internet Marketing	3

Business/Related Electives: minimum 3 credits

ACCT	any Accounting (ACCT) course(s)	
BUSM	any Business Management (BUSM) course(s) except BUSM 1800	
ECON	any Economics (ECON) course(s)	
FINN	any Finance (FINN) course(s)	
GEOG 2000	Economic Geography	3
GRDS	any Graphic Design (GRDS) course(s)	
Any Information Technology (ITCS, ITDB, ITIS, ITON) course(s) except ITIS 1000 or ITIS 1005		
MDIA	any Media Technology (MDIA) course(s)	
PARL	any Paralegal (PARL) course(s)	
REST	any Real Estate (REST) course(s)	
TOUR	any Travel and Tourism (TOUR) course(s)	

Arts and Humanities Electives: minimum 3 credits

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000

Social and Behavioral Sciences Electives: minimum 3 credits

ANTH 1160; ECON 1150, 2500; GEOG 1500, 1600, 2500; HIST 1100, 1200, 2100, 2200, 2400; POLS 1300, 2500; PSYC 1500; SOCY 1150