

BUSINESS ADMINISTRATION

Associate in Applied Science A.A.S.: Option 1: Business Administration Degree - E-Marketing

This 61 credit-hour program is designed to assist students in a wide variety of business occupations. The curriculum is structured to meet the needs of individuals interested in gaining or improving business knowledge and management skills. The program develops abilities that will help organize, coordinate and evaluate the functions of a marketing department or branch of an organization in either an industrial or administrative management capacity. This degree also provides the fundamental management skills needed by the successful owner-manager of a business.

*This sequenced degree plan is one of six options that students may pursue to earn the Business Administration Associate in Applied Science (AAS) degree. While there are multiple specializations, **this particular degree can be awarded only once.***

FIRST SEMESTER:

Number	Course Title	Credits	Course Category
ENG 101	Composition	3	Communications
MGT 111	Introduction to Business Organization	3	Program Requirement
MGT 150	Business Math or Mathematics ¹	3	Mathematics
MKT 180	Strategic Writing for a Digital World	3	Program Requirement
PSY 101	Introduction to Psychology	3	Social and Behavioral Science

SECOND SEMESTER:

Number	Course Title	Credits	Course Category
ACC 101	Introduction to Financial Accounting ²	4	Program Requirement
CIS 100	Computer and Digital Literacy or		
CIS 101	Introduction to Computer Information Systems	3	Program Requirement
	Humanities ³	3	Humanities
MKT 245	Principles of Marketing	3	Program Requirement
PSY 245	Industrial/Organizational Psychology	3	Social and Behavioral Science

THIRD SEMESTER:

Number	Course Title	Credits	Course Category
ACC 102	Introduction to Managerial Accounting or		
MGT 165	Global Business ⁺	3	Program Requirement
ENG 130	Business Writing or		
SPE 101	Fundamentals of Speech Communication	3	Communications
ECO 211	Microeconomics	3	Program Requirement
MGT 270	Principles of Management	3	Program Requirement
MKT 247	Consumer Buying Behavior	3	Program Requirement

FOURTH SEMESTER:

Number	Course Title	Credits	Course Category
ACC 211	Business Law I	3	Program Requirement
ECO 212	Macroeconomics	3	Program Requirement
MGT 218	Introduction to Finance	3	Program Requirement
MKT 252	Internet Marketing	3	Program Requirement
WEB 150	Web Foundations	3	Program Requirement

- 1 The mathematics elective must be MTH 103 or above. Students should meet with a Student Development Faculty Counselor or the program coordinator for an appropriate math course.
- 2 Students should strongly consider enrolling in ACC 102 as well.
- 3 Students must take a course that meets the World Cultures and Diversity graduation requirement. If MGT 165 (Global Business) is taken, then PHI 150 (Business Ethics) is recommended for this Humanities course.
- + This course meets the World Cultures and Diversity graduation requirement.