

BUSINESS ADMINISTRATION

Associate in Applied Science A.A.S.: Option 5: Business Administration Degree - Customer Success and Sales

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 unit, 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 degree is shown in a standardized sequential semester option. However, it is available as fast track modality, apprenticeships and online options as well. Please contact an advisor to get the most current scheduling. This degree plan is one of six options that students may pursue to earn the Business Management 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 I | 3 | AAS General Education |
| | Humanities ¹ | 3 | AAS General Education |
| MGT 111 | Introduction to Business Organization ² or | | |
| MGT 154 | Entrepreneurship | 3 | Program Requirement |
| MGT 150 | Business Math ³ | 3 | AAS General Education |
| PSY 101 | Introduction to Psychology ⁺ | 3 | AAS General Education |

SECOND SEMESTER:

| Number | Course Title | Credits | Course Category |
|---------|--|---------|---------------------|
| ACC 101 | Introduction to Financial Accounting | 4 | Program Requirement |
| CIS 100 | Computer and Digital Literacy or | | |
| CIS 101 | Introduction to Computer Information Systems | 3 | Program Requirement |
| MGT 165 | Global Business ⁴ or | | |
| PSY 245 | Industrial/Organizational Psychology | 3 | Program Requirement |
| MKT 140 | Principles of Professional Selling | 3 | Program Requirement |
| MKT 146 | Customer Service Skills for Success | 3 | Program Requirement |

THIRD SEMESTER:

| Number | Course Title | Credits | Course Category |
|---------|--|---------|-----------------------|
| ACC 102 | Introduction to Managerial Accounting | 3 | Program Requirement |
| ECO 200 | Introduction to Economics ⁵ or | | |
| ECO 211 | Microeconomics or | | |
| ECO 212 | Macroeconomics | 3 | AAS General Education |
| ENG 130 | Business Writing ⁶ or | | |
| SPE 101 | Fundamentals of Speech Communication | 3 | Program Requirement |
| MGT 270 | Principles of Management | 3 | Program Requirement |
| MKT 147 | Salesforce: Customer Relationship Management | 3 | Program Requirement |

FOURTH SEMESTER:

| Number | Course Title | Credits | Course Category |
|---------|---|---------|---------------------|
| ACC 211 | Business Law I | 3 | Program Requirement |
| MGT 218 | Introduction to Finance | 3 | Program Requirement |
| MKT 180 | Strategic Communication for A Digital World | 3 | Program Requirement |
| MKT 243 | Social Commerce and Sales | 3 | Program Requirement |
| MKT 245 | Principles of Marketing | 3 | Program Requirement |

¹ PHI 150 (Business Ethics) is recommended.

² MGT 111 is recommended.

³ The mathematics requirement for this degree can be met with Math Competency. See [Math Competency options](#) for information. Students who utilize Math Competency to meet the mathematics requirement must complete an additional three credit-hour elective. See full list of [AAS General Education Electives](#).

⁴ MGT 165 is recommended.

⁵ ECO 200 is recommended.

⁶ If pursuing a fully online degree, choose ENG 130; otherwise choose SPE 101.