

# BUSINESS & PUBLIC SERVICES TECHNOLOGIES

## BUSINESS ADMINISTRATION

### Business Administration: General Business Administration Degree - A25120A

-Day, Evening, and Online

The Business Administration curriculum is designed to introduce students to the various aspects of the free enterprise system. Students will be provided with a fundamental knowledge of business functions, processes, and an understanding of business organizations in today's global economy.

Course work includes business concepts such as accounting, business law, economics, management, and marketing. Skills related to the application of these concepts are developed through the study of computer applications, communication, team building, and decision making.

Through these skills, students will have a sound business education base for lifelong learning. Graduates are prepared for employment opportunities in marketing, management operations, and some graduates have started up their own small businesses.

### Customer Service Certificate - C25120B

-Day, Evening, and Online

This certificate provides a broad foundation of communication and interpersonal skills designed to prepare the individual for customer contact roles within a business organization. Employment opportunities include customer service representative, customer services manager, consumer relations credit analyst, credit card specialist, credit and collections specialist, retail sales, accounts control analyst, administrative assistant, authorizations analyst, and telephone sales representatives in both production and service-oriented businesses.

### Entrepreneurship Certificate - C25120C

-Day, Evening, and Online

This program enables students to recognize business opportunities and develop a business plan for the purpose of securing financing for an entrepreneurial start-up as well as to understand how to effectively operate a small business. Students will learn practical skills and some of the best business practices in establishing and operating a business.

### Business Core Certificate - C25120D

-Day, Evening, and Online

This certificate provides students who are earning the Business Administration A.A.S., Business Administration/Human Resources Management A.A.S., and/or Associate in Art two-year degree, or simply to improve their skills in a specific area, to earn a certificate comprised of our Business Core courses. In as little as one semester, one can earn a certificate that validates an area of expertise, which can set an individual apart in the interview and selection process. If pursuing an Associate in Art degree or transferring to a four-year university, all of these classes will qualify to transfer.

### Leadership Certificate - C25120F

-Day, Evening, and Online

This certificate is designed to be an overview of the major functions of leadership and management with an emphasis on critical thinking. Emphasis is placed on exploring the theories and techniques of leadership and teamwork coupled with the management principles of planning, organizing, controlling, directing, and communicating.

Students will be able to identify and analyze a personal philosophy and style of leadership and integrate these concepts in various practical situations using moral and ethical judgments honed during this program. Upon completion, students should be able to work as contributing members of a team utilizing these functions of leadership and management.

### Career Success Certificate - C25120G

-Day, Evening, and Online

This certificate is designed to help students develop the knowledge and skills they need to make the successful transition from college to career. The program includes courses on managing personal finances, ethics, successful communication, and interpersonal skill development, as well as a course in business. Together, these courses address the "employability skills" that are in high demand from employers today. A student will need to be sure that they are ready to find and succeed in a great job with this professional transition toolkit.

## PROGRAM SEQUENCE

### First Semester

BUS 110	Introduction to Business .....	3
BUS 137	Principles of Management .....	3
CIS 111	Basic PC Literacy .....	2
Social Science Elective.....		3
ENG 111	Writing and Inquiry.....	3
MKT 120	Principles of Marketing .....	3

### Second Semester

ACC 120	Principles of Financial Accounting.....	4
BUS 115	Business Law I .....	3
BUS 121	Business Math .....	3
BUS 139	Entrepreneurship I .....	3
BUS 255	Organizational Behavior in Business.....	3

### Complete Business Core Certificate (C25120D):

ACC 120, BUS 110, BUS 115, BUS 137, + One Social Science Elective

### Third Semester

ACC 121	Principles of Managerial Accounting.....	4
BUS 153	Human Resources Management.....	3
BUS 240	Business Ethics.....	3
ENG 114	Professional Research and Reporting.....	3
INT 110	International Business .....	3

### Business Administration Complete Leadership Certificate (C2520F):

BUS 137, BUS 153, BUS 255 and Choose BUS 240

### Business Administration Complete Human Resource Management: Human Resources Administration Certificate (C25120HA):

BUS 153, BUS 137, BUS 240 and BUS 255

### Business Administration Major Elective Track 1: Complete Customer Service Certificate (C25120B):

BUS 110, BUS 137, BUS 255 and Choose MKT 123 as elective

### Business Administration Major Elective Track 1-2:

### Complete Career Success Certificate (C25120G):

BUS 110, BUS 255, BUS 240 + Choose BUS 125

### Fourth Semester

HUM 115	Critical Thinking .....	3
Mathematics Elective.....		3
MKT 221	Consumer Behavior.....	3
Business Administration Major Electives (choose 6 credit hours).....		6

# BUSINESS & PUBLIC SERVICES TECHNOLOGIES

## **Business Administration Major Elective Track 1: Complete Entrepreneurship Certificate (C25120C):** *BUS 110, BUS 139, MKT 120, + Choose BUS 230 OR BUS 245*

### **Social Science Elective**

ECO 151	Survey of Economics .....	3
ECO 251	Principles of Microeconomics.....	3
ECO 252	Principles of Macroeconomics .....	3

### **General Education Courses**

MAT 110	Mathematical Measurement & Literacy.....	3
MAT 143	Quantitative Literacy .....	3

### **Business Administration Major Electives**

BUS 116	Business Law II .....	3
BUS 125	Personal Finance .....	3
BUS 228	Business Statistics .....	3
BUS 230	Small Business Management .....	3
BUS 245	Entrepreneurship II .....	3
LOG 110	Introduction to Logistics .....	3
MKT 123	Fundamentals of Selling .....	3
MKT 228	Service Marketing .....	3
MKT 232	Social Media Marketing.....	4
WBL 111	Work-Based Learning 1 .....	1
WBL 112	Work-Based Learning 1 .....	2
WBL 113	Work-Based Learning 1 .....	3

**Completion Requirements .....64 Credit Hours**

## **Business Administration: Global Business Management Degree - A25120G**

-Day, Evening, and Online

Global Business Management (A.A.S degree) is a concentration within the Business Administration curriculum. It is designed to meet the demands of today's international economy. Businesses today are truly interconnected and working in business may require an understanding of different cultures as businesses often operate outside of the United States. By learning key business concepts as well as global literacy skills, students will be prepared for employment opportunities in government agencies, financial institutions, and large to small business or industry. Skills related to the application of these concepts are developed through the study of computer literacy, communication, team-building, and decision-making.

Critical thinking, project and problem solving skills are emphasized in the program course work. Because the degree requires the general study of business and management as well as global literacy, students begin their coursework with basic business concepts. The degree is fully online and can be completed in four full-time semesters.

## **International Business Certificate - C25120GB**

-Day, Evening, and Online

This certificate is intended to provide students with a better understanding of how businesses are continually globally connected. Coursework includes a basic understanding of business, as well as understanding business from an international perspective, how international trade impacts business, importing and exporting, the economics of international businesses, and how marketing is impacted by delivering products and services to and from different parts of the world.

## **PROGRAM SEQUENCE**

### **First Semester**

BUS 110	Introduction to Business.....	3
BUS 137	Principles of Management.....	3

CIS 111	Basic PC Literacy .....	2
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Social Science Elective.....		3
ENG 111	Writing and Inquiry.....	3
MKT 120	Principles of Marketing .....	3

### **Second Semester**

ACC 120	Principles of Financial Accounting.....	4
BUS 115	Business Law I .....	3
BUS 121	Business Math.....	3
BUS 255	Organizational Behavior in Business.....	3
INT 110	International Business .....	3

### **Complete Business Core Certificate (C25120D):**

ACC 120, BUS 110, BUS 115, BUS 137, + One Social Science Elective

### **Third Semester**

ENG 114	Professional Research and Reporting.....	3
HUM 115	Critical Thinking.....	3
INT 210	International Trade .....	3
INT 220	International Economics .....	3
INT 230	International Law .....	3

### **Complete International Business Certificate (C25120GB):**

Social Science Elective, INT 110, INT 210, INT 220

### **Fourth Semester**

ACC 270	International Accounting.....	3
BUS 139	Entrepreneurship I.....	3
BUS 153	Human Resources Management.....	3
Business Administration/Global Business Major Elective.....		6
Mathematics Elective.....		3

### **Business Administration Major Elective Track 1:**

#### **Complete Customer Service Certificate (C25120B):**

BUS 110, BUS 255, BUS 137, and Choose MKT 123

### **Business Administration Major Elective Track 2:**

#### **Complete Leadership Certificate (C2520F):**

BUS 137, BUS 153, BUS 255, + Choose BUS 240

### **Business Administration Major Elective Track 3:**

#### **Complete Career Success Certificate (C25120G):**

BUS 110, BUS 255, + Choose BUS 125 and BUS 240

### **Business Administration Major Elective Track 4:**

#### **Complete Human Resource Management: Human Resources**

#### **Administration Certificate (C25120HA):**

BUS 153, BUS 137, BUS 255, + Choose BUS 240

### **Social Science Elective**

ECO 151	Survey of Economics.....	3
ECO 251	Principles of Microeconomics .....	3
ECO 252	Principles of Macroeconomics .....	3

### **General Education Courses**

MAT 110	Mathematical Measurement & Literacy.....	3
MAT 143	Quantitative Literacy .....	3

### **Business Administration/ Global Business Management Major Electives**

BUS 125	Personal Finance.....	3
BUS 228	Business Statistics.....	3
BUS 240	Business Ethics .....	3
LOG 110	Introduction to Logistics .....	3
MKT 232	Social Media Marketing.....	4
WBL 111	Work-Based Learning 1 .....	1
WBL 112	Work-Based Learning 1 .....	2
WBL 113	Work-Based Learning 1 .....	3

**Completion Requirements .....66 Credit Hours**

# BUSINESS & PUBLIC SERVICES TECHNOLOGIES

## Business Administration: Human Resources Management Degree - A25120H

-Day, Evening, and Online

Human Resource Management (HRM) is the organizational function responsible for creating and supporting the systems that are used to effectively manage an organization's employees. HRM managers, professionals and support staff work in areas such as compensation, benefits, staffing and training.

The Business Administration / Human Resources Management curriculum prepares students to perform these roles in organizations of varying size and type and, depending on individual and organizational factors, roles can be performed at the administrative support, individual contributor / professional or managerial level.

Critical thinking, project and problem solving skills are emphasized in the program course work. Because the degree requires the general study of business and management as well as HRM, students are prepared to begin careers in both disciplines. The degree is fully online and can be completed in four full-time semesters.

## Business Administration: Human Resources Administration Certificate - C25120HA

-Day, Evening, and Online

This certificate is intended to provide formal classroom training in Human Resources (HR) to individuals interested in careers in HR. Ideally, students entering this program should already have a college degree in another field, should be working in the field of Human Resources, or should be business owners looking for specific training in Human Resources. Course work includes studies in human resource management, records management, recruitment and selection or compensation and benefits or training and development, people skills or customer service, and word processing or office software applications.

## Business Administration: Human Resources Management Certificate - C25120HB

Online

This program is intended to provide formal classroom training in Human Resources Management to individuals interested in careers in Human Resources. Ideally, students entering this program should already have a college degree in another field, should be working in the field of Human Resources, or should be business owners looking for specific training in Human Resources. Course work includes studies in human resources, management, employment law, recruitment and selection, training and development, and compensation and benefits.

### PROGRAM SEQUENCE

#### First Semester

BUS 110	Introduction to Business.....	3
BUS 137	Principles of Management.....	3
BUS 153	Human Resource Management .....	3
CIS 111	Basic PC Literacy.....	2
	Social Science Elective .....	3
ENG 111	Writing and Inquiry .....	3

#### Second Semester

ACC 120	Principles of Financial Accounting .....	4
BUS 115	Business Law I.....	3
BUS 121	Business Math.....	3
BUS 217	Employment Law and Regulations* .....	3
MKT 120	Principles of Marketing .....	3

#### Complete Business Core Certificate (C25120D):

ACC 120, BUS 110, BUS 115, BUS 137, + One Social Science Elective

#### Third Semester

BUS 234	Training and Development* .....	3
BUS 240	Business Ethics .....	3
BUS 256	Recruit Select & Per Plan* .....	3
BUS 258	Compensation and Benefits* .....	3
ENG 114	Professional Research and Reporting.....	3

#### Fourth Semester

ACC 121	Principles of Managerial Accounting .....	4
BUS 259	HRM Applications .....	3
HUM 115	Critical Thinking .....	3
	Mathematics Elective.....	3
	HRM Major Elective .....	3

#### Complete Human Resources Management Certificate (C25120HB):

BUS 153, BUS 217, BUS 234, BUS 256, BUS 258

#### Human Resources Major Elective Track 1:

##### Complete Leadership Certificate (C2520F):

BUS 137, BUS 153, BUS 240, + Choose BUS 255

#### Human Resources Management Elective Track 2:

##### Complete Human Resources Administration Certificate

(C25120HA): BUS 153, BUS 137, BUS 240 and Choose BUS 255 OR BUS 260

#### Human Resources Management Elective Track 3:

##### Complete Customer Service Certificate (C25120B):

BUS 110, BUS 137, + Choose BUS 255 and MKT 123

#### Social Science Elective

ECO 151	Survey of Economics.....	3
ECO 251	Principles of Microeconomics .....	3
ECO 252	Principles of Macroeconomics.....	3

#### Mathematics Electives

MAT 110	Mathematical Measurement & Literacy .....	3
MAT 143	Quantitative Literacy .....	3

#### HRM Major Electives

BUS 125	Personal Finance.....	3
BUS 230	Small Business Management .....	3
BUS 255	Organizational Behavior in Business .....	3
BUS 260	Business Communications.....	3
WBL 111	Work-Based Learning 1 .....	1
WBL 112	Work-Based Learning 1 .....	2
WBL 113	Work-Based Learning 1 .....	3

\*Indicates non-waiverable prerequisite for BUS 259, HRM Applications.

**Completion Requirements.....64 Credit Hours**

# BUSINESS & PUBLIC SERVICES TECHNOLOGIES

## Business Administration: Marketing Degree - A25120M

-Day, Evening, and Online

Business Administration has a new concentration in Marketing (A.A.S. degree), a concentration within the Business curriculum. The program helps students develop skills in advertising and sales, marketing research and applications, social media marketing, marketing in an international landscape, customer service as well as core business concepts.

It is designed to meet the demands of government agencies, financial institutions, and large to small business or industry. Skills related to the application of these concepts are developed through the study of computer literacy, communication, team-building, and decision-making.

## Marketing and Sales Certificate - C25120MM

-Day, Evening, and Online

This certificate introduces innovative marketing concepts and sales strategies skills necessary for today's highly competitive environment. Focusing on core marketing competencies, students are introduced to theories and practices necessary to meet the challenges and opportunities faced by today's marketers. The marketing and sales certificate provides opportunities for students to learn key marketing and sales concepts and apply them to learn skills needed to be successful in marketing, sales, advertising, customer service, and social media marketing.

## Advertising and Digital Media Certificate - C25120SAD

-Day, Evening and Online

This certificate provides instruction on advertising communication, marketing strategy, and other general digital media design principles.

## PROGRAM SEQUENCE

### First Semester

BUS 110	Introduction to Business.....	3
BUS 137	Principles of Management.....	3
CIS 111	Basic PC Literacy.....	2
	Social Science Elective .....	3
ENG 111	Writing and Inquiry .....	3
MKT 120	Principles of Marketing.....	3

### Second Semester

ACC 120	Principles of Financial Accounting .....	4
BUS 115	Business Law I.....	3
BUS 121	Business Math.....	3
MKT 220	Advertising and Sales Promotion.....	3
MKT 123	Fundamentals of Selling.....	3

### Complete Business Core Certificate (C25120D):

ACC 120, BUS 110, BUS 115, BUS 137, + Choose Social Science Elective

### Third Semester

ENG 114	Professional Research and Reporting .....	3
MKT 221	Consumer Behavior .....	3
MKT 225	Marketing Research.....	3
MKT 228	Service Marketing .....	3
MKT 232	Social Media Marketing.....	4

### Complete Marketing and Sales Certificate (C25120MM):

MKT 120, MKT 232, MKT 220, MKT 123

### Complete Advertising and Digital Media Certificate (C25120SAD):

MKT 120, MKT 220, MKT 228, MKT 232

### Marketing Elective Track 1:

#### Complete Customer Service Certificate (C25120B):

BUS 110, BUS 137, MKT 123, + Choose BUS 255

### Fourth Semester

BUS 139	Entrepreneurship I.....	3
HUM 115	Critical Thinking.....	3
MKT 227	Marketing Applications .....	3
	Marketing Elective .....	3
	Mathematics Elective.....	3

### Marketing Elective Track 2:

#### Complete Entrepreneurship Certificate (C25120C):

BUS 110, BUS 139, MKT 120, +Choose BUS 230 OR BUS 245

### Social Science Elective

ECO 151	Survey of Economics.....	3
ECO 251	Principles of Microeconomics .....	3
ECO 252	Principles of Macroeconomics.....	3

### Mathematics Electives

MAT 110	Mathematical Measurement & Literacy .....	3
MAT 143	Quantitative Literacy .....	3

### Marketing Electives

ACC 121	Managerial Accounting .....	4
BAS 120	Intro to Analytics .....	3
BUS 125	personal Finance .....	3
BUS 228	Business Statistics .....	3
BUS 230	Small Business Management .....	3
BUS 240	Business Ethics .....	3
BUS 245	Entrepreneurship II .....	3
BUS 255	Organizational Behavior in Business.....	3
WBL 111	Work-Based Learning I.....	1
WBL 112	Work-Based Learning I.....	2
WBL 113	Work-Based Learning I.....	3

Completion Requirements ..... 64 Credit Hours