

ACADEMIC MAP

Business Administration, Management and Marketing concentration (B.A.S.B.A / M.M.)



Semester 1

COURSE	CR	COMMENTS
ENGL 101 ~COMPOSITION 1	3	*
CS 101 INTRO TO PC APPLICATIONS	4	*
GBUS 101 INTRO TO BUSINESS	3	** COLL 101 EMBEDDED
ECON 202 MACROECONOMICS	3	*
MATH 120 QUANTITATIVE LITERACY	3	*
TOTAL:	16	



The **Bachelor of Applied Science in Business Administration with a concentration in Management and Marketing (BASBA MM)**

gives students a strong background in management and marketing. Graduates will be prepared to manage in government, retail, food service, and other business environments.



MILESTONE COURSE:

These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.



CAREER PLANNING:

During the fourth semester of the AAS degree, students interested in the BAS should apply for the admission to the Bachelor's program. See your advisor for assistance.



CAPSTONE COURSE:

The capstone is a semester-long capstone project that prepares you for the workforce by perfecting your resume, assessing student performance on learning outcomes, and preparing for the world of work.



ELECTIVES: BUSINESS ELECTIVES:

Lower division electives may be chosen from courses with the following pre-fixes: ACCT, BTEC, ECON, ENT, GBUS, MGMT, MKTG, or CMS 117, 217, 230. Upper division business electives may be chosen from courses numbered above 300 and with the prefixes: ACCT, ECON, ENT, GBUS, MGMT, MKTG or STEM 420. Upper level Management electives include all courses numbered above 300 with the prefix MGMT. Upper level Marketing electives include all courses numbered above 300 with the prefix MKTG or CMS 317, 360, 410, 425, 439.

Semester 2

COURSE	CR	COMMENTS
ENGL 102 ~COMPOSITION 2	3	*
BTEC 275 ADVANCED BUSINESS APPLICATIONS	3	**
COMM 111 ~FUNDAMENTALS OF SPEECH	3	*
ECON 201 MICROECONOMICS	3	*
GBUS 117 FINANCIAL BUSINESS APPLICATION	3	**
TOTAL:	15	

Semester 3

COURSE	CR	COMMENTS
ACCT 201 PRINCIPLES OF ACCOUNTING 1	3	**
GBUS 202 BUSINESS COMMUNICATION	3	**
MGMT 220 PRINCIPLES OF MANAGEMENT	3	**
HUMAN INQUIRY & THE PAST GENERAL EDUCATION ELECTIVE	3	* SEE ATTACHED
FREE ELECTIVE	2	*
TOTAL:	14	

Semester 4

COURSE	CR	COMMENTS
ACCT 202 PRINCIPLES OF ACCOUNTING 2	3	**
FREE ELECTIVE	3	*
MKTG 230 PRINCIPLES OF MARKETING	3	**
GBUS 240 ASSOCIATE DEGREE CAPSTONE	3	
BUSINESS ELECTIVE	3	*
TOTAL:	15	

GPA REQUIREMENTS

* - GEN ED 2.0
** - COMMON PROFESSIONAL COMPONENT 2.25 BEYOND 2.50



Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

TOTAL DEGREE CREDITS:

120

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Semester 5

COURSE	CR	COMMENTS
GBUS 310 BUSINESS LAW 1	3	**
MATH 211 STATISTICS	3	*
MGMT 322 ORGANIZATIONAL BEHAVIOR	3	
ECON 331 - FINANCIAL ECONOMICS OR ECON 320 - MANAGERIAL ECONOMICS	3	
*THE ARTS & CREATIVITY GENERAL EDUCATION ELECTIVE	3	* SEE ATTACHED
TOTAL:	15	



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MILESTONE COURSE: These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for

completion.



CAREER PLANNING: During the fourth semester of the AAS degree, students interested in the BAS should apply for the admission to the Bachelor's program. See your advisor for assistance.



CAPSTONE COURSE: The capstone is a semester-long capstone project that prepares you for the workforce by perfecting your resume, assessing student performance on learning outcomes, and preparing for the world of work.



ELECTIVES: BUSINESS ELECTIVES: Lower division electives may be chosen from courses with the following pre-fixes: ACCT, BTEC, ECON, ENT, GBUS, MGMT, MKTG,

or CMS 117, 217, 230. Upper division business electives may be chosen from courses numbered above 300 and with the prefixes: ACCT, ECON, ENT, GBUS, MGMT, MKTG or STEM 420. Upper level Management electives include all courses numbered above 300 with the prefix MGMT. Upper level Marketing electives include all courses numbered above 300 with the prefix MKTG or CMS 317, 360, 410, 425, 439.

GPA REQUIREMENTS

* - GEN ED 2.0
** - COMMON PROFESSIONAL COMPONENT 2.25 BEYOND 2.50



Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

TOTAL DEGREE CREDITS:

120

Semester 6

COURSE	CR	COMMENTS
UPPER-DIVISION BUSINESS ELECTIVE	3	
MGMT 333 HUMAN RESOURCES MANAGEMENT	3	
GBUS 304 ADVANCED EXCEL	3	
FIN 340 PRIN OF BUSINESS FINANCE	3	**
NATURAL SCIENCE WITH LAB GENERAL EDUCATION ELECTIVE	4	* SEE ATTACHED
TOTAL:	16	

Semester 7

COURSE	CR	COMMENTS
GBUS 405 GLOBAL BUSINESS	3	**
GBUS 300 MANAGEMENT INFORMATION SYSTEMS	3	
ACCT 331 MANAGERIAL ACCOUNTING OR ACCT 432 COST ACCOUNTING	3	
UPPER-DIVISION MARKETING ELECTIVE	3	
UPPER-DIVISION MANAGEMENT ELECTIVE	2	
TOTAL:	14	

Semester 8

COURSE	CR	COMMENTS
MKTG 401 MARKETING RESEARCH	3	
GBUS 440 BUSINESS POLICY CAPSTONE	3	**
UPPER-DIVISION MANAGEMENT ELECTIVE	3	
UPPER-DIVISION MARKETING ELECTIVE	3	
GBUS 415 MANAGERIAL BUSINESS ETHICS	3	**
TOTAL:	15	

