

ACADEMIC MAP

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

Semester 1

COURSE	CR	COMMENTS
COLL 101 ORIENTATION TO COLLEGE	1	
BTEC 275 ADVANCED BUSINESS APPLICATIONS	3	
WRITING AND RHETORIC ELECTIVE	3	
QUANTITATIVE REASONING ELECTIVE	3	
GBUS 101 INTRO TO BUSINESS	3	
ECON 202 MACROECONOMICS	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.

Semester 2

COURSE	CR	COMMENTS
ECON 201 MICROECONOMICS	3	*
GBUS 117 FINANCIAL BUSINESS APPLICATION	3	
MGMT 220 PRINCIPLES OF MANAGEMENT	3	
WRITING AND RHETORIC ELECTIVE	3	
HUMAN COMMUNICATION AND INTERACTION ELECTIVE	3	
TOTAL:	15	

Semester 3

COURSE	CR	COMMENTS
PEOPLE AND THEIR WORLDS ELECTIVE	3	
SCIENTIFIC INQUIRY ELECTIVE	4	
FREE ELECTIVE	1	
ACCT 201 PRINCIPLES OF ACCOUNTING 1	3	**
GBUS 202 BUSINESS COMMUNICATION	3	**
TOTAL:	14	



ELECTIVES: BUSINESS ELECTIVES:

Lower division electives may be chosen from courses with the following prefixes: 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 4

COURSE	CR	COMMENTS
AESTHETICS, CREATIVITY, AND APPRECIATION	3	
BUSINESS ELECTIVE	3	100 level or higher
ACCT 202 PRINCIPLES OF ACCOUTNING 2	3	**
MKTG 230 PRINCIPLES OF MARKETING	3	**
GBUS 240 ASSOCIATE DEGREE CAPSTONE	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:

121

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Semester 5

COURSE	CR	COMMENTS
AESTHETICS, CREATIVITY, AND APPRECIATION	3	
QUANTITATIVE REASONING ELECTIVE	3	
MGMT 322 ORGANIZATIONAL BEHAVIOR	3	
ECON 331 - FINANCIAL ECONOMICS OR ECON 320 - MANAGERIAL ECONOMICS	3	
GBUS 310 BUSINESS LAW 1	3	🚩**
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.

Semester 6

COURSE	CR	COMMENTS
MGMT 333 HUMAN RESOURCES MANAGEMENT	3	🚩
GBUS 304 ADVANCED EXCEL	3	
FIN 340 PRIN OF BUSINESS FINANCE	3	**
SCIENTIFIC INQUIRY ELECTIVE	4	
UPPER-DIVISION MARKETING ELECTIVE	3	300 or 400 level Marketing course
TOTAL:	16	

Semester 7

COURSE	CR	COMMENTS
UPPER-DIVISION MANAGEMENT ELECTIVE	3	300 or 400 level Management Course
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	🚩📌 300 or 400 level Marketing course
TOTAL:	15	



ELECTIVES: BUSINESS ELECTIVES:

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Semester 8

COURSE	CR	COMMENTS
MKTG 401 MARKETING RESEARCH	3	
GBUS 440 BUSINESS POLICY CAPSTONE	3	🚩🏆**
UPPER-DIVISION MANAGEMENT ELECTIVE	3	🚩📌 300 or 400 level Management Course
GBUS 415 MANAGERIAL BUSINESS ETHICS	3	**
PEOPLE AND THEIR WORLDS 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:

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Foundational Learning Courses (FLCs):

To ensure breadth and depth as students meet these broad education goals, the curriculum focuses on six academic "strands."

Aesthetics, Creativity, and Appreciation	Human Communication and Interaction	People and Their Worlds	Quantitative Reasoning	Scientific Inquiry	Writing and Rhetoric
ART-101	COMM-105	ECON-201	MATH-120	ASTR-106 BIOL-101	ENGL-101
ART-111	COMM-111	ECON-202	MATH-125	BIOL-102	ENGL-102
ENGL-131	COMM-112	GEOG-102	MATH-126	BIOL-103	ENGL-107
ENGL-132	COMM-202	HIST-101	MATH-211	BIOL-104	
ENGL-221		HIST-102		BIOL-107	
ENGL-222		HIST-152		BIOL-108	
ENGL-241		HIST-153		BIOL-109	
ENGL-242		HIST-250		BIOL-115	
ENGL-257		PHIL-111		BIOL-117	
ENGL-261		PHIL-150		BIOL-171	
ENGL-262		PHIL-231		CHEM-111	
ENGL-285		POLS-101		CHEM-115	
MUSI-170		POLS-102		CHEM-116	
THEA-101		PSYC-101		GEOL-101	
		PSYC-241		GEOL-102	
		SOC-101		GEOL-103	
		SOC-107		GEOL-104	
		SOC-221		GEOL-105	
				PSCI-101	
				PSCI-111	
				PSCI-112	
				PHYS-101	
				PHYS-102	
				PHYS-111	