

BUSINESS MANAGEMENT/ ENTREPRENEURSHIP, ASSOCIATE OF APPLIED SCIENCE

This two-year degree exposes students to all aspects of operating a small business with a focus on entrepreneurship. The program also prepares students for positions such as management trainee, first-line supervisor, buyers and purchasing agents, sales managers, and higher levels of management for either profit or nonprofit organizations. Focus is placed on entrepreneurship for those interested in starting/operating a business or applying this managerial approach in a medium to large organization.

Employment in this field is expected to remain steady. Prospects are very good for those who want to own and manage a business, especially if they have determination, talent and a unique service or product.

Many students will decide to begin this program by first earning a Career Pathway Certificate of Completion in Supervision or Marketing. A Certificate of Completion can typically be completed in one year. Click here (<https://www.socc.edu/pathways/roadmapsaz/317-business-management-entrepreneurship-roadmap>) to view the entire Pathway.

Students who intend to transfer to a four-year institution with the goal of completing a bachelor's degree in business should consider completing the ASOT-BUS degree and consult with business program faculty.

Graduation Requirements

Students must complete a minimum of 95 credit hours with a cumulative Grade Point Average (GPA) of 2.0 or better. All courses must be completed with a grade of 'C' or better. Twenty-four (24) credits must be completed at Southwestern before the AAS Business Management/Entrepreneurship degree is awarded.

Complete the graduation application process one term prior to the term of completion (e.g., spring term graduates must apply during winter term).

Pre-Program Courses

Students are required to take the following courses *prior* to the program courses, depending on students' college placement information. See advisor for details:

Code	Title	Credits
CIS90	Computer Basics (or demonstrate proficiency)	2
WR90R	Academic Literacy (or placement in higher writing course)	4
MTH20	Basic Mathematics (or placement in higher math course)	4

Program Guide

Course	Title	Credits
First Year		
Fall		
BA101	Introduction to Business	4
BA150	Introduction to Entrepreneurship	3

BA284	Job Readiness	1
CIS120	Concepts of Computing	4
WR115	Introduction to Expository Writing (or higher) ¹	3
Credits		15
Winter		
AC2764 or BA212	Small Business Accounting or Principles of Accounting II	4
BA120	Leadership Development ²	3
BA223	Principles of Marketing	3
CIS125S	Spreadsheet Applications	3
MTH82	Business Mathematics ³	4
Credits		17
Spring		
BA156	Essentials of Economics ⁴	3
BA206	Management Fundamentals	3
BA213	Principles of Accounting III Managerial Accounting	4
BA233	E-Marketing	3
BA239	Advertising	3
Credits		16
Second Year		
Fall		
BA230	Business Law	4
BA238	Sales	3
BA250	Small Business Management Entrepreneurship	3
SP218	Interpersonal Communication ⁵	3
Specific Elective ⁶		3
Credits		16
Winter		
BA203	Intro. to International Business Business	3
BA205	Solving Communication Problems With Technology	4
BA222	Finance	3
PE231	Wellness for Life ⁶	3
Specific Elective ⁶		3
Credits		16
Spring		
BA224	Human Resource Management	3
BA277	Business Ethics	3
BA280	CWE: Business Admin	3
BA292	Entrepreneurship Capstone	3
Specific Elective ⁶		3
Credits		15
Total Credits		95

¹ Excluding WR241, WR242, WR243, and WR250.

² BA285 Human Relations in Organizations, PSY100 Introduction to Psychology, PSY201 General Psychology, PSY201H General Psychology w/Honors, PSY203 General Psychology, PSY203H General Psychology w/Honors, or BA110 Group Dynamics for Teams may be substituted for BA120 Leadership Development.

³ MTH60 Algebra I, MTH65 Algebra II, MTH95 Intermediate Algebra or higher may be substituted for MTH82 Business Mathematics.

- ⁴ Four (4) credits of ECON201 Microeconomics or ECON202 Macroeconomics may be substituted for BA156 Essentials of Economics.
- ⁵ SP100 Basic Speech Communications, SP111 Fundamentals of Public Speaking, SP219 Small Group Discussion, or SP220 Gender and Communication may be substituted for SP218 Interpersonal Communication.
- ⁶ Specific Electives: Any AC, BA, CIS, CS, PSY, or SOC courses not required for degree; CRT2015 Sanitation and Safety for Managers; ECON201 Microeconomics; ECON202 Macroeconomics; OA116 Office Procedures; MTH65 Algebra II; MTH95 Intermediate Algebra; MTH111 College Algebra; MTH111H College Algebra w/ Honors; MTH241 Calculus for Bus and Soc Science I; MTH243 Intro to Probability and Statistics Statistics.
- ⁶ HE250 Personal Health or three (3) credits of PE185 sport/activity courses may be substituted for PE231 Wellness for Life.

Program Student Learning Outcomes

Upon successful completion of this program, the student will be able to:

- Identify appropriate ethical and legal procedures for a small business.
- Recognize and evaluate opportunities in the global marketplace.
- Demonstrate professional decorum while employing appropriate and effective business communication skills in virtual and interpersonal environments.
- Develop critical-thinking and decision-making skills as an individual, a team member, and a leader of an organization.
- Develop and evaluate financial recordkeeping systems and interpret results.
- Develop and evaluate marketing strategies for a small business.
- Explore entrepreneurial potential and develop a business plan.