

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.

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 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).

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 record keeping systems and interpret results.
- Develop and evaluate marketing strategies for a small business.
- Explore entrepreneurial potential and develop a business plan.

Math and writing placement are unique to each student and are determined during the admissions and intake advising process.

Additional math or writing courses may be required prior to taking the math or writing program requirements in this degree.

PROGRAM GUIDE

| Course | Title | Credits |
|--------------------------------|--|-----------|
| First Year | | |
| Fall | | |
| BA101 | Introduction to Business | 4 |
| BA150 | Introduction to Entrepreneurship | 3 |
| CIS120 | Concepts of Computing | 4 |
| MTH82 | Business Mathematics ³ | 4 |
| Credits | | 15 |
| Winter | | |
| BA211 | Principles of Accounting I | 4 |
| CIS125S | Spreadsheet Applications | 3 |
| BA223 | Principles of Marketing | 4 |
| WR115 | Fundamentals of Report Writing ¹ | 4 |
| Credits | | 15 |
| Spring | | |
| BA156 | Essentials of Economics ⁴ | 3 |
| BA206 | Management Fundamentals | 4 |
| BA213 | Principles of Accounting III | 4 |
| BA233 | E-Marketing | 3 |
| BA239 | Advertising | 3 |
| Credits | | 17 |
| Second Year | | |
| Fall | | |
| BA230 | Business Law | 4 |
| BA238 | Sales | 3 |
| BA250 | Applied Entrepreneurship | 3 |
| COMM218Z | Interpersonal Communication ⁵ | 4 |
| Specific Elective ⁶ | | 3 |
| Credits | | 17 |
| Winter | | |
| BA203 | Intro. to International Business | 3 |
| BA205 | Solving Communication Problems With Technology | 4 |
| BA222 | Financial Management | 3 |
| BA285 | Human Relations in Organizations ² | 3 |
| PE231 | Wellness for Life ⁷ | 3 |
| Credits | | 16 |
| Spring | | |
| BA224 | Human Resource Management | 4 |
| BA277 | Business Ethics | 3 |
| or PHL102 | or Ethics | |
| BA280 | CWE: Business Admin ⁸ | 3 |
| BA292 | Entrepreneurship Capstone | 3 |
| Specific Elective ⁶ | | 3 |
| Credits | | 16 |
| Total Credits | | 96 |

- ¹ A higher writing may be substituted excluding WR241, WR242, WR243, and WR250.
- ² May be substituted for BA120, BA285, PSY100, PSY201, PSY202, or PSY203.
- ³ MTH60, MTH65, MTH95 or higher, excluding MTH211, may be substituted for MTH82.
- ⁴ Four (4) credits of ECON201 or ECON202 may be substituted for BA156.
- ⁵ SP100 or COMM100Z, SP111 or COMM111Z, SP218 or COMM218Z, SP219 or COMM219 will satisfy this requirement.
- ⁶ Specific Electives: Any AC, BA, CIS, CS, PSY, or SOC courses not required for degree; CRT115; ECON201; ECON202; MTH65; MTH95; MTH111 or MTH111Z; MTH241; MTH243 or STAT243Z.
- ⁷ PE231, HE250, or three (3) credits of PE185 sport/activity courses will satisfy this requirement.
- ⁸ Call 541-888-7405 to schedule with Internship Coordinator one month prior to term.