

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		
BA101Z	Introduction To Business	4
BA150	Introduction to Entrepreneurship	3
CIS120	Concepts of Computing	4
MTH82	Business Mathematics ³	4
Credits		15
Winter		
BA169Z	Data Analysis Using Microsoft Excel	4
BA211Z	Principles of Financial Accounting	4
BA223	Principles of Marketing	4
WR115	Fundamentals of Report Writing ¹	4
Credits		16
Spring		
BA156	Essentials of Economics ⁴	3
BA206	Management Fundamentals	4
BA233	E-Marketing	3
BA213Z	Principles of Managerial Accounting	4
BA239	Advertising	3
Credits		17
Second Year		
Fall		
BA226Z	Introduction to 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		97

- ¹ A higher writing may be substituted excluding WR241, WR242, WR243, and WR250.
- ² May be substituted for BA120, BA285, PSY100, PSY201Z, or PSY202Z.
- ³ MTH65, MTH95 or higher, excluding MTH211, may be substituted for MTH82.
- ⁴ Four (4) credits of ECON201Z or ECON202Z may be substituted for BA156.
- ⁵ COMM100Z, COMM111Z, COMM218Z, COMM219 will satisfy this requirement.
- ⁶ Specific Electives: Any AC, BA, CIS, CS, PSY, or SOC courses not required for degree; CRT115; ECON201Z; ECON202Z; MTH65; MTH95; MTH111Z; MTH241; 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.