

General Management Concentration (9224)

Associate of Applied Business Degree

This concentration prepares students to be a generalist in the management field and is the most versatile option in terms of the students' selection of courses to meet individual or organizational needs. Core courses include coverage of all of the business functions which a manager would be expected to understand, and a wide variety of elective courses which enable students to select topics of particular relevance to them or their employers.

NOTE: Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.

Course	Title	Credit Hours
First Semester		
ACCT 1100	Introduction to Financial Accounting	4
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
ITIS 1000 or ITIS 1005	Basic Computer Skills ² or Computer Essentials	1
MATH 1040	Applied Business Mathematics ³	2
Credit Hours		17
Second Semester		
BUSM 1330	Business Ethics	3
BUSM 2000	Principles of Management	3
BUSM 2500	Principles of Marketing	3
ECON 2600	Principles of Microeconomics	3
MATH 1050	Mathematics of Finance ³	2
Credit Hours		14
Third Semester		
BUSM 1500	International Business in a Global Environment	3
BUSM 2100	Business Law I	3
BUSM 2300	Human Resource Management	3
BUSM 2400	Business Communication	3
Select course(s) from the Technical Electives list		3
Credit Hours		15
Fourth Semester		
ACCT 1270 or ACCT 1200	Financial Analysis Using Spreadsheets ⁴ or Introduction to Managerial Accounting	3
BUSM 2700	Management Philosophy and Practice	3
Select course(s) from the Arts and Humanities Electives list		3
Select course(s) from the Technical Electives list		6
Credit Hours		15
Total Credit Hours		61

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

² Students may substitute ITIS 1005 Computer Essentials. This 3 credit course may be required for students transferring to a four-year college


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





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Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor

Students planning to transfer to a four-year college should take a sequence of accounting courses as advised by their counselor.

 This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

Electives

Course	Title	Credit Hours
Technical Electives		
BUSM 1620	Introduction to Entrepreneurship 	3
BUSM 1640	Entrepreneurial Management 	3
BUSM 1700	Principles of E-Business 	3
BUSM 2150	Business Law II 	3
BUSM 2250	Leadership Development 	3
BUSM 2330	Employment Practices 	3
BUSM 2350	Labor-Management Relations 	3
BUSM 2370	Compensation and Benefits 	3
BUSM 2380	Training Skills and Techniques 	3
BUSM 2520	Marketing of Services 	3
BUSM 2530	Advertising 	3
BUSM 2550	Direct and Internet Marketing 	3
Arts and Humanities Electives		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3