

ASSOCIATE OF APPLIED SCIENCE BUSINESS MANAGEMENT/ENTREPRENEURSHIP

**Career Pathway Certificate of Completion:
Supervision (19 Credits)**

**Career Pathway Certificate of Completion:
Marketing (27 Credits)**

**Associate of Applied Science
Business Management/Entrepreneurship (95 Credits)**

PROGRAM
REQUIREMENTS

Prepare yourself for your future in business. This two-year degree exposes students to all aspects of operating a small business with a focus on entrepreneurship. The program would also prepare 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.

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

GRADUATION REQUIREMENTS

Students must complete a minimum of 95 credit hours with a minimum Grade Point Average (GPA) of 2.0 or better. All courses must be passed 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).



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PREREQUISITES	WR90 (3) Paragraph Fundamentals (or placement test score)	MTH20 (4) Basic Mathematics (or placement test score)	Reading Score of ASSET42 COMPASS81	CIS90 (2) Computer Basics (or demonstrate proficiency)	
FALL = 15 CREDITS	BA101 (4) Introduction to Business	BA150 (3) Introduction to Entrepreneurship	CIS120 (4) Concepts of Computing	WR115 (3) Introduction to Expository Writing (or higher)	BA284 (1) Job Readiness
WINTER = 17 CREDITS	BA120 (3) Leadership Development ¹	AC2764 (4) Small Business Accounting ²	CIS1255 (3) Spreadsheet Applications	MTH82 (4) Business Mathematics ³	BA223 (3) Principles of Marketing
SPRING = 16 CREDITS	BA156 (3) Essentials of Economics ⁴	BA213 (4) Principles of Accounting III	BA206 (3) Management Fundamentals	BA239 (3) Advertising	BA233 (3) eMarketing

PROGRAM REQUIREMENTS

48 CREDITS = FIRST YEAR TOTAL REQUIREMENT

FALL = 16 CREDITS	BA230 (4) Business Law	SP218 (3) Interpersonal Communication ⁵	BA250 (3) Small Business Management	BA238 (3) Sales	(3) Specific Elective ⁶
WINTER = 16 CREDITS	BA222 (3) Finance	BA203 (3) Introduction to International Business	BA205 (4) Solving Business Problems with Technology	PE231 (3) Wellness for Life ⁷	(3) Specific Elective ⁶
SPRING = 15 CREDITS	BA292 (3) Entrepreneurship Capstone	BA277 (3) Business Ethics	BA224 (3) Human Resource Management	BA280 (3) CWE: Business Administration	(3) Specific Elective ⁶

47 CREDITS = SECOND YEAR TOTAL REQUIREMENT

95 CREDITS = TOTAL PROGRAM REQUIREMENT

PROGRAM NOTES

¹BA285; PSY100, 201, 203; HS150; BA110 may be substituted for BA120.

²BA212 may be substituted for AC2764.

³MTH60, MTH95 or higher may be substituted for MTH82.

⁴Four credits of ECON201 or ECON202 may be substituted for BA156.

⁵SP100, 111, 219, or 220 may be substituted for SP218.

⁶Specific Electives: Any AC, BA, CIS, CS, PSY, or SOC courses not required for degree; CRT2015; ECON201, 202; OA116; MTH65, 95, 111, 241, 243.

⁷HE250 or three (3) credits of PE185 may be substituted for PE231.