

BUSINESS & PUBLIC SERVICES TECHNOLOGIES

BUSINESS ADMINISTRATION

Business Administration: General Business Administration Degree - A25120A

-Day, Evening, and Online

The Business Administration curriculum is designed to introduce students to the various aspects of the free enterprise system. Students will be provided with a fundamental knowledge of business functions, processes, and an understanding of business organizations in today's global economy.

Course work includes business concepts such as accounting, business law, economics, human resources, entrepreneurship, management, and marketing. Skills related to the application of these concepts are developed through the study of effective communications, critical thinking, collaboration, leadership, management and supervision, and team building.

Students can obtain a sound business foundation, which leads to lifelong learning and growth opportunities. Graduates are prepared for employment opportunities in marketing, management, entrepreneurship, retail, sales, and finance.

Business Core Certificate - C25120D

-Day, Evening, and Online

This program allows students to earn a certificate comprised of our Business Core courses, which are all designated as college transfer courses. In as little as one semester, students can complete a certificate which can set them apart in the interview and selection process.

Leadership Certificate - C25120F

-Day, Evening, and Online

This certificate is designed to be an overview of the major functions of leadership and management with an emphasis on critical thinking. Emphasis is placed on exploring the theories and techniques of leadership and teamwork coupled with the management principles of planning, organizing, controlling, directing, and communicating. Students will be able to identify and analyze a personal philosophy and style of leadership and integrate these concepts in various practical situations using moral and ethical judgments honed during this program. Upon completion, students should be able to work as contributing members of a team utilizing these functions of leadership and management.

Career Success Certificate - C25120G

-Day, Evening, and Online

This certificate is designed to help students develop the knowledge and skills they need to make the successful transition from college to career. The program includes courses on managing personal finances, ethics, successful communication, and interpersonal skill development, as well as a course in business. Together, these courses address the "employability skills" that are in high demand from employers today. A student will need to be sure that they are ready to find and succeed in a great job with this professional transition toolkit.

PROGRAM SEQUENCE

First Semester

BUS 110	Introduction to Business.....	3
BUS 137	Principles of Management.....	3
CIS 110	Introduction to Computers.....	3
ENG 111	Writing and Inquiry	3

MAT	Mathematics Elective.....	3
BUS 139	Entrepreneurship I.....	3

Second Semester

ECO	Social Science Elective.....	3
ACC 120	Principles of Financial Accounting.....	4
BUS 115	Business Law I.....	3
BUS 121	Business Math.....	3
MKT 120	Principles of Marketing.....	3

Complete Business Core Certificate (C25120D):

ACC 120, BUS 110, BUS 115, BUS 137, + One Social Science Elective

Third Semester

ACC 121	Principles of Managerial Accounting.....	4
BUS 153	Human Resources Management.....	3
BUS 240	Business Ethics.....	3
ENG 114	Professional Research and Reporting.....	3
BUS 255	Organizational Behavior in Business.....	3

Complete Leadership Certificate (C2520F):

BUS 137, BUS 153, BUS 255, BUS 240

Complete Career Success Certificate (C25120G):

BUS 110, BUS 255, BUS 240 + Choose BUS 125

Fourth Semester

HUM 115	Critical Thinking.....	3
MKT 221	Consumer Behavior.....	3
BUS 285	Business Management Issues.....	3
	Business Administration Major Electives.....	6

Social Science Elective (choose 3 credit hours):

ECO 151	Survey of Economics.....	3
ECO 251	Principles of Microeconomics.....	3
ECO 252	Principles of Macroeconomics.....	3

Mathematics Elective (choose 3 credit hours):

MAT 110	Mathematical Measurement & Literacy.....	3
MAT 143	Quantitative Literacy.....	3

Business Administration Major Electives (choose 6 credit hours):

BAS 120	Introduction to Analytics.....	3
BUS 116	Business Law II.....	3
BUS 125	Personal Finance.....	3
BUS 151	People Skills.....	3
BUS 228	Business Statistics.....	3
BUS 230	Small Business Management.....	3
BUS 260	Business Communications.....	3
INT 110	International Business.....	3
INT 210	International Trade.....	3
WBL 111	Work-Based Learning I.....	1
WBL 112	Work-Based Learning II.....	2
WBL 113	Work-Based Learning III.....	3

Graduation Requirements..... 65 Credit Hours

Business Administration: Human Resources Management Degree - A25120H

-Day, Evening, and Online

Human Resource Management (HR) is the organizational function responsible for creating and supporting the systems that are used to effectively manage an organization's employees. HR managers, professionals, and support staff work in areas such as compensation, benefits, staffing and training, and development of human resources in organizations.

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The human resources management degree prepares students to perform these roles in organizations of varying size and type and, depending on individual and organizational factors, roles can be performed at the administrative support, individual contributor, and/or professional or managerial level.

Critical thinking, project, and problem solving skills are emphasized in the program course work. Because the degree requires the general study of business and management as well as HRM, students are prepared to explore careers in both disciplines.

Business Administration: Human Resources Management Certificate- C25120HB

This program is intended to provide formal classroom training in Human Resources Management to individuals interested in careers in Human Resources. Course work includes studies in human resources, management, employment law, recruitment and selection, training and development, and compensation and benefits.

Business Administration: Human Resources Administration Certificate - C25120HA

-Day, Evening, and Online

This certificate is intended to provide formal classroom training in Human Resources (HR) to individuals interested in careers in HR. Course work includes studies in human resource management, people skills or customer service, and word processing or office software applications.

PROGRAM SEQUENCE

First Semester

BUS 110	Introduction to Business.....	3
BUS 137	Principles of Management.....	3
MKT 120	Principles of Marketing.....	3
CIS 110	Introduction to Computers.....	3
ECO	Social Science Elective.....	3
ENG 111	Writing and Inquiry.....	3

Second Semester

ACC 120	Principles of Financial Accounting.....	4
BUS 115	Business Law I.....	3
BUS 121	Business Math.....	3
BUS 217	Employment Law and Regulations*.....	3
BUS 153	Human Resources Management.....	3

Complete Business Core Certificate (C25120D):

ACC 120, BUS 110, BUS 115, BUS 137, + One Social Science Elective

Third Semester

ENG 114	Professional Research and Reporting.....	3
BUS 234	Training and Development*.....	3
BUS 256	Recruit Select & Per Plan.....	3
BUS 258	Compensation and Benefits.....	3
BUS 240	Business Ethics.....	3

Complete Human Resources Management Certificate (C25120HB):

BUS 153, BUS 217, BUS 234, BUS 256, BUS 258

Fourth Semester

ACC 121	Principles of Managerial Accounting.....	4
BUS 259	HRM Applications.....	3
HUM 115	Critical Thinking.....	3
MAT	Mathematics Elective.....	3

BUS 255	Organizational Behavior.....	3
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Complete Human Resources Administration Certificate (C25120HA):

BUS 137, BUS 153, BUS 240 + Choose BUS 255 OR BUS 260

Social Science Elective (choose 3 credit hours):

ECO 151	Survey of Economics.....	3
ECO 251	Principles of Microeconomics.....	3
ECO 252	Principles of Macroeconomics.....	3

Mathematics Elective (choose 3 credit hours):

MAT 110	Mathematical Measurement & Literacy.....	3
MAT 143	Quantitative Literacy.....	3

*Indicates prerequisite: Must take BUS 217 or BUS 234 before taking BUS 259

Graduation Requirements.....65 Credit Hours

Business Administration: Marketing Degree - A25120M

-Day, Evening, and Online

The marketing degree program helps students develop skills in advertising and sales, marketing research and applications, social media marketing, service marketing, consumer behavior, as well as core business concepts.

It is designed to meet the demands of government agencies, financial institutions, and large to small business or industry. Skills related to the application of these concepts can be developed through the study of marketing principles, digital literacy, and sales techniques.

Advertising and Digital Media Certificate - C25120DM

-Day, Evening, and Online

This certificate provides instruction on advertising communication, marketing strategy, and other general digital media design principles. Focusing on digital and social media concepts, this certificate prepares students for careers in digital and social media marketing and advertising.

Marketing and Sales Certificate - C25120MM

-Day, Evening, and Online

This certificate introduces innovative marketing concepts and sales strategies skills necessary for today's highly competitive environment. Focusing on core marketing competencies, students are introduced to theories and practices necessary to meet the challenges and opportunities faced by today's marketers. The marketing and sales certificate provides opportunities for students to learn key marketing and sales concepts and apply them to learn skills needed to be successful in marketing, sales, advertising, consumer behavior, and social media marketing.

PROGRAM SEQUENCE

First Semester

BUS 110	Introduction to Business.....	3
BUS 137	Principles of Management.....	3
CIS 110	Introduction to Computers.....	3
ECO	Social Science Elective.....	3
ENG 111	Writing and Inquiry.....	3
MKT 120	Principles of Marketing.....	3

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Second Semester

ACC 120	Principles of Financial Accounting	4
BUS 115	Business Law I.....	3
BUS 121	Business Math.....	3
MKT 220	Advertising and Sales Promotion.....	3
MAT	Mathematics Elective	3

Complete Business Core Certificate (C25120D):

ACC 120, BUS 110, BUS 115, BUS 137, + Choose Social Science Elective

Third Semester

ENG 114	Professional Research and Reporting	3
MKT 221	Consumer Behavior	3
MKT 225	Marketing Research.....	3
MKT 228	Service Marketing	3
MKT 232	Social Media Marketing.....	4

Complete Advertising and Digital Media Certificate (C25120DM):

MKT 120, MKT 220, MKT 228, MKT 232

Fourth Semester

BUS 139	Entrepreneurship I.....	3
HUM 115	Critical Thinking.....	3
MKT 227	Marketing Applications.....	3
	Marketing Major Elective.....	3
MKT 123	Fundamentals of Selling.....	3

Complete Marketing and Sales Certificate (C25120MM):

MKT 120, MKT 123, MKT 220 and MKT 232

Social Science Elective (choose 3 credit hours):

ECO 151	Survey of Economics	3
ECO 251	Principles of Microeconomics.....	3
ECO 252	Principles of Macroeconomics	3

Mathematics Elective (choose 3 credit hours):

MAT 110	Mathematical Measurement & Literacy.....	3
MAT 143	Quantitative Literacy	3

Marketing Elective (choose 3 credit hours):

BUS 125	Personal Finance	3
BUS 228	Business Statistics	3
BUS 230	Small Business Management	3
BUS 240	Business Ethics.....	3
BUS 260	Business Communications.....	3
WBL 111	Work-Based Learning I	1
WBL 112	Work-Based Learning II	2
WBL 113	Work-Based Learning III	3

Graduation Requirements.....65 Credit Hours

PROJECT MANAGEMENT

Project Management Degree - A25120PM

-Day & Online

The project management curriculum is designed to provide students with the knowledge and skills necessary for employment and advancement in the growing field of project management. Students learn to define, initiate, plan, execute, monitor, and control all aspects of a given project to bring the project to a positive end. Students will study accounting, finance, economics, business ethics and human capital management. Students of the program should be able to apply their skills to the principals and practices aligned with the Project Management Institute. The curriculum is designed with a mix

of theory and practical application that aligns itself with government, industry, and entrepreneurship.

Project Management Certificate – C25120PM

-Day & Online

The project management certificate program equips individuals with the basic skills needed to successfully managing projects of varying sizes and complexity. Included are project management methodologies and processes as well as culture, team building, and behavior management in a global context.

PROGRAM SEQUENCE

First Semester

BUS 110	Introduction to Business	3
BUS 137	Principles of Management.....	3
CIS 110	Introduction to Computers	3
ENG 111	Writing and Inquiry.....	3
MAT 143	Quantitative Literacy.....	3
OMT 222	Project Management	3

Second Semester

ACC 120	Principles of Financial Accounting.....	4
BUS 115	Business Law I	3
ECO	Social Science Elective	3
MKT 223	Customer Service.....	3
HUM 115	Critical Thinking.....	3

Complete Business Core Certificate (C25120D):

ACC 120, BUS 110, BUS 115, BUS 137, + Choose Social Science Elective

Third Semester

ENG 114	Professional Research and Reporting	3
BUS 173	Procurement.....	3
BUS 225	Business Finance	3
BUS 240	Business Ethics	3
BUS 260	Business Communication.....	3
PMT 215	Project Management Leadership	3

Fourth Semester

BUS 274	Contract Administration.....	3
MKT 120	Principles of Marketing	3
PMT 111	Project Management Assessing Risk.....	3
PMT 210	Project Management Issues.....	3
	Project Management Elective.....	3

Social Science Elective (choose 3 credit hours):

ECO 151	Survey of Economics	3
ECO 251	Principles of Microeconomics.....	3
ECO 252	Principles of Macroeconomics.....	3

Project Management Elective

(choose a minimum of 3 credit hours):

LOG 110	Intro to Logistics.....	3
BAS 120	Intro Analytics.....	3
BUS 228	Business Statistics.....	3
BUS 255	Organizational Behavior.....	3
WBL 111	Work-Based Learning I.....	1
WBL 112	Work-Based Learning II.....	2
WBL 113	Work Based Learning III.....	3

Graduation Requirements.....67 Credit Hours