

# PROGRAM OF STUDY

## Business Administration: Marketing Associate in Science Degree

A student who completes this degree will be prepared to assume responsibility for an entry or mid-level managerial position in an organization. This degree provides students with a broad knowledge of modern business and management theories through a carefully structured core curriculum consisting of courses in accounting, economics, management, and computer information systems. Multiple options are available including: accounting, administration, entrepreneurship, general business, information systems, management, marketing, logistics & distribution and real estate.

### Program Learning Outcomes

At the time of graduation, a student completing the courses of study will be able to:

- interpret the functions of business
- prepare, read, analyze and communicate financial information
- use financial information in decision-making
- understand of the duties of a manager: planning, organizing, directing, and controlling
- understand the fundamental legal concepts and their application to business
- understand basic business computer applications
- utilize written and oral communication skills

### Business Administration Core

		<b>Units</b>
BA5	Business Communications	3
BA10	Introduction to Business	3
BA33	Human Relations in Business	3
ECON1A	Principles of Macroeconomics	3
ECON1B	Principles of Microeconomics	3
IS15	Computer Concepts	3

### Marketing Option

		<b>Units</b>
MKTG10	Marketing	3
MKTG11	Salesmanship	3
MKTG12	Advertising and Promotion	3

### Select one from the following

		<b>Units</b>
BA19V	Cooperative Work Experience, Business	1
BA27	Collegiate Entrepreneurs Organization	1
BA47	Careers-Business	1

### Select one from the following

		<b>Units</b>
ACCTG4A	Financial Accounting	4
ACCTG40	Applied Accounting	4

### Select one from the following

		<b>Units</b>
BA39	Finite Mathematics for Business	3
STAT7	Elementary Statistics	4

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## Total Units

**35 - 36**

Effective Term: Fall 2018

PID 729