

# PROGRAM OF STUDY

## General Business Associate in Science Degree

This associate degree is intended for students who wish to be successful in the business environment. The course of study will prepare the student for employment at both the beginning and intermediate levels of business positions along with beginning and intermediate levels of supervisory positions. They will have acquired the necessary skills, education, and classroom experience to understand how businesses function the role that management plays in effective business operations, and the many facets of organizational behavior and employee motivation in the workplace. They will be able to apply these skills immediately in the workplace.

### **Business Department Core - 13 units**

		<b>Units</b>
ACCTG40	Applied Accounting	4
BA5	Business Communications	3
BA10	Introduction to Business	3
IS15	Computer Concepts	3

### **General Business Core - 1**

		<b>Units</b>
BA47	Careers-Business	1

### **Select one (1): 3-4**

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

### **Select one (1) from the following options:**

		<b>Units</b>
Marketing		
Hospitality		
Retailing		

### **Marketing - 12 units**

		<b>Units</b>
BA26	Virtual Enterprise	3
MKTG10	Marketing	3
MKTG11	Salesmanship	3
MKTG12	Advertising and Promotion	3

### **Hospitality - 6.5 units**

		<b>Units</b>
BA19V	Cooperative Work Experience, Business	2
BA33	Human Relations in Business	3
OT48	Today's Receptionist	1.5

### **Retailing - 6 units**

		<b>Units</b>
BA26	Virtual Enterprise	3
MKTG10	Marketing	3

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## **Total Units**

**21.5 - 30**

Effective Term: Fall 2013

PID 577