

ONLINE PROGRAMS

BUSINESS (AS, BS) - ONLINE

| Credential | Credit Units | Length | Campuses | Version |
|-----------------------------|--------------|-----------|----------|---------|
| Associate of Science Degree | 96 | 24 months | Online | 1-1 |
| Bachelor of Science Degree | 192 | 48 months | | 1-1 |

The Bachelor and Associate of Science in Business programs are offered for those students whose career goals require a broad knowledge of the functional areas of business. All students will take coursework in the areas of accounting, general business, management, marketing, human resources, computer applications, and business law. In addition, students will choose an area of concentration that will comprise the balance of the courses in the major. The following describes each area of concentration.

Business Administration

The Business Administration concentration focuses on the structure, function, and procedures of standard business operations. The program prepares students for a variety of entry-level positions in areas such as sales, office supervision, and small business management. The Bachelor of Science in Business with Business Administration concentration offers additional coursework in finance and investments, management, strategic planning, and other advanced topics that will prepare the graduate of this program for entry- to mid-level positions in business, industry, and government.

Management

The Management concentration focuses on the fundamental business management principles utilized by today's businesses. The graduate of this program will be prepared for entry-level positions in supervisory roles in business, industry, and government. The Bachelor of Science in Business with Management concentration offers advanced coursework in management and related topics, helping to develop the diversity of knowledge and skills necessary to attain success in the business management field. Graduates of this program will be prepared for entry to mid-level supervisory and management positions in business, industry, and government.

Marketing

The concentration in Marketing is designed to provide students with a basic marketing background to prepare for entry-level positions in business, industry, and government. The Bachelor of Science in Business with Marketing concentration offers additional studies in such areas as marketing research, consumer behavior, promotional strategies, and international marketing. The graduate of this program will be prepared for entry- to mid-level marketing positions in business, industry, and government.

International Business

International business is an important aspect of the business world today. This concentration equips graduates for employment in entry-level positions with companies engaged in international commerce. The Bachelor of Science degree in Business with concentration in International Business provides students with business tools for understanding and dealing in foreign markets. The graduate of this program will be prepared for entry-level and middle-management positions in companies involved in international business.

| Course Code | | Course | Associate's Degree Quarter Credit Hrs. | | Bachelor's Degree Quarter Credit Hrs. | |
|--|-------|--|---|-------------|--|------------|
| COLLEGE CORE REQUIREMENTS | | | | | | |
| SLS | 1105 | Strategies for Success | 4.0 | | | |
| CGS | 2167C | Computer Applications | 4.0 | | 4.0 | |
| SLS | 1321 | Career Skills | 2.0 | | | |
| Choose appropriate credits from the following list: | | | Associate's 4credits | | | |
| OST | 1141L | Keyboarding | 2.0 | | | |
| OST | 2335 | Business Communications | 4.0 | | | |
| LIS | 2004 | Introduction to Internet Research | 2.0 | | | |
| OSTP | 2725 | Applied Word Processing | 4.0 | | | |
| CGS | 2510C | Applied Spreadsheets | 4.0 | | | |
| MTB | 1103 | Business Math | 4.0 | | | |
| TOTAL COLLEGE CORE CREDIT HOURS | | | | 14.0 | | 4.0 |
| MAJOR CORE REQUIREMENTS: ALL CONCENTRATIONS | | | | | | |
| MAN | 1030 | Introduction to Business Enterprise | 4.0 | | 4.0 | |
| MAN | 2021 | Principles of Management | 4.0 | | 4.0 | |
| BUL | 2131 | Applied Business Law | 4.0 | | 4.0 | |
| MAN | 2300 | Introduction to Human Resources | 4.0 | | 4.0 | |
| MAR | 1011 | Introduction to Marketing | 4.0 | | 4.0 | |
| APA | 2111 | Principles of Accounting I | 4.0 | | 4.0 | |
| APA | 2121 | Principles of Accounting II | 4.0 | | 4.0 | |
| ECO | 3015 | Macroeconomics | | | 4.0 | |
| ECO | 3028 | Microeconomics | | | 4.0 | |
| MAN | 3554 | Workplace Continuity & Contingency Planning | | | 4.0 | |
| MANP | 2501 | Senior Capstone Experience- AS | 4.0 | | | |
| MANP | 4501 | Applied Management Senior Capstone Experience-BS | | | 4.0 | |

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And one of the following 4 concentrations:

| BUSINESS ADMINISTRATION CONCENTRATION ADDITIONAL MAJOR CORE REQUIREMENTS | | | | | | |
|---|------|--|-----|-----------|-----|-----------|
| FIN | 1103 | Introduction to Finance | 4.0 | | 4.0 | |
| MAR | 2305 | Customer Relations and Servicing | 4.0 | | 4.0 | |
| FIN | 3006 | Principles of Finance | | | 4.0 | |
| FIN | 3501 | Investments | | | 4.0 | |
| MAR | 3310 | Public Relations | | | 4.0 | |
| MAN | 3344 | Principles of Supervision | | | 4.0 | |
| MAN | 4701 | Business Ethics | | | 4.0 | |
| MAN | 4764 | Business Policy and Strategy | | | 4.0 | |
| GEB | 4361 | Management of International Business | | | 4.0 | |
| MAN | 3100 | Human Relations in Management | | | 4.0 | |
| Choose 2 of the following courses: | | | | | | |
| MAN | 2727 | Strategic Planning for Business | 4.0 | | 4.0 | |
| ACG | 2178 | Financial Statement Analysis | 4.0 | | 4.0 | |
| ACG | 2021 | Introduction to Corporate Accounting | 4.0 | | 4.0 | |
| SBM | 2000 | Small Business Management | 4.0 | | 4.0 | |
| APA | 2161 | Introductory Cost/Managerial Accounting | 4.0 | | 4.0 | |
| TOTAL MAJOR CORE CREDIT HOURS | | | | 48 | | 92 |
| OR | | | | | | |
| MANAGEMENT CONCENTRATION ADDITIONAL MAJOR CORE REQUIREMENTS | | | | | | |
| MAR | 2305 | Customer Relations and Servicing | 4.0 | | 4.0 | |
| FIN | 1103 | Introduction to Finance | 4.0 | | 4.0 | |
| SBM | 2000 | Small Business Management | 4.0 | | 4.0 | |
| MAN | 2604 | Introduction to International Management | 4.0 | | 4.0 | |
| MAN | 3100 | Human Relations in Management | | | 4.0 | |
| MAN | 3344 | Principles of Supervision | | | 4.0 | |
| ACG | 3073 | Accounting for Managers | | | 4.0 | |
| MAN | 4701 | Business Ethics | | | 4.0 | |
| MAN | 4302 | Management of Human Resources | | | 4.0 | |
| MAN | 4400 | Labor Relations and Collective Bargaining | | | 4.0 | |
| MAN | 4764 | Business Policy and Strategy | | | 4.0 | |
| MAR | 3503 | Consumer Behavior | | | 4.0 | |
| TOTAL MAJOR CORE CREDIT HOURS | | | | 48 | | 92 |
| OR | | | | | | |
| MARKETING CONCENTRATION ADDITIONAL MAJOR CORE REQUIREMENTS | | | | | | |
| MAR | 2323 | Advertising | 4.0 | | 4.0 | |
| MAR | 2141 | Introduction to International Marketing | 4.0 | | 4.0 | |
| MAR | 2721 | Marketing on the Internet | 4.0 | | 4.0 | |
| SBM | 2000 | Small Business Management | 4.0 | | 4.0 | |
| MAR | 3310 | Public Relations | | | 4.0 | |
| MAR | 3400 | Salesmanship | | | 4.0 | |
| MAR | 3503 | Consumer Behavior | | | 4.0 | |
| MAR | 4333 | Promotional Policies and Strategy | | | 4.0 | |
| MAR | 4613 | Marketing Research | | | 4.0 | |
| MAR | 3142 | Global Marketing | | | 4.0 | |
| MAR | 3231 | Retailing | | | 4.0 | |
| MAR | 4200 | Marketing Channels and Distribution | | | 4.0 | |
| TOTAL MAJOR CORE CREDIT HOURS | | | | 48 | | 92 |
| OR | | | | | | |
| INTERNATIONAL BUSINESS CONCENTRATION ADDITIONAL MAJOR CORE REQUIREMENTS | | | | | | |
| MAR | 2141 | Introduction to International Marketing | 4.0 | | 4.0 | |
| MAN | 2604 | Introduction to International Management | 4.0 | | 4.0 | |
| GEB | 2353 | International Competitiveness | 4.0 | | 4.0 | |
| BUL | 2261 | International Business Law | 4.0 | | 4.0 | |
| FIN | 3006 | Principles of Finance | | | 4.0 | |
| FIN | 4602 | International Business and Finance | | | 4.0 | |
| GEB | 4351 | Import/Export Management | | | 4.0 | |
| GEB | 4352 | International and Comparative Industrial Relations | | | 4.0 | |
| GEB | 4361 | Management of International Business | | | 4.0 | |
| MAR | 3142 | Global Marketing | | | 4.0 | |
| MAR | 4156 | International Marketing Analysis | | | 4.0 | |

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| | | | | | | |
|---|------|--|-----|-----------|------|------------|
| MAR | 3310 | Public Relations | | | 4.0 | |
| TOTAL MAJOR CORE CREDIT HOURS | | | | 48 | | 92 |
| GENERAL EDUCATION REQUIREMENTS | | | | | | |
| ENC | 1101 | Composition I | 4.0 | | 4.0 | |
| ENC | 1102 | Composition II | 4.0 | | 4.0 | |
| MAT | 1033 | College Algebra | 4.0 | | 4.0 | |
| PSY | 2012 | General Psychology | 4.0 | | 4.0 | |
| SPC | 2016 | Oral Communications* | 4.0 | | 4.0 | |
| EVS | 1001 | Environmental Science | 4.0 | | 4.0 | |
| SLS | 1505 | Basic Critical Thinking | 2.0 | | 2.0 | |
| SLSP | 3130 | Principles and Applications of Adult Learning | | | 4.0 | |
| | | General Education Requirements Must include at least one course from each of the following subject areas: communications/Humanities, Math/Science, Social Science. | | | 24.0 | |
| TOTAL QUARTER CREDIT HOURS | | | | 26 | | 54 |
| APPROVED ELECTIVE REQUIREMENT | | | 8 | | 42 | |
| To be selected in consultation with the Academic Advisor, Registrar, or Academic Dean to achieve a balanced education program in keeping with the personal objectives and career ambitions of the student. | | | | | | |
| TOTAL QUARTER CREDIT HOURS REQUIRED FOR GRADUATION | | | | 96 | | 192 |
| *Totally Online students take POS 2041 American National Government | | | | | | |
| ** Students with less than 36 credits upon admission to the BS program are required to take SLS1105 Strategies for Success, as an elective in the first term of enrollment. | | | | | | |
| General Education Requirements: In addition to the courses specified in the General Education section of the program outline, students must complete a total of 24 credits from the following subject areas, with a minimum of 4 credits taken from each area: | | | | | | |
| <ul style="list-style-type: none"> • Communications/Humanities <ul style="list-style-type: none"> ○ may include ENC 3211, AML 2000 • Social Sciences <ul style="list-style-type: none"> ○ may include SYG 2000, SOP 4005, CPO 4004, AMH 2030, POS 2041 • Mathematics and Science <ul style="list-style-type: none"> ○ may include: STAP 3014 | | | | | | |