

Business Associate • Marketing/Management E-Degree

Semester Course Outline • 2022 – 2023

27 Months (6 Semesters, 1 Summer Session) • Revised: 4/28/22

Associate of Applied Science (A.A.S.) Degree • Credits Required for Graduation: 76



First Fall Semester

Course Number	Course Title	Clock Hours	Credits
BUS 101	Introduction to Business	45	3
BUS 160	Principles of Selling	45	3
ACCT 210	Principles of Accounting I	45	3
● Selected Behavioral Science Course (Choose one) PSYC 100 – Psychology of Human Relations PSYC 101 – General Psychology *		45	3
Total		180	12

First Spring Semester

Course Number	Course Title	Clock Hours	Credits
BUS 162	Retailing	45	3
BUS 220	Personal Finance	45	3
CSC 105	Computer Software Applications *	45	3
● Selected Mathematics Course (Choose one) MATH 100 – Applied General Math MATH 101 – Intermediate Algebra MATH 114 – College Algebra *		45	3
Total		180	12

First Summer Session

Course Number	Course Title	Clock Hours	Credits
BSA 230	QuickBooks	15	1
BUS 150	Advertising	45	3
Total		60	4

Second Fall Semester

Course Number	Course Title	Clock Hours	Credits
BUS 140	Business Law	45	3
BUS 210	Small Business Development	45	3
BUS 170	Human Resource Management	45	3
ACCT 211 or BUS 236	Principles of Accounting II or Financial Management	45	3
Total		180	12

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Second Spring Semester

Course Number	Course Title	Clock Hours	Credits
BSA 232	Social Media Marketing	45	3
BUS 120	Principles of Marketing	45	3
BUS 230	Management Policy	45	3
<ul style="list-style-type: none"> Selected Communications Course (Choose one) COMM 101 – Communications and Career Strategies ENGL 101 – Composition * (CSS 100 – Career Search Strategies .5 credit) 		45	3
Total		180	12

Third Fall Semester

Course Number	Course Title	Clock Hours	Credits
BUS 122	Business Relationships	45	3
BUS 244	International Business	45	3
BUS 235 or ♦ BUS 240 Plus Elective	Business Internship or Business Internship/Capstone Project plus Elective	360	6
Total		450	12

Third Spring Semester

Course Number	Course Title	Clock Hours	Credits
BUS 238	Business Innovations	45	3
CMST 101	Fundamentals of Speech * (CSS 100 – Career Search Strategies .5 credit)	45	3
• ECON 201	Principles of Microeconomics I *	45	3
♦ Selected Elective		45	3
Total		180	12

All elective and/or additional courses not listed on your current program outline must be approved by your adviser and appropriately identified on the current program semester outline of any Business Associate Option or Financial Services Option.

♦ Selected Electives

Fall Semester

- BSA 210 – Compensation and Benefits
- BUS 215 – Business Ethics
- ENT 100 – Entrepreneurship Essentials

Spring Semester

- BSA 108 – Employment Law
- BSA 212 – Recruitment, Training, and Development
- BUS 209 – Principles of Insurance
- CSC 125 – Advanced Computer Software Applications
- ENT 220 – Business Team Development

- Students will select a course in each of the areas listed to meet general education requirements. Courses marked with an asterisk (*) can be transferred directly to the university system and may be substituted for recommended courses on the outline. Students should speak with an advisor before doing so.

Students who select to take transferable communications course ENGL 101, must also register for CSS 100 – Career Search Strategies for .5 credit. This curriculum is required for all Lake Area Tech graduates and is included in the COMM 101 course but is separate from the university system.