

# Business • Marketing/Management Option

## Semester Course Outline • 2023 – 2024

20 Months (4 Semesters, 1 Summer Session) • Revised: 8/25/23

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



### First Year – Fall Semester

Course Number	Course Title	Clock Hours	Credits
BUS 101	Introduction to Business	45	3
BUS 122	Business Relationships	45	3
BUS 160	Principles of Selling	45	3
BUS 170	Human Resource Management	45	3
ACCT 210	Principles of Accounting I	45	3
CSC 105	Computer Software Applications *	45	3
<b>Total</b>		270	18

### First Year – Spring Semester

Course Number	Course Title	Clock Hours	Credits
BUS 120	Principles of Marketing	45	3
BUS 230	Management Policy	45	3
CMST 101	Fundamentals of Speech * (CSS 100 – Career Search Strategies .5 credit)	45	3
BSA 232 or CSC 125	Social Media Marketing or Advanced Computer Applications	45	3
▪ ACCT 211 or BUS 236	Principles of Accounting II or Financial Management	45	3
• Selected Behavioral Science Course (Choose one) PSYC 100 – Psychology of Human Relations PSYC 101 – General Psychology *		45	3
<b>Total</b>		270	18

### First Year – Summer Session

Course Number	Course Title	Clock Hours	Credits
BSA 230	QuickBooks	15	1
BUS 150	Advertising	45	3
ECON 201	Principles of Microeconomics I *	45	3
<b>Total</b>		105	7

Semester Course Outline • 2023 – 2024

Second Year – Fall Semester

Course Number	Course Title	Clock Hours	Credits
BUS 140	Business Law	45	3
BUS 244	International Business	45	3
● Selected Communications Course (Choose one) COMM 101 – Communications and Career Strategies ENGL 101 – Composition * (CSS 100 – Career Search Strategies .5 credit)		45	3
● Selected Mathematics Course (Choose one) MATH 100 – Applied General Math MATH 101 – Intermediate Algebra MATH 114 – College Algebra *		45	3
*** Selected Elective		45	3
<b>Total</b>		<b>225</b>	<b>15</b>

Second Year – Spring Semester

Course Number	Course Title	Clock Hours	Credits
BUS 162	Retailing	45	3
** BUS 210	Small Business Development	45	3
BUS 220	Personal Finance	45	3
BUS 238	Business Innovation	45	3
BUS 235 or *** BUS 240 plus Elective	Business Internship or Business Internship/Capstone Project plus Elective	360	6
<b>Total</b>		<b>540</b>	<b>18</b>

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.

- **Prerequisite:** Students must have successfully completed ACCT 210 – Principles of Accounting I (or have approval from the instructor) before enrolling in ACCT 211 – Principles of Accounting II or BUS 236 – Financial Management.
- **Prerequisite:** Students must have successfully completed ACCT 210 – Principles of Accounting I and ACCT 211 – Principles of Account II or BUS 236 – Financial Management (or have approval from the instructor) before enrolling in BUS 210 – Small Business Development.

\*\*\* 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  
BSA 232 – Social Media Marketing  
BUS 209 – Principles of Insurance  
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.