



DAVIS COLLEGE

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Business Management Associate Degree

The graduate will be qualified for a management position in a variety of organizations. Students are provided with the skills necessary for planning, organizing, directing, and controlling activities that will lead to the effective fulfillment of organizational objectives.

Students also develop a foundation in accounting, marketing, management, written and oral communication, and leadership through simulations, group activities, discussions, and lab work.

Upon completion of the Associate of Applied Business degree with a major in Business Management, the Davis College graduate will be prepared to:

Identify and assess current business situations and resolve problems within a variety of business settings.

Apply Generally Accepted Accounting Principles (GAAP) to complete the accounting cycle manually and prepare financial statements.

Articulate traditional and contemporary management theories and apply these techniques to real-life situations.

Develop an understanding of how to satisfy consumer needs utilizing the marketing mix that facilitates exchanges.

Use oral and written communication skills to interact effectively in the work environment.

Apply the principles and intentions of the General Education and the Business Core purposes.

End of Program Assessment

When a student has completed the Business Management program, he/she will participate in an interview with the program director. This interview will focus on assessing the skills to ensure the program objectives have been met, and that the student possesses the necessary skills for business positions.

Program Outline

Course No.	Course Title	Cr. Hrs.
ACC101	Accounting Principles I	4
ACC102	Accounting Principles II	4
CAS122	Spreadsheet Applications	3
MGT102	Introduction to Business	5
MGT105	Business Law	4
MGT110	Personal Finance	3
MGT205	International Business	3
MGT211	Management Principles	4
MGT250	Business Management Externship	3
MKT201	Marketing	5
MKT206	Principles of Selling	4
MGT/MKT	Management or Marketing Elective (MGT118, MGT115, MGT160, MGT202, MGT213, MGT 230, MKT101, MKT203, MKT221, MKT222, MKT230, MKT239)	8
OAM223	Business Communications	4
BUS/CAS	Business or Computer Elective	6
COM121	Composition I	5
COM122	Composition II	4
COM---	Communication Elective (COM201 or COM202)	4
HUM---	Humanities Elective	3
MTH102	Introductory Algebra I	5
SSC201	Economics	4
SSC---	Social Science Elective	4
IDS110	Forum on Technology and Resources	4
Total Program Credit Hours		93