

# Management

## Associate of Applied Science

**Purpose:** The Management degree program is designed to serve the needs of individuals presently employed in businesses and those who are interested in ownership or management of businesses. Additionally, the program is designed for those who may be seeking a promotion and have the potential for supervisory and management positions. Students will gain a solid foundation in key business areas and management. Students will develop critical thinking skills and practices to address business issues and skills in strategic management and retail.

### Occupational Objectives:

**Retail Management:** Retailing is a dynamic industry. Every successful retail store has a manager or team of managers. This specialization focuses on preparing students for a career in either store management or sales. Retail managers must make important decisions on a daily basis, such as buying, pricing, advertising, staffing, and logistics. Students learn to direct staff and operations on a sales floor. Students also learn how to make sales, manage customer service, and maintain records. Students may obtain entry-level positions as store managers, sales managers, department managers, or assistant account representatives.

**Small Business Management:** Small businesses represent the majority of businesses in the United States and can be started at a low cost and on a part-time basis. This specialization will prepare students for self-employment and careers in small business. It directly focuses on the practical aspects of small business and business ownership. At the completion of the Small Business Management Specialization, students will have newly developed knowledge and skills to operate a successful business, such as a franchise, restaurant, day care center, sporting goods store, computer service business, bridal store, clothing store, printing service, or any micro-business.

**Admission Requirements:** General college curricular admission

**Coordinated Internships:** All students in the Management degree program are required to complete a coordinated internship that provides on-the-job training. The internship provides students with practical exposure to many facets of management and retailing.

**Computer Competency Requirement:** Students in this program will meet the college's computer competency requirement by successfully completing ITE 115. Students can also meet this requirement by passing the college's computer competency exam, administered in the testing centers on each campus, in which case they will receive college credit for ITE 115. Students not passing the computer competency exam may retake the exam only once.

RETAIL MANAGEMENT SPECIALIZATION CURRICULUM				
COURSE	TITLE	LEC. HRS.	LAB. HRS.	CRS. CRE.
ENG 111	College Composition I	3	0	3
ITE 115	Introduction to Computer	3	0	3

	Applications and Concepts			
BUS 100	Introduction to Business	3	0	3
MKT 201	Introduction to Marketing	3	0	3
___ ___ <sup>1</sup>	Personal Wellness Elective	0-2	0-4	2
SDV 100	College Success Skills	1	0	1
<b>TOTAL</b>		<b>13-15</b>	<b>0-4</b>	<b>15</b>
ENG 112	College Composition II	3	0	3
BUS 111	Principles of Supervision	3	0	3
MTH 120	Introduction to Mathematics	3	0	3
BUS 205	Human Resource Management	3	0	3
MKT 215	Sales and Marketing Management	3	0	3
MKT 227	Merchandise Buying and Control	3	0	3
<b>TOTAL</b>		<b>18</b>	<b>0</b>	<b>18</b>
ECO 120	Survey of Economics	3	0	3
BUS 125	Applied Business Mathematics	3	0	3
AST 205	Business Communication	3	0	3
MKT 216	Retail Organization and Management	3	0	3
MKT ___ <sup>2</sup>	Marketing Elective	3	0	3
BUS 290	Coordinated Internship	3	0	3
<b>TOTAL</b>		<b>18</b>	<b>0</b>	<b>18</b>
ACC 115	Applied Accounting	3	0	3
MKT 260	Customer Service Management	3	0	3
MKT 271	Consumer Behavior	3	0	3
BUS 298	Seminar and Project in Business	3	0	3
___ ___ <sup>1</sup>	Humanities/Fine Arts Elective	3	0	3
<b>TOTAL</b>		<b>15</b>	<b>0</b>	<b>15</b>
<b>Total Minimum Credits for AAS Degree in Management, Retail Management Specialization</b>				<b>66</b>

### SMALL BUSINESS MANAGEMENT SPECIALIZATION CURRICULUM

COURSE	TITLE	LEC. HRS.	LAB. HRS.	CRS. CRE.
ENG 111	College Composition I	3	0	3

ITE 115	Introduction to Computer Applications and Concepts	3	0	3
BUS 100	Introduction to Business	3	0	3
MKT 201	Introduction to Marketing	3	0	3
___ ___ <sup>1</sup>	Personal Wellness Elective	0-2	0-4	2
SDV 100	College Success Skills	1	0	1
<b>TOTAL</b>		13-15	0-4	15
ENG 112	College Composition II	3	0	3
BUS 111	Principles of Supervision	3	0	3
MTH 120	Introduction to Mathematics	3	0	3
BUS 205	Human Resource Management	3	0	3
MKT 215	Sales and Marketing Management	3	0	3
FIN 215	Financial Management	3	0	3
<b>TOTAL</b>		18	0	18
ECO 120	Survey of Economics	3	0	3
BUS 125	Applied Business Mathematics	3	0	3
AST 205	Business Communication	3	0	3
BUS 165	Small Business Management	3	0	3
BUS 240	Introduction to Business Law	3	0	3
BUS ___ <sup>2</sup>	Business Elective	3	0	3
<b>TOTAL</b>		18	0	18
ACC 115	Applied Accounting	3	0	3
MKT 260	Customer Service Management	3	0	3
BUS 260	Planning for Small Business	3	0	3
BUS 290	Coordinated Internship	3	0	3
___ ___ <sup>1</sup>	Humanities/Fine Arts Elective	3	0	3
<b>TOTAL</b>		15	0	15
<b>Total Minimum Credits for AAS Degree in Management, Small Business Management Specialization</b>				<b>66</b>

<sup>1</sup>A list of approved general education electives (humanities/fine arts, social/behavioral sciences, mathematics, science, and personal wellness) is provided in the General Education section of the catalog under Curriculum Planning and Design.

<sup>2</sup>A list of approved business and marketing electives is available in the School of Business office.