

Management A.A.S.

Marketing Option

Program Description

The field of management is indeed a complex one in modern society and it is ever-changing as organizational structures evolve. Management's role is to control those functions assigned to assure success to the business/industry. Graduates will be educated to plan, organize, staff, motivate, control, innovate and represent. The students will be equipped with supervisory and managerial skills for an entry-level or middle-management position. The curriculum is also designed to upgrade existing managers with vital and specialized knowledge.

Technical Occupational Specialty

<input type="checkbox"/>	ACCT	2103	Financial Accounting	3
<input type="checkbox"/>	ACCT	2203	Managerial Accounting	3
<input type="checkbox"/>	BUS	2023	Business Statistics	3
<input type="checkbox"/>	BUS	2113	Business Communications	3
<input type="checkbox"/>	BUS	2753	Internship	3
<input type="checkbox"/>	ECON	2013	Introduction to Macroeconomics	3
<input type="checkbox"/>	ECON	2023	Introduction to Microeconomics	3
<input type="checkbox"/>	MKT	2273	Principles of Marketing	3
<input type="checkbox"/>	Select 6 hours from courses with the following prefixes BUS, MGMT & MKT			6

30 Credit Hours

Date	Institution

Employment Information

National trends reflect an increased need for these graduates throughout the next decade. Specialized management skills will be more in demand as downsizing continues in most major organizations. U.S. Department of Labor statistics report continued growth through the 21st century.

Support and Related Courses

<input type="checkbox"/>	BUS	1011	Business Ethics	1
<input type="checkbox"/>	CIS	1113	Computer Concepts with Applications	3
<input type="checkbox"/>	MATH	1513	College Algebra	3
<input type="checkbox"/>	PSYC	1113	Introductory Psychology	3
<input type="checkbox"/>	OR			3
<input type="checkbox"/>	SOC	1113	Introductory Sociology	3
<input type="checkbox"/>	SPCH	1113	Introduction to Speech Communications	3

13 Credit Hours

Degree Awarded

Associate in Applied Science

For More Information Contact:

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General Education Requirements

<input type="checkbox"/>	BIOL	1303	Principles of Biology	3
<input type="checkbox"/>	BIOL	1311	Principles of Biology Laboratory	1
<input type="checkbox"/>	ENGL	1113	English Composition I	3
<input type="checkbox"/>	ENGL	1213	English Composition II	3
<input type="checkbox"/>	HIST	1483	U.S. History to 1865	3
<input type="checkbox"/>	OR			3
<input type="checkbox"/>	HIST	1493	U.S. History Since 1865	3
<input type="checkbox"/>	HUMN		Designated humanities courses	3
<input type="checkbox"/>	POLS	1113	American Government	3

19 Credit Hours

Total to Graduate

62 Credit Hours

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Student Name:	_____
CWID:	_____
Counselor:	_____
Catalog 2011-2012	

MANAGEMENT AAS N- MARKETING OPTION COURSE DESCRIPTIONS

ACCT 2103 FINANCIAL ACCOUNTING

Covers the accounting process and principles of accrual accounting. The study of financial statements and the information required for their preparation.

ACCT 2203 MANAGERIAL ACCOUNTING

Managerial accounting concepts and objectives, planning and control of sales and cost, analysis, variance analysis, capital budgeting and the measurement of divisional performance. Prerequisite: ACCT 2103.

BUS 1011 BUSINESS ETHICS

A study of contemporary and classical views relating to moral judgments and conduct within the business environments.

BUS 2023 BUSINESS STATISTICS

Explores descriptive measures, elementary probability, sampling, estimation and testing, regression and correlation and analysis of variance. Prerequisite: MATH 1513 College Algebra or equivalent.

BUS 2113 BUSINESS COMMUNICATIONS

Includes effective communication strategy, effective report presentation (both written and oral), effective summarizing skills and analytical reasoning skills. Focuses on the dynamics, qualities, functions and methods of administrative communication; problems and practices of preparing effective material. Prerequisite: ENGL 1113

BUS 2753-2756 INTERNSHIP

Supervised work experience that permits students to apply classroom knowledge. Work assignments must be meaningful and must be approved by department head prior to commencing internship. Supervisor will be required to submit a final evaluation report upon completion of internship. Before credit is given, a comprehensive written report of the work accomplished must be prepared by the student and approved by the department head. Variable credit: three to six credits. Can be repeated. Prerequisites: sophomore standing and departmental approval.

***CIS 1113 COMPUTER CONCEPTS WITH APPLICATIONS**

Provides students with an introduction to concepts and applications of the personal computer in business. Topics include spreadsheets, databases, word processing, ethics, vocabulary, Internet skills and file system management. Theory and hands-on computer instruction is included. This introductory course is intended for students with existing computer skills. Prerequisite: READ 0033 or [R].

***ECON 2013 INTRODUCTION TO MACROECONOMICS**

A study of the functioning and current problems of the aggregate economy; determination and analysis of rational income, employment, inflation and stabilization monetary and fiscal policy and aspects of international interdependence. Prerequisite: math proficiency is suggested.

ECON 2023 INTRODUCTION TO MICROECONOMICS

A study of the functioning of the price system; the analysis of market structures; the issues of government policy, the public sector and the market economy; the understanding of resource markets; and an examination of international economic interdependence. Prerequisite: math proficiency is suggested.

MKT 2273 PRINCIPLES OF MARKETING

Focuses on the relationship between the organization and its customers and the other members of the channel of distribution. Introduces students to the marketing function of an organization, the environmental factors influencing marketing decisions, the discovery of market opportunities, the development of marketing strategy and the development of marketing programs.

MATH 1513 COLLEGE ALGEBRA (A)

Quadratic equations, functions and graphs, inequalities, systems of equations, exponential and logarithmic function, theory of equations, sequences and the binomial formula. Satisfactory placement scores are required or students must have completed MATH 0213 with a grade of "C" or better. Prerequisite: [R] MATH 0213.

PSYC 1113 INTRODUCTORY PSYCHOLOGY (S)

General introduction to the science of behavior and mental processes. Emphasizes major theoretical perspectives. Topics of study include perception, states of consciousness, memory, motivation, development, personality, psychological disorders and therapies. Prerequisites: [R] [W]

SOC 1113 INTRODUCTORY SOCIOLOGY (S)

An introduction to the science of human society with emphasis on basic concepts. Assists the student in understanding the social influences on day-to-day life. Prerequisites: [R] [W]

SPCH 1113 INTRODUCTION TO SPEECH COMMUNICATION (S)

Principles and techniques of preparation, participation in and evaluation of communication behavior in conversation, the interview, group discussion and public speech. A competency-based approach. Prerequisites: [R] [W]