

GENERAL BUSINESS

Associate of Applied Science: 60 Credits

Technical Certificates: 26 Credits Each

Certificates of Proficiency: 12 Credits Each

AAS GENERAL BUSINESS REQUIREMENTS	
SPD 1002 Success Strategies	2
BUS 1003 Microcomputer Apps	3
ENGL 1113 Composition I	3
BUS 1113 Business Math	3
ECON 2003 Macroeconomics -OR- ECON 2103 Microeconomics	3
BUS 1403 Professional Ethics	3
BUS 2103 Legal Environment of Business	3
ACCT 2113 Accounting I	3
ACCT 2123 Accounting II	3
ACCT 2143 QuickBooks	3
BUS 2023 Business Communications	3
BUS 1313 Introduction to Business	3
MNG 2313 Principles of Management	3
MNG 2413 Entrepreneurship	3
MNG 1503 Human Resource Management	3
MNG 1103 Introduction to Digital Marketing	3
BUS 2013 Spreadsheets	3
MNG 2623 Marketing	3
MNG 2123 Social Media Marketing	3
MNG 2223 Marketing Analytics	3
SPD 1011 Career Seminar	1
TOTAL	60

TECHNICAL CERTIFICATE – ACCOUNTING	
*SPD 1002 Success Strategies	2
*BUS 1003 Microcomputer Apps	3
ENGL 1113 Composition I	3
BUS 1113 Business Math	3
*BUS 1313 Intro to Business	3
*ACCT 2113 Accounting I	3
ACCT 2123 Accounting II	3
ACCT 2143 Quickbooks	3
BUS 2023 Bus Communications	3
TOTAL	26

TECHNICAL CERTIFICATE – BUSINESS MANAGEMENT	
*SPD 1002 Success Strategies	2
BUS 1003 Microcomputer Apps	3
ENGL 1113 Composition I	3
BUS 1113 Business Math	3
*BUS 1313 Intro to Business	3
*MNG 2313 Principles of Mgmt	3
*MNG 2413 Entrepreneurship	3
MNG 1503 HR Management	3
BUS 2023 Bus Communications	3
TOTAL	26

TECHNICAL CERTIFICATE – DIGITAL MEDIA AND MARKETING	
*SPD 1002 Success Strategies	2
*BUS 1003 Microcomp Apps	3
ENGL 1113 Composition I	3
BUS 1113 Business Math	3
*MNG 1103 Intro to Digt Mktg	3
*MNG 2623 Marketing	3
MNG 2123 Social Media Mktg	3
MNG 2223 Marketing Analytics	3
MNG 2413 Entrepreneurship	3
TOTAL	26

*Indicates courses that are part of the certificate of proficiency.

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Eligible for ARFuture Grant

PROGRAM INFORMATION: This program is designed for students to earn certificates of proficiency and technical certificates in Accounting, Business Management, and Digital Media and Marketing, which is embedded in the Associate of Applied Science in General Business degree. This degree encompasses three concentration areas, so the students may ensure employability. Some courses have minimum score and/or prerequisite requirements prior to enrollment.

CAREER OPTIONS: The Certificate of Proficiency in Accounting provides students with a basic knowledge of accounting, and the Technical Certificate provides students with entry level bookkeeping skills. Students completing the certificate will have a working knowledge of the elementary accounting cycle and how to keep a set of books using a computer. The Certificate of Proficiency and Technical Certificate in Business Management provides students with entry level management skills. Students completing the Certificate of Proficiency will have a basic knowledge of general management. Students completing the Technical Certificate will have a working knowledge of management concepts and practices and graduates will be ready for immediate employment. Certificates in Digital Media and Marketing will introduce students to basic marketing concepts across different forms of digital communication. The Associate of Applied Science in General Business is designed for students who seek occupational, technical, and vocational skills primarily for employment or advancement.

TRANSFER OPTIONS: Associate of Applied Science degrees are **NOT** designed for transfer.