

GENERAL BUSINESS

Non-Transfer

Associate of Applied Science: 60 Credits

Technical Certificates: 26 Credits Each

Certificates of Proficiency: 12 Credits Each

AAS GENERAL BUSINESS REQUIREMENTS	
UNIV 10152 Success Strategies	2
CPSI 10003 Microcomputer Apps	3
ENGL 10103 Composition I	3
MATH 11103 Applied Math	3
ECON 21003 Macroeconomics -OR- ECON 22003 Microeconomics	3
BUSI 14083 Professional Ethics	3
BLAW 20003 Legal Environment of Business	3
ACCT 20003 Accounting I	3
ACCT 20103 Accounting II	3
ACCT 21443 Quickbooks	3
BUSI 20103 Business Communications	3
BUSI 10103 Introduction to Business	3
MGMT 20153 Principles of Management	3
MGMT 28163 Entrepreneurship	3
MGMT 15003 Human Resource Management	3
DMPR 11053 Introduction to Digital Marketing	3
BINS 20143 Spreadsheets	3
MKTG 22253 Marketing	3
MKTG 21253 Social Media Marketing	3
MKTG 22253 Marketing Analytics	3
UNIV 10161 Career Seminar	1
TOTAL	60

TECHNICAL CERTIFICATE – ACCOUNTING	
*UNIV 10152 Success Strategies	2
*CPSI 10003 Microcomputer Apps	3
ENGL 10103 Composition I	3
MATH 11103 Applied Math	3
*BUSI 10103 Introduction to Business	3
*ACCT 20003 Accounting I	3
ACCT 20103 Accounting II	3
ACCT 21443 Quickbooks	3
BUSI 20103 Business Comm	3
TOTAL	26

TECHNICAL CERTIFICATE – BUSINESS MANAGEMENT	
*UNIV 10152 Success Strategies	2
*CPSI 10003 Microcomputer Apps	3
ENGL 10103 Composition I	3
MATH 11103 Applied Math	3
*BUSI 10103 Introduction to Business	3
*MGMT 20153 Principles of Mgmt	3
*MGMT 28163 Entrepreneurship	3
MGMT 15003 Human Resource Management	3
BUSI 20103 Business Comm	3
TOTAL	26

TECHNICAL CERTIFICATE – DIGITAL MEDIA AND MARKETING	
*UNIV 10152 Success Strategies	2
*CPSI 10003 Microcomputer Apps	3
ENGL 10103 Composition I	3
MATH 11103 Applied Math	3
*DMPR 11053 Intro to Digital Marketing	3
*MKTG 22253 Marketing	3
MKTG 21253 Social Media Mktg	3
MKTG 22253 Marketing Analytics	3
MNGT 28163 Entrepreneurship	3
TOTAL	26

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

ADVISOR: Tiana Kelly kelly@cccua.edu

Eligible for ARFuture Grant [ADHE Scholarship Application Management System - Scholarship - ARFUTURE](#)

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.

The below score requirements apply to all technical programs unless stated otherwise:

Score Requirements			
Subject	Next Gen	ACT	Accuplacer
Reading	230	17	78
Writing	255	17	83
Math	240	17	30

*** Workplace Writing is required if Reading and Writing scores are lower than required scores. Student must score above in both areas to test out of Workplace Writing.**

****If Math scores are lower than the required score, Technical Math is required. Reading scores are required for Technical Math. If Reading scores are below what is required, Workplace Writing is a co-req to Technical Math.**