

BUSINESS MANAGEMENT - General, Associate in Arts Degree - 1510

Business, Hospitality, and Tourism Division

These programs incorporate specialty courses in management, marketing, finance, and data processing. The courses provide students with the knowledge of management concepts, procedures, operations, and problem-solving techniques needed for employment or advancement. The Business Management AA degree programs are accredited by the Association of Collegiate Business Schools and Programs. Since 1992, ACBSP is the only nationally recognized organization that grants regional accreditation to two-and four-year colleges and universities. The complete programs are available at the Harrisburg, Lancaster, Lebanon, Gettysburg and York Campuses.

Career Opportunities

Graduates prepare for entry-level positions in organizations with career paths that eventually lead to a position as an advertising coordinator, assistant manager, buyer coordinator, communications director, distribution manager, distribution supervisor, general manager, operations manager, office manager, public relations manager, purchasing agent, sales manager, sales assistant manager, service manager, and shipping manager. The programs also prepare currently employed individuals for upward mobility within their organizations.

Competency Profile

This curriculum is designed to prepare students to:

- Demonstrate an ability to analyze problems including problem identification and problem solution
- Understand the interaction of the various functional areas of an organization in a systems context
- Understand the dynamic economic, social, political, and technological environments and their impact on organizations and demands placed on management
- Analyze various financial statements for information concerning costs, volume, profit and capital, and compare key financial ratios
- Perceptually envision the organization of the future and the skills necessary for the manager to operate within it
- Write and speak effectively
- Appreciate accomplishments in the arts and sciences

PROGRAM REQUIREMENTS (TOTAL CREDITS = 64)

General Education		Major		Other Required Courses	
ENGL 101 English Composition I	3	ACCT 101 Principles of Accounting I	4	MATH 100 College Math for	
ENGL 102 English Composition II or		ACCT 200 Principles of Accounting II	4	Business or higher	<u>3</u>
ENGL 106 Written Business Communication	3	BUSI 201 Business Law I	3		3
SPCH 101 Effective Speaking	3	CIS 105 Introduction to Software for			
Core A Elective	3	Business	3		
Core B Elective	3	ECON 201 Principles of Economics I:			
Core C Elective	3	Macro	3		
Free Elective*	3	ECON 202 Principles of Economics II:			
Physical Education & Wellness	<u>1</u>	Micro	3		
	22	FIN 201 Principles of Finance	3		
		MKTG 201 Principles of Marketing	3		
		CIS 108 Introduction to PowerPoint	1		
		Management Electives	<u>12</u>		
			39		

*Recommend BUSI 291

RECOMMENDED SEQUENCE FOR FULL-TIME STUDENTS

Part-time students can complete this program by taking one or more courses each semester.

Fall Semester		Spring Semester		Fall Semester		Spring Semester	
CIS 105	3	ACCT 101	4	ACCT 200	4	ECON 202	3
ENGL 101	3	BUSI 201	3	ECON 201	3	FIN 201	3
MATH 100 or		ENGL 102 or 106	3	MKTG 201	3	Management Elec.	6
higher	3	SPCH 101	3	Management Elec.	6	PE & W	1
Core A Elective	3	Core C Elective	3	CIS 108	1	Free Elective	3
Core B Elective	3						

Effective Fall 2008 all Associate Degree Programs must meet Diversity (D) and Physical Education and Wellness (W) requirements.