

SMALL BUSINESS AND ENTREPRENEURSHIP - ASSOCIATE OF APPLIED SCIENCE OPTION (AASO)

Description

The Small Business and Entrepreneurship Associate of Applied Science Option qualifies graduates to start and run a business, grow an existing business, or be employed in a new startup venture. The skills learned will enable the student to comprehend and assist in the basics of successfully operating a small business. Employment opportunities and job functions will vary greatly with industry, size of business, and geographical region.

Program Learning Outcomes

Upon successful completion of the program, students will be able to:

1. Apply effective written and verbal communication skills individually and in groups.
2. Apply analytical, technology, and reasoning skills relevant to the profession.
3. Apply appropriate ethical choices on both a professional and personal level.
4. Construct financial data and use it to make informed decisions about the operating performance of a company.
5. Develop a marketing plan and strategies behind product/service positioning, pricing, distribution (placement), and promotion.
6. Develop a comprehensive feasibility study that will position a business for success in a competitive marketplace.
7. Create and present an elevator pitch.

Entrance Requirements

Academic Entrance Requirements

Recommended:

- High school diploma or GED
- Completion of WR 065 Rhetoric and Critical Thinking II or higher or minimum placement Wr/Comm Level 7
- Completion of MTH 060 Beginning Algebra or higher or minimum placement Math Level 10

Course Requirements

Course	Title	Credits
Level 1 Foundation Courses		
BA 101	Introduction to Business	4
BA 104	Business Math	3
BA 111	Applied Accounting I	3
BA 178	Customer Service	3
or BA 285	Business Human Relations	
BA 218	Personal Finance	4
CIS 120	Computer Concepts (or Computer Competency Test)	0-4
CIS 131	Software Applications	4
LIB 100	Introduction to Finding Information	1
WR 121	Academic Composition	4
Level 2 Core Courses		

BA 112	Applied Accounting II	3
BA 113	Applied Accounting III	3
BA 206	Management Fundamentals I	4
BA 214	Business Communications	3
BA 223	Marketing Principles I	4
BA 226	Business Law I	4
BA 250	Entrepreneurship	4
BA 261	Consumer Behavior	4
CIS 125E	Excel	4
Level 3 Small Business/Entrepreneurship Specialization		
BA 229	QuickBooks	3
BA 232	Branding	4
BA 233	Internet Marketing	4
BA 237	Marketing Research	4
BA 249	Retailing	4
CIS 178	Internet in Depth	4
or CIS 195	Web Development I	
Level 4 Advanced Core and Capstone Courses		
BA 220	Business Analysis and Budgeting	4
BA 222	Business Finance	4
BA 290	Business Seminar	3
Total Credits		93-97

Advising Notes

Take as many level 1 courses as possible before attempting level 2 courses, and take as many level 2 courses before level 3 courses. Level 3 courses may be taken concurrently with level 4 courses.

This degree is designed for students planning to enter their chosen career upon graduation. Only selected credits are considered transferable to public or private baccalaureate institutions. See advisor for additional information.

Performance Standards

- Academic Requirements:
 - Students must have a 2.0 cumulative GPA to earn a COCC certificate or degree.
 - All courses in the program must be completed with a grade of C or higher.
- Additional Requirements:
 - None

Sample Plan

First Year		Credits
Fall		
BA 101	Introduction to Business	4
BA 111	Applied Accounting I	3

CIS 120	Computer Concepts	0-4
BA 178 or BA 285	Customer Service or Business Human Relations	3
LIB 100	Introduction to Finding Information	1
Credits		11-15
Winter		
BA 104	Business Math	3
BA 112	Applied Accounting II	3
CIS 131	Software Applications	4
WR 121	Academic Composition	4
Credits		14
Spring		
BA 113	Applied Accounting III	3
BA 218	Personal Finance	4
BA 223	Marketing Principles I	4
BA 250	Entrepreneurship	4
Credits		15
Summer		
BA 206	Management Fundamentals I	4
BA 214	Business Communications	3
Credits		7
Second Year		
Fall		
BA 229	QuickBooks	3
BA 249	Retailing	4
BA 261	Consumer Behavior	4
CIS 125E	Excel	4
Credits		15
Winter		
BA 220	Business Analysis and Budgeting	4
BA 232	Branding	4
BA 237	Marketing Research	4
CIS 178 or CIS 195	Internet in Depth or Web Development I	4
Credits		16
Spring		
BA 222	Business Finance	4
BA 233	Internet Marketing	4
BA 290	Business Seminar	3
BA 226	Business Law I	4
Credits		15
Total Credits		93-97