



[BUSMAAS; CIP Code 52.0201]

Associate in Applied Science (A.A.S.) – Career

This program prepares students for entry-level management positions with a concentration in marketing. Business programs focus on the education and skills needed in today's global business environment. Practical courses coupled with general education offerings enhance development of critical thinking, communication and problem-solving skills, as well as adaptability and team work.

Program Learning Outcomes

Students who have completed the program should be able to:

- Demonstrate mastery of financial and managerial accounting concepts by preparing balance sheets, income statements, statements of cash flows, and budgets by performing costs, volume and profit analysis.
- Prepare and present effective oral and written business presentations.
- Evaluate key elements of a Strategic Plan and make recommendations for improvements.
- Work effectively in both leadership and support roles as part of diverse teams to achieve a variety of business-related tasks.
- Prepare an effective promotional campaign for an existing product, service or local business.
- Locate, retrieve and critically evaluate information and information sources.
- Discuss fundamental marketing practices and concepts and recognize a range of marketing, sales and public relations techniques.

Program Contact

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✦ Are you ready to get started at RCSJ? Visit [RCSJ.edu/Enroll](https://www.rcsj.edu/Enroll) and complete the interest form. ✦

Business Management, A.A.S.

FIRST YEAR – Fall Semester

☐ ACCT 101 Accounting I	4
☐ BUSN 101 Introduction to Business	3
☐ CSCI 101 Introduction to Microcomputers or CISM 102 Applications on the Microcomputer	3
☐ ENGL 101 English Composition I or ENGL 101E Enhanced English Composition I	3–4
☐ _____ General Education Global and Cultural Awareness Elective	3
	16–17

Spring Semester

☐ ACCT 102 Accounting II	4
☐ BUSN 200 Principles of Management	3
☐ BUSN 109 Business Law I	3
☐ ENGL 102 English Composition II or COMM 103 Technical and Scientific Writing or SPEH 101 Effective Speech	3
☐ PSYC 101 General Psychology	3
	16

SECOND YEAR – Fall Semester

☐ BUSN 250 Principles of Marketing	3
☐ FINC 203 Corporate Finance	3
☐ ECON 101 Principles of Economics (Macro)	3
☐ _____ General Education Humanities Elective	3
☐ MATH 101 Concepts of Mathematics or higher (Excluding MATH 115)	3–4
	15–16

Spring Semester

☐ BUSN 238 Principles of Advertising	3
☐ BUSN 242 Principles of Selling	3
☐ BUSN 226 Introduction to International Business	3
☐ BUSN 234 Strategic Management	4
	13

TOTAL MINIMUM CREDITS: 60