



[AAS-ENTR; CIP Code 52.0701]

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

This program offers students a framework for understanding the role of an entrepreneur in leading start-up businesses and expanding small businesses. Students will develop and hone the necessary skills to compete in today's global business environment. This program connects students with the local business community to learn best practices from real-world experiences. Through theory and practical application, students will enhance their development of critical thinking, communication, and problem-solving skills, as well as adaptability and teamwork.

Program Contact

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Coordinator, Entrepreneurship
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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.

Entrepreneurship, A.A.S.

FIRST YEAR – Fall Semester

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|-------------------------------------------------------------------|----|
| <input type="checkbox"/> BUS 102 Accounting I | 4 |
| <input type="checkbox"/> BUS 107 Business Law I | 3 |
| <input type="checkbox"/> BUS 129 Introduction to Entrepreneurship | 3 |
| <input type="checkbox"/> ENG 101 English Composition I | 3 |
| | 13 |

Spring Semester

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| <input type="checkbox"/> BUS 231 Principles of Management | 3 |
| <input type="checkbox"/> BUS 221 Principles of Marketing | 3 |
| <input type="checkbox"/> CIS 102 Introduction to Computers | 4 |
| <input type="checkbox"/> ENG 102 English Composition II or COM 105 Technical and Scientific Writing | 3 |
| <input type="checkbox"/> SPE 101 Oral Communication | 3 |
| | 16 |

SECOND YEAR – Fall Semester

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| <input type="checkbox"/> BUS 225 Principles of Advertising | 3 |
| <input type="checkbox"/> BUS 237 Human Resource Management | 3 |
| <input type="checkbox"/> CIS 120 Spreadsheets - EXCEL | 4 |
| <input type="checkbox"/> ECO 102 Principles of Economics II (Micro) | 3 |
| <input type="checkbox"/> MAT 103 or MAT 107 or Higher (excluding MAT 120) General Education Mathematics Elective | 3 |
| | 16 |

Spring Semester

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|---------------------------------------------------------------------------------------------------------------|----|
| <input type="checkbox"/> BUS 207 Accounting Information Systems | 3 |
| <input type="checkbox"/> BUS 234 Small Business Management | 3 |
| <input type="checkbox"/> BUS 224 Social Media Marketing and Web Analytics | 3 |
| <input type="checkbox"/> BUS 212 Introduction to International Business or COM 104 Business Communications | 3 |
| <input type="checkbox"/> General Education Humanities Elective | 3 |
| | 15 |

TOTAL MINIMUM CREDITS: 60

Program Learning Outcomes

- Students who have completed the program will be able to:
- 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.
 - Analyze existing local small business and prepare recommendations.
 - 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.
 - Discuss the philosophy of the concepts essential for business development.
 - Describe the formal structure that affect entrepreneurial practices.
 - Locate, retrieve and critically evaluate information and information sources.

