

Students will study customer relationship management, process standards, measurement systems and the importance of human assets in a firm's internal network along with the philosophy of customer service.

**Recommended Sequence of Courses**

**First Semester – Fall**

BUS 101	Introduction to Business	3
CPT 101	Introduction to Computers	3
<b>or</b>		
CPT 102	Basic Computer Concepts	3
ENG 101	English Composition I	3
MAT 120	Probability and Statistics	3
<b>or</b>		
MAT 155	Contemporary Mathematics	3
		<b>Total 12</b>

**Second Semester – Spring**

ACC 101	Accounting Principles I	3
REQ HUM	Select one course from Humanities listing on page B-3	3
MGT 101	Principles of Management	3
MGT 270	Managerial Communication	3
MKT 101	Marketing	3
		<b>Total 15</b>

**Third Semester – Summer**

BUS 121	Business Law I	3
BUS 220	Business Ethics	3
MKT 120	Sales Principles	3
MKT 130	Customer Service Principles	3
		<b>Total 12</b>

**Fourth Semester – Fall**

BAF 101	Personal Finance	3
CPT 282	Information Systems Security	3
ECO 210	Macroeconomics	3
<b>or</b>		
ECO 211	Microeconomics	3
MKT 135	Customer Service Techniques	3
TRL 102	Customer Service Management	3
		<b>Total 15</b>

**Fifth Semester – Spring**

BUS 112	Service Management Systems	3
MGT 201	Human Resource Management	3
MGT 255	Organizational Behavior	3
MKT 250	Consumer Behavior	3
ELE BMT	Select one course from Business/Management Electives on page B-59	3
		<b>Total 15</b>

**General Business**

**Associate in Applied Science**

**e-Commerce Career Path**

**Credit Requirements: 69 Semester Credit Hours**

The General Business/e-Commerce career path prepares students for careers in the buying and selling of goods and services using electronic systems. Students will gain knowledge in all aspects of conducting business over the Internet as well as how to operate an online business.

**Recommended Sequence of Courses**

**First Semester – Fall**

BUS 101	Introduction to Business	3
CPT 101	Introduction to Computers	3
<b>or</b>		
CPT 102	Basic Computer Concepts	3
ENG 101	English Composition I	3
MAT 120	Probability and Statistics	3
<b>or</b>		
MAT 155	Contemporary Mathematics	3
		<b>Total 12</b>

**Second Semester – Spring**

ACC 101	Accounting Principles I	3
REQ HUM	Select one course from Humanities listing on page B-3	3
MGT 101	Principles of Management	3
MGT 201	Human Resource Management	3
MKT 101	Marketing	3
		<b>Total 15</b>

**Third Semester – Summer**

BUS 121	Business Law I	3
CPT 220	e-Commerce	3
CPT 282	Information Systems Security	3
ECO 210	Macroeconomics	3
<b>or</b>		
ECO 211	Microeconomics	3
		<b>Total 12</b>

**Fourth Semester – Fall**

BAF 101	Personal Finance	3
BUS 220	Business Ethics	3
CPT 172	Microcomputer Database	3
MGT 120	Small Business Management	3
MGT 230	Managing Information Resources	3
		<b>Total 15</b>

## Business Technology

### Fifth Semester – Spring

CPT 270	Advanced Microcomputer Applications	3
MGT 121	Small Business Operations	3
MGT 255	Organizational Behavior	3
MGT 270	Managerial Communication	3
ELE BMT	Select one course from Business/Management Electives on page B-59	3
		<b>Total 15</b>

### Fourth Semester – Fall

BAF 101	Personal Finance	3
BUS 220	Business Ethics	3
CPT 282	Information Systems Security	3
MGT 270	Managerial Communication	3
TRL 106	Export/Import	3
		<b>Total 15</b>

## General Business

### Associate in Applied Science

#### International Business Career Path

#### Credit Requirements: 69 Semester Credit Hours

The General Business/International Business career path prepares students for careers in the International Business environment. This career path includes studies in the global aspects of business, marketing, economics and management, and their applications to the international arena.

#### Recommended Sequence of Courses

##### First Semester – Fall

BUS 101	Introduction to Business	3
CPT 101	Introduction to Computers	3
<b>or</b>		
CPT 102	Basic Computer Concepts	3
ENG 101	English Composition I	3
MAT 120	Probability and Statistics	3
<b>or</b>		
MAT 155	Contemporary Mathematics	3
		<b>Total 12</b>

##### Second Semester – Spring

ACC 101	Accounting Principles I	3
ECO 210	Macroeconomics	3
<b>or</b>		
ECO 211	Microeconomics	3
REQ HUM	Select one course from Humanities listing on page B-3	3
MGT 101	Principles of Management	3
MKT 101	Marketing	3
		<b>Total 15</b>

##### Third Semester – Summer

BUS 121	Business Law I	3
BUS 250	Introduction to International Business	3
ECO 207	International Economics	3
PSC 220	Introduction to International Relations	3
		<b>Total 12</b>

### Fifth Semester – Spring

BUS 176	International Marketing	3
MGT 201	Human Resource Management	3
MGT 240	Management Decision Making	3
MGT 255	Organizational Behavior	3
ELE BMT	Select one course from Business/Management Electives on page B-59	3
		<b>Total 15</b>

## General Business

### Associate in Applied Science

#### Marketing Career Path

#### Credit Requirements: 69 Semester Credit Hours

The General Business/Marketing career path prepares students for careers in the various aspects of marketing including retailing, sales and advertising. Students will gain knowledge in the areas of pricing, promotion and distribution of goods and services as well as the concepts of merchandising.

#### Recommended Sequence of Courses

##### First Semester – Fall

BUS 101	Introduction to Business	3
CPT 101	Introduction to Computers	3
<b>or</b>		
CPT 102	Basic Computer Concepts	3
ENG 101	English Composition I	3
MAT 120	Probability and Statistics	3
<b>or</b>		
MAT 155	Contemporary Mathematics	3
		<b>Total 12</b>

##### Second Semester – Spring

ACC 101	Accounting Principles I	3
ECO 210	Macroeconomics	3
<b>or</b>		
ECO 211	Microeconomics	3
REQ HUM	Select one course from Humanities listing on page B-3	3
MGT 101	Principles of Management	3
MKT 101	Marketing	3
		<b>Total 15</b>