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
	Total 12	

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
	Total 15	

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-19	3
	Total 15	

Business Administration

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
or		
CPT 102	Basic Computer Concepts	3
ENG 101	English Composition I	3
MAT 120	Probability and Statistics	3
or		
MAT 155	Contemporary Mathematics	3
	Total 12	

Second Semester – Spring

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

Third Semester – Summer

BUS 121	Business Law I	3
MGT 255	Organizational Behavior	3
MKT 110	Retailing	3
MKT 260	Marketing Management	3
	Total 12	

Fourth Semester – Fall

BAF 101	Personal Finance	3
BUS 220	Business Ethics	3
CPT 282	Information Systems Security	3
MKT 120	Sales Principles	3
MKT 130	Customer Service Principles	3
or		
MKT 135	Customer Service Techniques	3
	Total 15	

Fifth Semester – Spring

MGT 270	Managerial Communication	3
MKT 140	E-Marketing	3
MKT 245	Promotional Strategies	3
MKT 250	Consumer Behavior	3
ELE BMT	Select one course from Business/ Management Electives on page B-19	3
	Total 15	

Business Administration

Associate in Applied Science
Small Business/Entrepreneurship Career Path
Credit Requirements: 69 Semester Credit Hours

The Small Business/Entrepreneurship career path prepares students for owning and operating a small business. Students will gain knowledge in all aspects of small-business ownership including management, risk and day-to-day operation. Students will also develop a business plan.