

BUSINESS MANAGEMENT • MARKETING MANAGEMENT MAJOR •

Associate of Applied Business Degree

Course No	Course Title	Credit Hours	Qtrs Offered	Pre-Requisites
FIRST QUARTER (Fall) 17 credits				
MGT	1400A Introduction to Management	4	All	None
ACC	1300A Financial Accounting I	5	F, W	None
BUS	1100A Business Mathematics	4	All	COMPASS or MTH0097A
OIS	1240A Computer Applications I	4	All	OIS1200A or TST ¹
SECOND QUARTER (Winter) 18 credits				
MKT	2030A Principles of Marketing	4	F, W	OIS1240A or concurrent & ECN2000A recommended
ENG	1160A Oral Communications	4	All	None
ECN	2000A Microeconomics	4	W, Sp	None
MTH	1010A Business Algebra	2	W, Sp	MTH0990A, BUS1100A or APT ²
OIS	1250A Computer Applications II	4	W, Sp	OIS1240A
THIRD QUARTER (Spring) 18 credits				
MKT	1200A Professional Sales	4	Sp	None
BUS	2100A Ethics	4	W, Sp	None
ENG	1090A English Composition I	4	All	OIS1240A or concurrent or examination
OIS	1260A PowerPoint	2	Sp	OIS1240A
OIS	1500A Web Page Authoring I	4	Sp	OIS1240A
FOURTH QUARTER (Fall) 17 credits				
MGT	2210A Human Resource Management	4	F	None
MGT	1430A Customer Relationship Management	2	F	None
MKT	2150A Principles of Advertising & Promotion	4	F	MKT2030A or concurrent
BUS	2150A Legal Environment of Business	5	All	None
BUS	2890A Cooperative Education Preparation	2	F, W, Sp	ENG1090A & 32 cr hrs of coursework
FIFTH QUARTER (Winter) 17 credits				
MGT	2510A Project Management OR	4	W	OIS1240A & MGT1400A
MGT/MKT	0000 MGT/MKT Elective (4)			See specific course listings
MKT	2200A Public Relations	4	W	MKT2030A or concurrent
ENG	1100A English Composition II	2	All	ENG1090A
PSY	1120A General Psychology OR	5	All	None
SOC	1220A Sociology (5)		W,Sp,Su	None
BUS	2900A Cooperative Education Experience	2	All	BUS2890A
SIXTH QUARTER (Spring) 18 credits				
MGT	2010A International Business	4	Sp	None
MGT	2410A Organizational Behavior	4	Sp	MGT1400A or approval
MKT	2250A Market Research in Consumer Behavior	4	Sp	MKT2030 or concurrent
ENG	1140A Business Communications	4	W, Sp	ENG1100A
OIS	1320A Word Advanced	2	Sp	OIS1250A
Credit Hour Total		105		

¹ TST = Technology Skills Test

² APT = Algebra Placement Test

CGC's: Com-1=ENG1100A; Com-2=ENG1160A; Math=MTH1010A; IP=MKT2030A; PSDM=MGT2410A; IT=OIS1240A.