

SMALL BUSINESS AND ENTREPRENEURSHIP - ASSOCIATE OF APPLIED SCIENCE OPTION (AASO)

Description

The Small Business and Entrepreneurship Associate of Applied Science Option qualifies graduates to start and run a business, grow an existing business, or be employed in a new startup venture. The skills learned will enable the student to comprehend and assist in the basics of successfully operating a small business. Employment opportunities and job functions will vary greatly with industry, size of business, and geographical region.

Program Learning Outcomes

Upon successful completion of the degree, students will be able to:

1. Apply effective written and verbal communication skills both individually and in groups.
2. Apply analytical, technological, and reasoning skills relevant to the profession.
3. Apply appropriate ethical choices on both a professional and personal level.
4. Construct financial data and use it to make informed decisions about the operating performance of a company.
5. Develop a marketing plan and strategies behind product/service positioning, pricing, distribution, and promotion.
6. Develop a comprehensive feasibility study that will position a business for success in a competitive marketplace.
7. Create and present an "elevator pitch."

Entrance Requirements

Academic Entrance Requirements

Recommended:

- High school diploma or GED
- Completion of WR 065 Rhetoric and Critical Thinking II or higher or minimum placement Wr/Comm Level 7
- Completion of MTH 060 Beginning Algebra or higher or minimum placement Math Level 10

Course Requirements

Course	Title	Credits
Level 1 Foundation Courses		
BA 101Z	Introduction to Business	4
BA 104	Business Math	3
BA 111	Applied Accounting I	3
BA 178 or BA 285	Customer Service Business Human Relations	3
BA 218	Personal Finance	4
CIS 120	Computer Concepts (or Computer Competency Test)	0-4
CIS 140	A+ Essentials I	4
LIB 100	Introduction to Finding Information	1
WR 121Z or BA 214	Composition I Business Communications	3-4

Level 2 Core Courses

BA 112	Applied Accounting II	3
BA 113	Applied Accounting III	3
BA 169Z	Data Analysis Using Microsoft Excel	4
BA 206	Management Fundamentals I	4
BA 223	Marketing Principles I	4
BA 226Z	Introduction to Business Law	4
BA 261	Consumer Behavior	4
CIS 131	Software Applications	4
CIS 145	A+ Essentials II	4

Level 3 Small Business/Entrepreneurship Specialization

BA 229	QuickBooks	3
BA 232	Branding	4
BA 233	Internet Marketing	4
BA 237	Marketing Research	4
BA 249	Retailing	4
Choose one of the following:		4
CIS 183C	Introduction to Cybersecurity	
CIS 195	Web Development I	
CIS 197	CMS Web Development: WordPress	

Level 4 Advanced Core and Capstone Courses

BA 222	Business Finance	4
BA 250	Entrepreneurship	4
BA 290	Business Seminar	3

Total Credits

93-98

Advising Notes

Take as many level 1 courses as possible before attempting level 2 courses, and take as many level 2 courses before level 3 courses. Level 3 courses may be taken concurrently with level 4 courses.

This degree is designed for students planning to enter their chosen career upon graduation. Only selected credits are considered transferable to public or private baccalaureate institutions. See advisor for additional information.

Performance Standards

- Academic Requirements:
 - Students must have a 2.0 cumulative GPA to earn a COCC certificate or degree.
 - All courses in the program must be completed with a grade of C or higher.
- Additional Requirements:
 - None

Sample Plan

First Year

Fall		Credits
BA 101Z	Introduction to Business	4
BA 111	Applied Accounting I	3
BA 178 or BA 285	Customer Service or Business Human Relations	3
CIS 120	Computer Concepts	0-4
LIB 100	Introduction to Finding Information	1

Credits 11-15

Winter

BA 104	Business Math	3
BA 112	Applied Accounting II	3
CIS 131	Software Applications	4
WR 121Z or BA 214	Composition I or Business Communications	3-4

Credits 13-14

Spring

BA 113	Applied Accounting III	3
BA 218	Personal Finance	4
BA 223	Marketing Principles I	4
BA 249	Retailing	4

Credits 15

Summer

BA 169Z	Data Analysis Using Microsoft Excel	4
BA 206	Management Fundamentals I	4

Credits 8

Second Year

Fall

BA 226Z	Introduction to Business Law	4
BA 229	QuickBooks	3
CIS 140	A+ Essentials I	4
CIS 145	A+ Essentials II	4

Credits 15

Winter

BA 232	Branding	4
BA 237	Marketing Research	4
BA 261	Consumer Behavior	4
CIS 197 or CIS 195 or CIS 183C	CMS Web Development: WordPress or Web Development I or Introduction to Cybersecurity	4

Credits 16

Spring

BA 222	Business Finance	4
BA 233	Internet Marketing	4
BA 250	Entrepreneurship	4
BA 290	Business Seminar	3

Credits 15

Total Credits 93-98