

BUSINESS, Associate in Applied Science Degree - 1516

Business Studies Department

The Business AAS degree is designed to prepare students for both entry-level positions and upward career mobility in a variety of business settings. The program offers students the opportunity to customize their major to their future professional goals by specializing in one of four major areas of concentration: **Accounting, Management, Marketing, or General Business**. Learning from across a variety of disciplines within the business field, graduates will be uniquely prepared for success in the 21st century workplace. This program is accredited by The Accreditation Council for Business School and Programs (ACBSP). Since 1992, ACBSP is the only nationally recognized organization that grants regional accreditation to two- and four-year colleges and universities. *The General Concentration* can be completed at the Harrisburg, Lancaster and York campuses, as well as through Virtual Learning. This concentration can also be completed at the Gettysburg and Lebanon campuses by taking some courses through Virtual Learning. *The Accounting Concentration* can be completed at the Harrisburg and York campuses, as well as through Virtual Learning. It may also be completed at the Gettysburg, Lancaster and Lebanon campuses by taking some courses through Virtual Learning. *The Management Concentration* can be completed at the Harrisburg, Lancaster and York campuses, as well as through Virtual Learning. It may also be completed at the Gettysburg and Lebanon campuses by taking courses through Virtual Learning. Lastly, *the Marketing Concentration* may be completed at the Harrisburg Campus. It may also be completed at the Gettysburg and Lancaster campuses by taking courses through Virtual Learning.

Career Opportunities

Graduates prepare for entry-level positions and upward career mobility in organizations with career paths in the graduate's area of study. Graduates of the **Accounting Concentration** may find employment in accounting firms, banks, private industry, and government service. The **Management Concentration** prepares students for career paths that eventually lead to positions such as assistant manager, general manager, office manager, purchasing agent, sales manager, operations manager, or service manager. Graduates of the **Marketing Concentration** gain the skills and knowledge needed for entry-level positions in sales, advertising, retailing, wholesaling, physical distribution, market research, marketing management, insurance, real estate, and related fields. Finally, graduates of the **General Business Concentration** gain broad business skills that prepare them for entry-level positions in retailing, manufacturing, healthcare, hospitality management, real estate, agribusiness, and entrepreneurial opportunities.

Competency Profile

This curriculum is designed to prepare students to:

- Prepare and deliver oral and written presentations on business concepts in various disciplines, consistent with professional standards
- Utilize quantitative and qualitative methods of collecting, processing, and analyzing information and data to make informed business and career decisions
- Identify legal and ethical forces that impact organizational decision-making
- Make organizational decisions by applying and integrating knowledge of each functional area including; legal, economic, accounting, marketing and management.
- Successfully interact in group-settings
- Identify cultural differences in business practices and describe how the differences affect business decisions
- Use appropriate business software and technologies
- Use various resources, including library resources and databases, to access and extract information appropriate for business

PROGRAM REQUIREMENTS (TOTAL CREDITS = 62)

General Education		Major Requirements		Other Required Courses	
ENGL 101 English Composition I	3	ACCT 150 Principles of Financial Accounting I	2	CIS 105 Intro to Software for Business	3
ENGL 106 Business Writing	3	ACCT 160 Principles of Managerial Accounting I	2		
COMM 101 Effective Speaking	3	BUSI 209 Legal Environment of Business	3		
Humanities & Arts Elective*	3	ECON 201 Principles of Economics I: Macro	3		
Social & Behavioral Science Elective**	3	MGMT 201 Principles of Management	3		
Math or Science Elective***	3 or 4	MKTG 201 Principles of Marketing	3		
First Year Seminar – BUSI 101	3		16		
Wellness	1				
	22				

*It is recommended that students select THTR 110 to meet this requirement.

**Students are to select from the following courses: ANTH 101, 205; COMM 253; GEOG 201, 230; HIST 102; PSYC 229; or SOCI 201, 202, 203, 205.

***Students are to select from the following: MATH 100, 103, 110, 119 or 202.

Accounting Concentration

ACCT 151 Principles of Financial Accounting II	2
ACCT 161 Principles of Managerial Accounting II	2
ACCT 201 Intermediate Accounting I	4
ACCT 203 Income Tax Accounting	4
ACCT 204 Managerial Cost Accounting	3
ACCT 215 Accounting Software Applications	3
ACCT 275 Capstone in Accounting (or)	3
BUSI 291 Business Internship	(3)
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General Business Concentration

BUSI 290 Business Capstone (or)	3
BUSI 291 Business Internship	(3)
CIS 135 Intermediate Spreadsheet Applications	3
Program Electives****	15
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Management Concentration

BUSI 290 Business Capstone (or)	3
BUSI 291 Business Internship	(3)
CIS 135 Intermediate Spreadsheet Applications	3
MGMT 203 Human Resources Management	3
MGMT 204 Organizational Behavior	3
MGMT 227 Principles of Project Management	3
Program Electives*****	6
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Marketing Concentration

BUSI 290 Business Capstone (or)	3
BUSI 291 Business Internship	(3)
CIS 135 Intermediate Spreadsheet Application	3
MKTG 212 Professional Selling	3
MKTG 218 Advertising	3
MKTG 235 Digital Media Marketing	3
Program Electives*****	6
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****Students select 15-credits of program electives from: ACCT, BAKE, BUSI, ECON, ENTR, FIN, MGMT, MKTG, RE and WEB.

*****Students select 6-credits of program electives from: BUSI 230; MGMT 221, 226.

*****Students select 6-credits of program electives from: BUSI 230; COMM 221; MKTG 205, 216; MGMT 204.

RECOMMENDED SEQUENCE FOR FULL-TIME STUDENTS

Part-time students can complete this program by taking one or more courses each semester.

Accounting Concentration

Fall Semester I	Spring Semester I	Fall Semester II	Spring Semester II
ACCT 150	2 ACCT 151	2 ACCT 201	4 ACCT 203
ACCT 160	2 ACCT 161	2 ACCT 215	3 ACCT 204
BUSI 101	3 CIS 105	3 BUSI 201 or 209	3 ACCT 275 or BUSI 291
ENGL 101	3 COMM 101	3 MGMT 201	3 ECON 201
Humanities/Arts Elective*	3 ENGL 106	3 MKTG 201	3 Wellness
Social/Behavioral Science Elective**	Math/Science Elective***	3 or 4	

General Business Concentration

Fall Semester I	Spring Semester I	Fall Semester II	Spring Semester II
BUSI 101	3 ACCT 150	2 BUSI 209	3 BUSI 290 or 291
COMM 101	3 ACCT 160	2 CIS 135	3 ECON 201
ENGL 101	3 CIS 105	3 MKTG 201	3 Program Electives****
MGMT 201	3 ENGL 106	3 Program Electives****	6 Wellness
Social/Behavioral Science Elective**	3 Humanities/Arts Elective*		1
	3 Math/Science Elective***	3 or 4	

Management Concentration

Fall Semester I	Spring Semester I	Fall Semester II	Spring Semester II
BUSI 101	3 ACCT 150	2 BUSI 209	3 BUSI 290 or 291
CIS 105	3 ACCT 160	2 CIS 135	3 ECON 201
COMM 101	3 ENGL 106	3 MGMT 203	3 MGMT 226
ENGL 101	3 Humanities/Arts Elective*	3 MGMT 227	3 Program Electives*****
Social/Behavioral Science Elective**	3 MGMT 201	3 MKTG 201	6 Wellness
	3 Math/Science Elective***	3 or 4	1

Marketing Concentration

Fall Semester I	Spring Semester I	Fall Semester II	Spring Semester II
BUSI 101	3 ACCT 150	2 BUSI 209	3 BUSI 290 or 291
COMM 101	3 ACCT 160	2 CIS 135	3 ECON 201
ENGL 101	3 CIS 105	3 Humanities/Arts Elective*	3 MKTG 212
MKTG 201	3 ENGL 106	3 MGMT 201	3 Program Electives*****
Social/Behavioral Science Elective**	3 MKTG 218	3 MKTG 235	6 Wellness
	3 Math/Science Elective***	3 or 4	1