

# 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 21<sup>st</sup> 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 complete program is available through the Harrisburg and Lancaster Campuses as well as through Virtual Learning. Students may complete the full program at the Gettysburg Campus by taking some courses through Virtual Learning. The General Business, Accounting and Management concentrations can be completed at the York Campus. Students may also complete these same concentrations at the Lebanon Campus by taking some 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	ACCT 101 Principles of Accounting I	CIS 105 Intro to Software for Business
ENGL 106 Business Writing	BUSI 201 Business Law I (or)	
COMM 101 Effective Speaking	BUSI 209 Legal Environment of Business	
Humanities & Arts Elective	ECON 201 Principles of Economics I: Macro	
Social & Behavioral Science Elective	MGMT 201 Principles of Management	
Math or Science Elective*	MKTG 201 Principles of Marketing	
Wellness		
First-Year-Seminar Elective - BUSI 101		

\*Select from the following courses: MATH 100, 103, 110, 119 or 202.

<b>Accounting Concentration</b>		<b>General Business Concentration</b>		<b>Management Concentration</b>	
ACCT 200 Principles of Accounting II	4	BUSI 290 Business Capstone (or)	3	ACCT 200 Principles of Accounting II	4
ACCT 201 Intermediate Accounting I	4	BUSI 291 Business Internship	(3)	BUSI 290 Business Capstone (or)	3
ACCT 203 Income Tax Accounting	4	CIS 135 Intermediate Spreadsheet Applications	3	BUSI 291 Business Internship	(3)
ACCT 204 Managerial Cost Accounting	3	Program Electives**	15	CIS 135 Intermediate Spreadsheet Applications	3
ACCT 215 Accounting Software Applications	3		21	MGMT 203 Human Resources Management	3
ACCT 275 Capstone in Accounting (or)	3			MGMT 226 Principles of Leadership	3
BUSI 291 Business Internship	(3)			Program Electives***	6
	21				22

<b>Marketing Concentration</b>	
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 program electives from the following subjects: ACCT, AUCTION, BAKE, BANK, BUSI, ECON, ENTR, ENVI, FIN, HORT, MGMT, MKTG, & RE.

\*\*\*Students select program electives from the following courses: ACCT 204; BUSI 230, 245; MGMT 204, 206, 221, 227.

\*\*\*\*Students select program electives from the following courses: MKTG 205, 216, 220; BUSI 230; CIS 145; COMM 221; HTMT 213.

## **RECOMMENDED SEQUENCE FOR FULL-TIME STUDENTS**

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

### **Accounting Concentration**

<b>Fall Semester I</b>		<b>Spring Semester I</b>		<b>Fall Semester II</b>		<b>Spring Semester II</b>	
ACCT 101	4	ACCT 200	4	ACCT 201	4	ACCT 203	4
BUSI 101	3	CIS 105	3	ACCT 215	3	ACCT 204	3
ENGL 101	3	COMM 101	3	BUSI 201 or 209	3	ACCT 275 or BUSI 291	3
Humanities/Arts Elective	3	ENGL 106	3	MGMT 201	3	ECON 201	3
Social/Behavioral Science Elective	3	Math/Science Elective	3 or 4	MKTG 201	3	Wellness	1

### **General Business Concentration**

<b>Fall Semester I</b>		<b>Spring Semester I</b>		<b>Fall Semester II</b>		<b>Spring Semester II</b>	
BUSI 101	3	ACCT 101	4	BUSI 201 or 209	3	BUSI 290 or 291	3
COMM 101	3	CIS 105	3	CIS 135	3	ECON 201	3
ENGL 101	3	ENGL 106	3	MKTG 201	3	Program Electives	9
MGMT 201	3	Humanities/Arts Elective	3	Program Electives	6	Wellness	1
Social/Behavioral Science Elective	3	Math/Science Elective	3 or 4				

### **Management Concentration**

<b>Fall Semester I</b>		<b>Spring Semester I</b>		<b>Fall Semester II</b>		<b>Spring Semester II</b>	
BUSI 101	3	ACCT 101	4	ACCT 200	4	BUSI 290 or 291	3
CIS 105	3	ENGL 106	3	BUSI 201 or 209	3	ECON 201	3
COMM 101	3	Humanities/Arts Elective	3	CIS 135	3	MGMT 226	3
ENGL 101	3	MGMT 201	3	MGMT 203	3	Program Electives	6
Social/Behavioral Science Elective	3	Math/Science Elective	3 or 4	MKTG 201	3	Wellness	1

### **Marketing Concentration**

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