

# DEGREES & CERTIFICATES

## LIBERAL ARTS & SCIENCES: BUSINESS ASSOCIATE OF ARTS (AA)

### About the Program

The Liberal Arts and Sciences: Business AA courses emphasize the integration of theory and practice within the field of business. Students will develop the ability to effectively manage and lead organizations. Students will demonstrate an understanding of the place of business within the global economy. Students will critically apply ethical standards to business practices and decisions.

### Program Goals and Objectives

The Liberal Arts and Sciences: Business AA is designed to prepare the students to enter the workforce prepared with an associate degree. The curriculum allows student to develop an appreciation of the beauty and values that have shaped and enriched our culture. This program prepares students in analytical thinking, critical analysis, group collaboration, and effective communication.

### Career Opportunities

### Program Outcomes

- Upon completion of the AA in Liberal Arts & Sciences: Business, students are able to compare, contrast, and apply ethical standards and use best practices regarding the social responsibility of a business.
- Upon completion of the AA in Liberal Arts & Sciences: Business, students are able to describe the significance of marketing functions including Price, Product, Place and Promotion in a product life cycle.
- Upon completion of the AA in Liberal Arts & Sciences: Business, students are able to identify and describe types of business organizations and operations, as well as the effects of legal environments, when making a selection.

### Required Core: Select at least 18 units from below with at least 3 units from two disciplines (18-20 units)

BUSN 1A Financial Accounting.....	4
BUSN 1B Managerial Accounting.....	4
BUSN 18 Business Law.....	4
BUSN 20 International Business.....	3
BUSN 30 Business Ethics and Society.....	3
BUSN 33 Personal Financial Management and Planning.....	3
BUSN 40 Introduction to Business.....	3
BUSN 45 Entrepreneurship.....	3
BUSN 48 Human Relations in Organizations.....	3
BUSN 51 Accounting for Small Businesses.....	3
BUSN 52 Business Communications.....	3
BUSN 56 Introduction to Management.....	3
BUSN 58 Small Business Management.....	3
BUSN 61 Quickbooks Accounting.....	2
BUSN 65 Federal Income Tax Accounting.....	3
BUSN 86 Management Strategies & Dilemmas.....	3
BUSN 87 Organizational Management and Leadership.....	3
BUSN 88 Human Resources Management.....	3
ECON 1 Principles of Microeconomics.....	3
ECON 2 Principles of Macroeconomics.....	3
ECON 5 Economic History of the United States.....	3
ECON 10 General Economics.....	3
MKTG 50 Introduction to Marketing.....	3
MKTG 56 Marketing Strategies.....	3
MKTG 61 Professional Selling.....	3

**Total Units in the Area of Emphasis..... 18-20**

**General Education and Electives..... 40-42**