

BUSINESS ADMINISTRATION
Marketing/Management Major
Associate in Specialized Business Degree
Eighteen months / 1550 clock hours / 106 quarter credits

This program is designed to prepare students for a career as management trainee, marketing assistant, promotions clerk, public relations, advertising assistant, etc. The student is also provided with a sound base for continuing his or her education in the business administration field.

The program is divided into six quarters during which time the student will complete the following subjects:

Course Number	Course Title	Quarter Credits
AC101	Principles of Accounting I ▪	4.0
AC102	Principles of Accounting II ▪	4.0
AC105	Computerized Accounting ▪	3.0
BA101	Introduction to Business ▪	5.0
BA103	Business Law I ▪	5.0
BA201	Principles of Management ▪	4.0
BA202	Principles of Marketing ▪	4.0
BA203	Elements of Economics ▪	4.0
BA207	Principles of Advertising	4.0
BA209	Customer Service	4.0
BA210	Principles of Selling	4.0
BA211	Business Administration Externship ▪	12.0
CT101	Computer Fundamentals *	4.0
CT105	Word Processing	3.0
CT106	Spreadsheets	3.0
CT202	Desktop Publishing	3.0
CT205	Business Office Presentations	3.0
EC101	English Composition *	4.0
EC102	Communication *	5.0
EC201	Business Communication	4.0
MA101	Business Mathematics	4.0
MA202	Business Statistics ▪	4.0
OT101	Keyboarding I	3.0
PD100	Student Success	1.0
PD101	Professional Development I	1.0
PD102	Professional Development II	2.0
PS101	Introduction to Psychology *	5.0

* indicates a general education requirement

▪ Students must earn a grade of C- or better in order to graduate

