BUSINESS ADMINISTRATION
DIPLOMA – 33 CREDITS

About this program

Be prepared for a varied, exciting range of career options with a general Business diploma credential. Students are provided with a fundamental knowledge of business functions, processes, and an understanding of business organizations in today's global economy. Coursework includes business concepts such as accounting, economics, management, marketing and sales. Skills related to the application of these concepts are developed through the study of computer applications, communication, critical thinking and decision-making. Through these skills, students will have a sound business education base for lifelong learning. This diploma seamlessly integrates into the Business AAS degree programs.

Program outcomes

1. Communicate effectively in oral and written forms.
2. Practice professional and ethical behavior in internal, external and team settings.
3. Utilize financial concepts in analysis of business problems.
4. Demonstrate proficiency in computer software and hardware tools for problem solving and decision making.

Curriculum overview

Crds	Requirement type
24	Required courses
3	Restricted electives in courses
6	Restricted electives in subjects
33	**Total**

Developmental courses note: A student may be required to enroll in developmental courses in reading, writing and math. A student's scores on the Accuplacer assessment will determine enrollment in developmental courses. The purpose of developmental courses is to prepare students for the demands of a college-level curriculum. *Credits may vary.*

Accreditation: Minnesota State Community and Technical College is accredited by the Higher Learning Commission, a regional accreditation agency recognized by the U.S. Department of Education. The Higher Learning Commission 230 South LaSalle Street, Suite 7-500 Chicago, IL 60604-1411 http://www.ncahigherlearningcommission.org Phone: 312.263.0456 / 800.621.7440

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Curriculum requirement details

Required courses

Course	Crds
ACCT2211 - Financial Accounting I	3
BUS1100 - Business Computers	3
BUS1141 - Introduction to Business	3
BUS2204 - Principles of Management	3
BUS2206 - Principles of Marketing	3
DMKT2200 - Introduction to Digital Marketing	3
MKTG1106 - Professional Selling	3
MKTG2000 - Integrated Marketing Communications	3

Other requirements or restricted electives

3 credits from one or more of these Courses:

Course title	Credits
ECON2210 - Macroeconomics	3
ECON2222 - Microeconomics	3
ENGL1101 - College Writing	3

3 credits from one or more of these Subjects:

- COMM

3 credits from one or more of these Subjects:

- ACCT
- BUS
- DMKT
- ENTR
- MKTG

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Course summaries

ACCT2211 - Financial Accounting I ..... ***(3 credits)***
This course introduces students to the content and concepts underlying financial statements. Course content includes study of the accounting model, financial statements, merchandise accounting, internal controls and accounting for assets. The course focuses on using accounting information for decision making.

BUS1100 - Business Computers ..... ***(3 credits)***
Students will utilize business computer software applications including word processing, spreadsheets, databases and presentation software to solve business problems, emphasizing professional design and organization. Additional topics include basic computer hardware, computer security and ethics, privacy concerns and professional communication standards.

BUS1141 - Introduction to Business ..... ***(3 credits)***
Whether Business majors or simply curious about the field, students in this course examine how businesses operate in today's global economy and how various roles contribute to organizational success. Special emphasis is placed on career discovery, with students identifying potential professional interests and aligning their interests with business functions. Students explore current trends, ethical considerations and the impact of technology on business practices while also learning about the skills and qualifications needed for business careers.

BUS2204 - Principles of Management ..... ***(3 credits)***
This course examines the historical and philosophical foundations of management as well as current theory and practices. Managerial decisions as a planner, organizer, motivator, controller and leader of a diverse workforce in a competitive environment are identified and evaluated. The course is a study of the basic principles of business management, including the functional, scientific, behavioral and systems approaches along with the role of projects in contemporary organizations. Current literature, concepts, models and applications may be included as well as the use of case studies.

BUS2206 - Principles of Marketing ..... ***(3 credits)***
This course examines the business function of marketing and will enhance students' decision-making skills in a global market. The course focuses on how marketers create value by satisfying customer needs and wants by analyzing which target markets the organization can best serve, and the appropriate strategies to serve these markets. This course will also discuss the implications of environmental factors (including the digital environment) that can impact the marketing strategies of a business. Topics include business and consumer markets, branding and product strategies, marketing research, digital marketing concepts, pricing, promotion and supply chain management.

DMKT2200 - Introduction to Digital Marketing ..... ***(3 credits)***
This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21st century consumer. Topics will include webpage design, analytics, search engine optimization (SEO), pay-per-click, email marketing, social media marketing and mobile marketing. This class prepares students for more advanced digital marketing courses.

MKTG1106 - Professional Selling ..... ***(3 credits)***
This course covers a fundamental sales approach that can be used as a foundation for future sales courses. The content covers steps used to plan a sales presentation and methods of determining and filling prospect needs or wants.

MKTG2000 - Integrated Marketing Communications ..... ***(3 credits)***
This course is an introduction to the field of integrated marketing communications (IMC) and its role in marketing plans. Emphasis is on the converging fields of advertising, public relations, sales promotion, personal selling and digital marketing. This course focuses on the marketing communications strategy that includes consumer insight and research, market segmentation, brand positioning, communication messages and media channels.

Prerequisites:

- BUS2206

ECON2210 - Macroeconomics ..... ***(3 credits)***
This course provides the student with a means to study economic principles as they relate to determinants of national income, national income accounting, business cycles, unemployment, inflation and aggregate expenditures. The course also examines macroeconomic policy and provides information to gain further understanding in the areas of fiscal policy, financial markets, money and banking, monetary policy, international policy and the varying viewpoints that have evolved throughout history, including the Keynesian and Monetarist schools of thought.

ECON2222 - Microeconomics ..... ***(3 credits)***
Microeconomics stresses the concepts of scarcity, production possibilities, supply and demand curves, elastic and inelastic goods and services, competition, monopolies, oligopolies, poverty and income distribution in the United States. In general, microeconomics examines the functioning of individual industries and the behavior of the individual.

ENGL1101 - College Writing ..... ***(3 credits)***
Meets MnTC Goal Area 1. This is an introductory course designed to prepare students for later college and career writing through a process approach with particular emphasis on revision. Students consider purpose and audience as they read, discuss and refine their work to develop confidence in their writing and communication skills.

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Program Plan — "Fall Start FT"
Locations: Fergus Falls,Moorhead,Online

1st Fall Term (18 credits)

Courses

Course	Crds
ACCT2211 - Financial Accounting I	3
BUS1100 - Business Computers	3
BUS1141 - Introduction to Business	3
BUS2204 - Principles of Management	3
BUS2206 - Principles of Marketing	3

3 credits in one or more of the following:

Course Subject: COMM

1st Spring Term (15 credits)

Courses

Course	Crds
DMKT2200 - Introduction to Digital Marketing	3
MKTG1106 - Professional Selling	3
MKTG2000 - Integrated Marketing Communications	3

3 credits in one or more of the following:

ECON2210 - Macroeconomics 3
ECON2222 - Microeconomics 3
ENGL1101 - College Writing 3

3 credits in one or more of the following:

Course Subject: ACCT
Course Subject: BUS
Course Subject: DMKT
Course Subject: ENTR
Course Subject: MKTG

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