

# BUSINESS

## ASSOCIATE OF APPLIED SCIENCE (AAS) - 60 CREDITS

### About this program

Success in a business career in the 21st century requires preparation in core business subjects. In this program, students learn management skills, accounting procedures, and skills to sell and market products and services. They also gain general knowledge of business operations, economics and computer skills, along with crucial interpersonal skills through various liberal arts courses. This degree offers some flexible restricted electives to allow students to concentrate in one of several emphasis areas. Business students are prepared for industries such as retail, hospitality, insurance, business-to-business, nonprofit and government. Upon graduation, students are qualified for entry-level management, administration, marketing and human resources positions, such as sales, office management, customer service and project management. Students may also transfer to a Business Pathway AS degree, which aligns with business bachelor's degree options throughout the Minnesota State system.

### Program outcomes

1. Describe basic professional and ethical practices in business.
2. Exhibit effective oral and written communication skills for successful interaction in the business setting.
3. Identify the complex and technical skills needed to manage and coordinate business resources.
4. Demonstrate proficiency in computer software and hardware tools for problem solving and decision-making.
5. Apply marketing concepts to real-world situations.
6. Identify and address the needs and expectations of customers and stakeholders to deliver value and foster strong relationships.
7. Utilize critical thinking skills to create solutions to real-world business scenarios.

### Curriculum overview

Crds	Requirement type
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30	Required courses
9	Restricted electives in courses
15	Restricted electives in subjects
6	Restricted electives in course types
60	<b>Total</b>

**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

## Curriculum requirement details

### Required courses

Course	Credits
ACCT1124 - Spreadsheet Applications .....	3
ACCT2211 - Financial Accounting I .....	3
BUS1100 - Business Computers .....	3
BUS1141 - Introduction to Business .....	3
BUS2204 - Principles of Management .....	3
BUS2206 - Principles of Marketing .....	3
BUS2700 - Technology Research and Presentation .....	3
ENGL1101 - College Writing .....	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
BUS2500 - Business Internship .....	3
MKTG2236 - Small Business Management .....	3
MKTG2402 - Management and Marketing Seminar .....	3

#### 3 credits from one or more of these Courses:

Course title	Credits
ECON2210 - Macroeconomics .....	3
ECON2222 - Microeconomics .....	3

#### 3 credits from one or more of these Courses:

Course title	Credits
COMM1120 - Introduction to Public Speaking .....	3
COMM1140 - Interpersonal Communication .....	3

#### 15 credits from one or more of these Subjects:

- ACCT
- ADMS
- AGRI
- BUS
- DMKT
- ENTR
- HRES
- MGMT
- MKTG
- PE

#### 3 credits from these Course Types:

- General Education w/MnTC Goals

#### 3 credits from these Course Types:

- General Education w/MnTC Goals



## Course summaries

### **ACCT1124 - Spreadsheet Applications ..... (3 credits)**

This course provides students with in-depth coverage of a spreadsheet application as used in a business setting. Students should be familiar with Windows and word processing.

#### **Prerequisites:**

- BUS1100

### **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.

### **BUS2700 - Technology Research and Presentation ..... (3 credits)**

Business technology is a continuously evolving catalyst for opportunity and innovation. It is necessary to learn and share new technologies and innovations in order to maintain a competitive advantage; therefore this course requires students to do comprehensive research on a preapproved business technology or innovation topic. Students will develop and present a written report and visual presentation designed to educate their peers.

#### **Prerequisites:**

- BUS1100
- ENGL1101

### **ENGL1101 - College Writing ..... (3 credits)**

Meets MnTC Goal Area 1. This is an introductory writing course designed to prepare students for later college and career writing. The course focuses on developing fluency through a process approach, with particular emphasis on revision. Students will consider purpose and audience, read and discuss writing and further develop their own writing processes through successive revisions to produce polished drafts. Coursework will include an introduction to argumentative writing, writing from academic sources and a short research project.

#### **Prerequisites:**

- Completion of ELL1085, ENGL0096, or ENGL0097 with a grade of C or higher OR placement into college-level English.

### **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

**BUS2500 - Business Internship ..... (3 credits)**

This internship course is designed to provide the student with a purposeful occupational experience in a business environment related to his or her program of study. A learning plan is created for each student in conjunction with the business site to provide experience related to the skills and knowledge acquired in the program. Each internship is an individualized experience; therefore, this course offers a flexible, variable credit experience: The student may choose from 1, 2 or 3 credits, depending on the number of hours pre-arranged with the internship site supervisor. Each credit will require 45 hours of on-the-job learning.

**MKTG2236 - Small Business Management ..... (3 credits)**

This course provides a summary of many of the major issues faced by anyone starting a small business. The course teaches the fundamentals of small business management by blending basic management principles with tested and proven real world techniques for planning, organizing and operating a small business successfully. The course utilizes a variety of learning tools including the textbook, PowerPoint, lectures, written assignments, cases, websites and hands-on activities.

**MKTG2402 - Management and Marketing Seminar ..... (3 credits)**

This seminar provides an avenue for the exploration and investigation of special study topics in management and marketing. As a career enrichment course, it is designed to integrate the coursework taken and contribute to the student's personal and/or professional career goals. Students will develop technology and decision-making skills through simulation. Students will get hands-on learning opportunities through mentorships, guest speakers, podcasts, networking events, conferences, workshops or webinars related to business. Students will work closely with Career Services for job search preparation.

**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.

**COMM1120 - Introduction to Public Speaking ..... (3 credits)**

Meets MnTC Goal Area 1. This course clarifies the process of oral communication, clarifies the basic principles of public speaking and allows the student to increase the application of these principles while both speaking and listening.

**COMM1140 - Interpersonal Communication ..... (3 credits)**

Meets MnTC Goal Area 1. This course will focus on improving students' abilities to communicate effectively in one-to-one dyadic encounters by providing experience-based instruction. Extensive in-class and out-of-class analyses allow the student to examine his/her own and others' informal social interactions. The long-term goal is for the student to apply interpersonal communication theories to daily interactions and draw his/her own conclusions about the effectiveness of interpersonal communication.

# BUSINESS

## ASSOCIATE OF APPLIED SCIENCE (AAS) - 60 CREDITS

### Program Plan — "Full-Time 2yr Business AAS"

Locations: Fergus Falls, Moorhead, Online

#### 1st Fall Term (15 credits)

##### Courses

Course	Credits
ACCT2211 - Financial Accounting I .....	3
BUS1100 - Business Computers .....	3
BUS1141 - Introduction to Business .....	3
BUS2206 - Principles of Marketing .....	3
ENGL1101 - College Writing .....	3

#### 1st Spring Term (15 credits)

##### Courses

Course	Credits
ACCT1124 - Spreadsheet Applications .....	3
BUS2204 - Principles of Management .....	3

##### 3 credits in one or more of the following:

COMM1120 - Introduction to Public Speaking .....	3
COMM1140 - Interpersonal Communication .....	3

##### 6 credits in one or more of the following:

- Course Subject: ACCT
- Course Subject: ADMS
- Course Subject: AGRI
- Course Subject: BUS
- Course Subject: DMKT
- Course Subject: ENTR
- Course Subject: HRES
- Course Subject: MGMT
- Course Subject: MKTG
- Course Subject: PE

#### 2nd Fall Term (15 credits)

##### Courses

Course	Credits
MKTG1106 - Professional Selling .....	3
MKTG2000 - Integrated Marketing Communications .....	3

##### 3 credits in one or more of the following:

ECON2210 - Macroeconomics .....	3
ECON2222 - Microeconomics .....	3

##### 3 credits in one or more of the following:

- Course Subject: ACCT
- Course Subject: ADMS
- Course Subject: AGRI
- Course Subject: BUS
- Course Subject: DMKT
- Course Subject: ENTR

Course Subject: HRES  
Course Subject: MGMT  
Course Subject: MKTG  
Course Subject: PE

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**3 credits in one or more of the following:**

General Education w/MnTC Goals

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## 2nd Spring Term (15 credits)

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### Courses

Course	Crds
BUS2700 - Technology Research and Presentation .....	3

**3 credits in one or more of the following:**

BUS2500 - Business Internship ..... 3  
MKTG2236 - Small Business Management ..... 3  
MKTG2402...Management.and.Marketing.Seminar... 3

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**6 credits in one or more of the following:**

Course Subject: ACCT  
Course Subject: ADMS  
Course Subject: AGRI  
Course Subject: BUS  
Course Subject: DMKT  
Course Subject: ENTR  
Course Subject: HRES  
Course Subject: MGMT  
Course Subject: MKTG  
Course Subject: PE

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**3 credits in one or more of the following:**

General Education w/MnTC Goals

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