The overall mission of Great Basin College is supported by the Business Department’s offering of two main tracks of study. For students who are interested in developing skills that can be immediately applied in the workplace, the Business Department offers five Certificates of Achievement, the Associate of Applied Science degree in Business Administration, and the Bachelor of Applied Science degree in Management in Technology Emphasis (name change to Management and Supervision pending). Each of the Certificate programs is designed to be the first year of coursework for the Associate degree, and the Associate degrees are the first two years of coursework for the Bachelor of Applied Science degree. These applied science programs are depicted in the table to the right.

An alternative track is for students with sights on a traditional bachelor’s degree in Business Administration or a more focused baccalaureate degree in one of the sub-disciplines of accounting, economics, finance, management, or marketing. These students will want to pursue the Business Pattern of Study within the Associate of Arts degree described on page 95 of the catalog. Such a degree is designed to constitute the first two years of study in which the student will transfer to a four-year college or university where the remaining two-years of study will be completed. This pattern of study focuses on a broad background in the arts and sciences with an introduction to the core disciplines of accounting and economics during the first two years of study. In addition to using the Associate of Arts degree as a transfer degree, it can also be used as a stepping stone to the increasing number of bachelor’s degrees at GBC as well.

<table>
<thead>
<tr>
<th>Certificate Of Achievement (One Year)</th>
<th>Emphasis in the Business Administration Associate of Applied Science Degree (Two Years)</th>
<th>Baccalaureate Degree (Four Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting Technician</td>
<td>Accounting</td>
<td>Bachelor of Applied Science Degree in Technology*</td>
</tr>
<tr>
<td>Business Administration</td>
<td>General Business</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>Retail Management</td>
<td>While the Retail Management and the Human Resources Certificates are not designed to lead into any specific AAS degree, students may accomplish progressing to the next degree by carefully selecting options in the certificate program that meets the requirements of the AAS degree of their choice.</td>
<td></td>
</tr>
<tr>
<td>Human Resources</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Name change to Management and Supervision pending.
Certificate of Achievement — Entrepreneurship

Student Learning Outcomes
Graduates of the Entrepreneurship certificate program will have the knowledge and skills to:
• Explain business fundamentals.
• Create a workable business, marketing, and organizational plan.
• Identify budgets and financial statements.

General Education Requirements Credits
INT 100 GBC Orientation................................................. 0.5
COM 101 Oral Communication........................................... 3
MATH 120, 126 or higher
MATH 126 (preferred)................................................... 3
ENG 100 Composition-Enhanced, or
ENG 101 Composition I, or
ENG 107 Technical Communications I .................... 3
IS 101 Introduction to Information Systems, or
IS 201 Computer Applications................................. 3

Program Requirements Credits
BUS 101 Introduction to Business,
FIN 101 Personal Finance, or
MGT 103 Introduction to Small Business Management.......................... 3
BUS 102 Introduction to Entrepreneurship ...... 3
BUS 201 Entrepreneurship II................................. 3
MGT 201 Principles of Management....................... 3
MGT 283 Introduction to Human Resource Management, or
PSY 208 Psychology of Human Relations............. 3
MKT 210 Marketing Principles.............................. 3