

# BUSINESS-AA

## Program Overview

### Associate of Arts - Business

#### Student Learning Outcomes

The suggested pattern of study for an Associate of Arts degree focusing on business is designed primarily for students planning to continue their education at the baccalaureate level. It provides students with a broad background in the arts, sciences, and mathematics, with a solid introduction to the discipline of business. This broad educational background provides the basis for more in-depth studies of accounting, economics, finance, management, or marketing in the remainder of the student's academic career. The general education portion of this pattern of study provides some flexibility in specific course selections that meet the general education requirements at Great Basin College. Students planning to continue their education beyond the AA degree by transferring to another institution should check the requirements of that institution early so that appropriate specific courses can be chosen as part of this pattern of study.

This pattern of study is designed specifically to meet the lower-division requirements at four-year institutions, but students should be aware that each institution varies slightly in its requirements. Students who plan on transferring to any particular college or university should consult with an advisor in order to ensure appropriate lower-level courses are taken at Great Basin College. In a few cases where an institution requires a specific course that is not offered at GBC, students may need to take one or more lower-division courses at the institution to which they transfer. All the courses in this program are available in online format.

Graduates with an AA degree who follow the business pattern of study will have the knowledge and skills to do the following:

- Apply effective communication skills.
- Analyze and utilize fundamental accounting processes and financial statements.
- Demonstrate the importance of marketing principles in the context of a successful business enterprise in various environments.
- Identify the subjectivity of the voluntary choices individuals make in the economy through marginal decision-making and analyzing supply and demand.

#### General Education Requirements

##### Communications and Expressions

##### Written Communications (one course required)

###### ENG 100      Composition-Enhanced

**5 Credits**

Allows students to fulfill their first semester of English while completing the remediation process. Designed for students who did not place into ENG 101 on the placement test/writing sample, but did not score so low that they need ENG 95. Allows a student to refine specific skill deficiencies while completing the first semester of freshman composition (ENG 100 is equivalent to ENG 101). Students will have additional Academic Success Center requirements. Although it is a five-credit course, it does not replace ENG 102. After successful completion of ENG 100, a student must take ENG 102 to complete the general education requirement.

###### ENG 101      Composition I

**3 Credits**

Critical reading and writing of the expository essay. Emphasizes pre-writing, strategies for organization, and revision.

##### Oral Communications

###### COM 113      Fund Speech Communication

**3 Credits**

Principles and theories of speech communication. Participation in public speaking and interpersonal communication activities.

##### Evidence-Based Communications

###### ENG 102      Composition II

**3 Credits**

Continuation of English 101. Emphasizes writing from sources, argument, the investigative paper, and research techniques.

##### Fine Arts (one course required)

###### ART 100      Visual Foundations

**3 Credits**

A beginning art class that includes a survey of art and the basic components of design. The class explores visual concepts as they relate to the history of art through class presentations, discussions, and a variety of media. Students should plan for three hours of studio work outside the class.

###### ART 101      Drawing I

**3 Credits**

A disciplined foundation in drawing concepts based on visual observation skills.

###### ART 107      Design Fundmntls I (2-D)

**3 Credits**

Explores the fundamentals of design using various media focusing on 2-D design.

###### ENG 205      Intro to Creative Writing

**3 Credits**

A creative writing course designed to introduce students to the production of fiction and poetry.

**MUS 101 Music Fundamentals 3 Credits**  
Notation, terminology, intervals, and scales. Designed to furnish a foundation for musicianship. Recommended for teachers in public schools and all others desiring a basic music background.

**THTR 100 Introduction to Theatre 3 Credits**  
A survey of the basic principles, facts, and theories providing an understanding of the art of theatre. Course also includes a special focus on the practical technical aspects of the theatre and on live theatre experiences.

**THTR 105 Introduction to Acting I 3 Credits**  
Examines acting fundamentals and focuses on development of vocal, physical, and creative tools to be used on stage.

**THTR 121 Stage Makeup 3 Credits**  
This course focuses on the history of makeup and basic approaches to applying make-up for the stage and screen. Make-up supplies will be studied, as well as techniques for corrective, old-age, character, stylized, and special effects makeup.

**THTR 204 Theatre Technology I 3 Credits**  
Lecture and discussion encompassing the philosophy and techniques of technical theatre.

**WELD 200 Metal Art 3 Credits**  
This course is designed to give the student the basic understanding of two dimensional 2D and three-dimensional 3D metal art. Also covered in this course we will discuss different Cutting, Welding and metal finishing techniques that are used in this discipline as it relates to metal art.

### Logical and Scientific Reasoning

**Mathematical Reasoning (one course required):** Choose from the courses listed below or any higher-level math course. Excludes MATH 389.

**MATH 126 Precalculus I 3 Credits**  
A third course in algebra that stresses polynomial, quadratic, rational, exponential, and logarithmic functions, including their graphs and applications; complex numbers; systems of equations; and basic operations with matrices and determinants, including Cramer's rule. It is recommended that students have completed prerequisites within two years of enrolling in this course.

**MATH 126E Precalculus I Expanded 3 Credits**  
Precalculus I Expanded with Co-requisite support: Includes equations, relations, functions, graphing; polynomial, rational, exponential, logarithmic, and circular functions with applications; coordinate geometry of lines and conics; analytic trigonometry; matrices and determinants; and binomial theorem. It is recommended that students have completed prerequisites within two years of enrolling in this course.

**MATH 128 Precalculus and Trigonometry 5 Credits**  
Topics Include equations, relations, functions, graphing; polynomial, rational, exponential, logarithmic, and circular functions with applications; coordinate geometry of lines and conics; analytic trigonometry; matrices and determinants; and binomial theorem. It is recommended that students have completed prerequisites within two years of enrolling in this course.

**Scientific Reasoning (one course required):** Choose from the courses listed below or any AST, BIOL, CHEM, ENV, GEOL, or PHYS

**ANTH 102 Physical Anthropology 3 Credits**  
Introduction to the study of how humans, Homo sapiens, have emerged as a species and come to dominate the planet by examining processes of human biological and cultural evolution. Topics include inheritance, the emergence of primates, fossil hominids, the development of technology, and biological variability among modern humans. Satisfies general education science.

**GEOG 103 Physical Geog Earth Environmnt 3 Credits**  
Physical elements of the earth's natural features and their significance to man. Topics include earth form and motion, landforms, weather, climate, vegetation, and soils. Four laboratory experiences required.

**NUTR 121 Human Nutrition 3 Credits**  
An introductory nutrition course for the beginning student. Course will center on the major nutrients and their roles in maintaining good health. Students will learn to recognize well-balanced diets and acquire shopping tips and preparation techniques for optimum utilization of food dollars. Class includes four required labs.

**Scientific Data Interpretation (one course required)**

**BIOL 190 Intro Cell/Molecular Biology 4 Credits**  
Structure and function of cells. Major molecules of life; composition and physiology of cellular organelles; cell metabolism, reproduction, motility, and gene function of both plant and animal cells. Required for biology majors. Concurrent enrollment in a corresponding lab section is required for this course.

**CHEM 121 General Chemistry I 4 Credits**  
Fundamentals of chemistry including reaction stoichiometry, atomic structure, chemical bonding, molecular structure, states of matter, and thermochemistry.

**GEOL 101 Exploring Planet Earth 3-4 Credits**  
Fundamental principles of geology including tectonic and surficial processes, oceans, atmosphere, environmental applications, and resources. Includes a laboratory component.

**PHYS 151 Gen Physics I 4 Credits**

Primarily for students in arts and science. Topics include kinematics, energy and momentum conservation, rotational dynamics, thermodynamics, fluids, harmonic motion, and sound. Laboratory experiments illustrate many of these fundamental principles.

**PHYS 180 Physics Scientist/Engr I 4 Credits**

A comprehensive, calculus-based physics course designed for advanced science and engineering students. Consists of intensive word problem solving covering topics of kinematics, vectors, forces, energy, momentum, rotation, angular momentum, equilibrium, elasticity, gravity, fluids, and oscillations. Lab included.

**Human Societies and Experience****Structure of Societies****ECON 102 Prin of Microeconomics 3 Credits**

Study of the causes and effects of individuals' choices among alternative uses of scarce resources. Topics include supply and demand analysis, price determination, theories of various market structures, competition and coordination, labor, the role of profit and interest, and government involvement in the economy.

**American Constitutions and Institutions: HIST 101 and 102 or PSC 101****HIST 101 U.S. History to 1877 3 Credits**

Survey of U.S. political, social, economic, diplomatic, and cultural development from colonial times through Reconstruction. When taken with HIST 102 satisfies the GBC General Education American Constitutions and Institutions Requirement. HIST 101 and 102 need not be taken sequentially. Either class may be taken alone.

**HIST 102 U.S. History Since 1877 3 Credits**

Survey of U.S. political, social, economic, diplomatic, and cultural development from 1877 to the present. Course satisfies the Nevada Constitution Requirement. When taken with HIST 101 satisfies the GBC General Education American Constitutions and Institutions Requirement. Can be used to satisfy the Nevada Constitution Requirement for out-of-state transfer students who have previously satisfied the United States Constitution Requirement. HIST 101 and 102 need not be taken sequentially. Either class may be taken alone.

**PSC 101 Intro American Politics 3 Credits**

A survey of United States, national, state, and local governments with emphasis on the cultural aspects of the governing process. Satisfies the legislative requirement for the United States and Nevada Constitutions.

## Humanities

**PHIL 102 Critical Thinking 3 Credits**

Covers non-symbolic introduction to logical thinking in everyday life, law, politics, science, advertising; common fallacies; and the uses of language, including techniques of persuasion.

**Technological Proficiency****IS 101 Intro Information Systems 3 Credits**

Introduction to computer-based information systems management including hardware/software relationships, business applications usage, systems theory, current technology, networking, the Internet, computer security, and privacy issues. Recommended corequisite: IS 201.

**Foundations****Social Science****ECON 103 Principles of Macroeconomics 3 Credits**

Basic price and quantity relationships, study of monetary systems and policy, inflation, production and growth, recession, unemployment, fiscal policy, supply and demand perspectives, international exchange, and governmental-market relationships.

**Humanities/Fine Arts (one course required)** Choose from the courses listed below or any transferrable 200-level ENG course, or any 100- or 200-level AM, ART, FIS, FREN, HUM, JOUR, MUS, PHIL, SPAN or THTR course.

**GRC 103 Intro Computer Graphics 3 Credits**

Introduction to the computer as a graphic communications tool using image editing and page layout software. Software literacy, computer graphics terminology, design application, and production are stressed.

**GRC 156 Design with Illustrator 3 Credits**

Introduction to visual communication as it relates to commercial art using vector-based software with an emphasis on corporate identity. Covers graphic design methodology, layout, typography, symbols, logos, and logo systems developed from thumbnails through final design.

**HIST 208 World History I 3 Credits**

Survey of world civilizations to 1600. Examines societies, cultures, and issues relative to Africa, the Americas, Asia, Europe, the Middle East and Oceania.

**HIST 209 World History II****3 Credits**

Survey of world civilizations since 1600. Examines historical societies, cultures, and issues relative to Africa, the Americas, Asia, Europe, the Middle East, and Oceania.

**Program Requirements****ACC 201 Financial Accounting****3 Credits**

Basic accounting principles and procedures with a focus on the corporate form of business organization. Topics include the accounting cycle, journals, ledgers, financial statements, receivables, inventory, fixed assets, current and non-current liabilities, shareholders' equity, and the statement of cash flows.

**ACC 202 Managerial Accounting****3 Credits**

Basic principles pertaining to the internal accounting procedures of an organization. Topics include job costing, activity-based costing, process costing, cost-volume-profit analysis, short-term decision making, capital budgeting, budgeting, variance analysis, responsibility accounting, statement of cash flows, and performance measurements.

**MKT 210 Marketing Principles****3 Credits**

Study of problems of manufacturers, wholesalers, and retailers in the market of goods and services, channels of marketing, customer relations, functions of sales departments, price policies, and communications.

**Additional Math Requirements (one course required)****MATH 127 Precalculus II****3 Credits**

Topics include circular functions, their graphs, and applications; trigonometric identities and equations; conic sections; vectors; sequences and mathematical induction. It is recommended that students have completed prerequisites within two years of enrolling in this course.

**MATH 128 Precalculus and Trigonometry****5 Credits**

Topics Include equations, relations, functions, graphing; polynomial, rational, exponential, logarithmic, and circular functions with applications; coordinate geometry of lines and conics; analytic trigonometry; matrices and determinants; and binomial theorem. It is recommended that students have completed prerequisites within two years of enrolling in this course.

**General Electives (choose with advisor)****Suggested Course Sequence****1st Semester**

Course Credits ACC 201 3 ECON 102 3 ENG 100 or 101 3-5 MATH 126, 126E or 128 3-5 SCIENTIFIC REASONING\* 3-4 TOTAL 15-20 \*Choose with advisor

**2nd Semester - Spring**

Course Credits ACC 202 3 COM 113 3 ECON 103 3 ENG 102 3 GENERAL ELECTIVE\* 3 TOTAL 15 \*Choose with advisor

**3rd Semester - Fall**

Course Credits MKT 210 3 SCIENTIFIC DATA\* 4 MATH 127 or 128 3-5 GENERAL ELECTIVE\* 3 PSC 101 3 TOTAL 16-18 \*Choose with advisor

**4th Semester - Spring**

Course Credits FINE ARTS\* 3 HUMANITIES/FINE ARTS\* 3 IS 101 3 PHIL 102 3 GENERAL ELECTIVE\* 3 TOTAL 15 \*Choose with advisor