

Business

Associate of Applied Science— Business Administration, General Business Emphasis

Student Learning Outcomes

Students who choose to pursue a degree in business administration at GBC will take classes from seasoned professionals who have many years of both practical work experience and teaching. Faculty subscribe to the notion that people of all ages and backgrounds are capable of personal growth and that a stimulating, engaging educational experience enhances that development. We believe that acumen in business is critical for personal and community economic/social success. Specifically, the business department is committed to: 1) developing individuals who recognize their social obligation as business persons; 2) preparing students to assume responsibilities as business owners, managers, and/or employees; 3) providing the business community with persons educated, skilled, and knowledgeable in a variety of useful careers; and 4) developing prospective employees with positive attitudes, including an enthusiasm for life long learning.

Graduates of the AAS in General Business will have the knowledge and skills to:

- Recognize and appreciate the importance of profitability as necessary and worthwhile.
- Successfully promote and market goods and service.
- Critically analyze and solve structured business problems.
- Distinguish management functions of planning, organizing, directing, leading, and controlling.

General Education Requirements	Credits
English/Communications	6
Mathematics.....	3
MATH 126, MATH 126E or higher, excludes STAT 152	
Science	3
Social Science—PSC 101.....	3
Human Relations—MGT 283 (required).....	3
Humanities or Fine Arts.....	3
Technology—IS 101 (required).....	3

Program Core Requirements	Credits
ACC 201 Financial Accounting.....	3
BUS 101 Introduction to Business, or	
MGT 103 Introduction to Small Business	
	3
BUS 273 Business Law I.....	3
ECON 102 Principles of Microeconomics or	
ECON 103 Principles of Macroeconomics	3
FIN 101 Personal Finance	3

Program Emphasis Requirements	Credits
ACC 202 Managerial Accounting	3

ECON	104	Current Economic Issues	3
IS	201	Computer Applications	3
MGT	201	Principles of Management	3
MKT	210	Marketing Principles	3
MKT	127	Introduction to Retailing, or	
MKT	211	Introduction to Professional Sales	3
BUS	175	Business Data Analytics.....	3

SUGGESTED COURSE SEQUENCE (Refer to page 90) AAS—Business Administration General Business Emphasis

FALL—1st Semester	Credits
ACC 201	3
BUS 101 or MGT 103	3
ENG 100 or 101	3
MATH 126 or MATH 126E	3
FIN 101	3
TOTAL	15

SPRING—2nd Semester	Credits
ACC 202	3
ECON 102 or 103	3
ENG 102	3
MGT 283	3
SCIENCE*	3
TOTAL	15

FALL—3rd Semester	Credits
ECON 104	3
IS 101	3
MKT 210	3
PSC 101	3
BUS 175	3
TOTAL	15

SPRING—4th Semester	Credits
BUS 273	3
IS 201	3
HUMANITIES/FINE ARTS*	3
MGT 201	3
MKT 127 or 211	3
TOTAL	15

Minimum Credits: 60

***Select from page 84**

****Choose with an advisor**

After the AAS in General Business, the next step could be the Bachelor of Applied Science in Management and Supervision. See page 105.