

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	
	Management.....	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 211	Introduction to Professional Sales, or	
MKT 127	Introduction to Retailing	3

Program Electives	Credits
Business Elective (Choose with advisor).....	3
(Prefixes are: ACC, BUS, ECON, FIN, MGT, MKT, or RE)	

SUGGESTED COURSE SEQUENCE (Refer to page 88) 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
BUSINESS ELECTIVE**		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 83**

****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 103.