

BUSINESS

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 and Supervision Emphasis. 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 99 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.

BUSINESS		
Certificate Of Achievement (One Year)	Emphasis in the Business Administration Associate of Applied Science Degree (Two Years)	Baccalaureate Degree (Four Years)
Accounting Technician	Accounting	Bachelor of Applied Science Management and Supervision
Business Administration	General Business	
Entrepreneurship	Entrepreneurship	
Retail Management	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.	
Human Resources		

Business

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

SUGGESTED COURSE SEQUENCE Certificate of Achievement— Entrepreneurship

FALL—1st Semester		Credits
INT	100	0.5
BUS	102	3
ENG	100 or 101, or ENG 107	3
IS	101	3
MATH	126	3
MGT	283	3
TOTAL		15.5

SPRING—2nd Semester		Credits
BUS	201	3
COM	101	3
MGT	103	3
MGT	201	3
MKT	210	3
TOTAL		15

Refer to page 85. Minimum Credits: 30.5