

## DIVISION OF BUSINESS PROGRAMS IN THE DIVISION OF BUSINESS

**Effective Fall 2016 semester, ASA College will be offering Business Administration (Associate in Applied Science Degree - AAS) Program at its New York location.**

**Effective Fall 2016 semester, Business Administration / Accounting AOS degree program is no longer offered to new students.**

### **BUSINESS ADMINISTRATION**

Associate in Applied Science Degree

**HEGIS 5004**

**4 semesters/61 credits**

The Associate in Applied Science degree in Business Administration prepares graduates to begin or advance their careers in the business world. It can also be a major step towards completing a bachelor's degree. Program typically provides students with a comprehensive understanding of management principles, business-oriented technology and interpersonal skills. This program also offers concentrations in specific areas of business, such as accounting, sports management, hospitality management, and social media. Through career-oriented courses, the program will help students build the skills and industry background information to qualify them for entry-level jobs in their specialty field. The AAS degree program in Business Administration requires the successful completion of 61 credit semester hours for graduation.

ASA's AAS degree program in Business Administration combines theory with extensive computer applications. The curriculum integrates courses in the humanities, office technology, and complementing electives. Faculty provide students with intensive course work that simulates the typical work environment. A vital component of the Business Administration program is an externship course in which students endeavor to apply their theoretical exposure in the area of their concentration. Participation in this work-experience program is permitted in the final semester. Students who are continuing their education and are not seeking immediate employment have the option of registering for the Business Administration Capstone course.

Accounting professionals play an important role by providing support for decision making in organizations. They form integral and core parts of the decision-making process of an organization. Students develop competencies in a variety of software that are critical to the practice of accounting and business management; i.e. Peachtree, QuickBooks, TurboTax and others. The accounting courses are offered in a pattern that proceeds from the simple to complex. Graduates with concentration in Accounting find jobs as staff accountants, junior accountants, payroll accounting, bookkeepers, accounting clerks and loan processors.

Students can also minor in Sports Management where they have a wide choice of career objectives in sports management and which prepares them for employment in entry-level positions as coaches, empires, athletic administrator, facility and event manager, sports promoter, and related field.

Graduates with concentration in Hospitality Management acquire a solid business and managerial foundation as well as specialized training in this field. Students take courses in a broad range of concepts, practices, and issues specific to the service and hospitality industry – helping them develop the skills and knowledge to work directly with customers or behind the scenes to ensure a more pleasurable guest experience. Graduates are prepared to be leaders in settings such as hotels, food and beverage industry, travel and tourism, casinos, resorts and spa services, and entertainment and sports venues. Graduates would be able to find jobs as hotel night auditor, front-line managers of food preparation workers, and front-line managers of food servers, food service manager, and other related fields.

Social Media Management graduates will master social media communication principles and platforms and be able to apply strategies and tactics to real projects. Completers will also be able to implement an effective and comprehensive social media campaign and develop a professional portfolio to demonstrate newly acquired expertise.

## PROGRAM GOALS

Upon successful completion of the program in Business Administration, (AAS), a graduate should be able to demonstrate the following knowledge, skills and achievements:

- Apply key business and management concepts and theories in a real-world context and apply critical-thinking skills to the managerial decision making process;
- Employ industry-standard accounting software, tax software packages and also manually prepare accurate financial statements, report key data, and prepare both individual and business tax documents;
- Use interpretive and analytic skills to identify problems, create reports with respect to commonly used financial statements;
- Evaluate ethical, social, Civic, and cultural issues in the context of business and accounting practice;
- Apply effective team-management and leadership skills in diverse and dynamic workplaces;
- Apply knowledge of business practices and technical skills that supports and facilitates lifelong professional development and transfer to a Baccalaureate degree program in Business Administration/Accounting without further academic preparation.

COURSE CODE	COURSE TITLE	CREDITS
<b>COLLEGE AND CAREER PREPARATORY COURSES</b>		
<b>CDV100</b>	Career Development	1
<b>FSM100</b>	Freshman Skills Seminar	1
<b>REQUIRED ARTS AND SCIENCES/GENERAL EDUCATION COURSES</b>		
<b>BIO120</b>	Human Biology	3
<b>ECO150</b>	Principles of Microeconomics	3
<b>ENG105</b>	English Composition I	3
<b>ENG110</b>	Speech and Communication	3
<b>ENG205</b>	English Composition II	3
<b>LIB100</b>	Research Methods	2
<b>MAT110</b>	College Algebra	3
<b>PHI110</b>	General Ethics	3

COURSE CODE	COURSE TITLE	CREDITS
<b>REQUIRED PROFESSIONAL COURSES</b>		
<b>ACC101</b>	Principles of Accounting I	3
<b>BUS110</b>	Introduction to Business	3
<b>BUS175</b>	Business Law	3
<b>BUS200</b>	Principles of Marketing	3
<b>BUS205</b>	Principles of Finance	3
<b>BUS905</b>	Business Administration Externship <b>OR</b>	3
<b>BUS910</b>	Business Administration Capstone	3
<b>CIS100</b>	Computer Concepts and Applications	3
<b>ELECTIVE PROFESSIONAL COURSES (FIVE COURSES FROM ANY ONE OF THE FOLLOWING OPTIONS)</b>		
<b>IN ACCOUNTING</b>		
<b>ACC151</b>	Principles of Accounting II	3
<b>ACC165</b>	Spreadsheet Modeling for Business Decisions	3
<b>ACC210</b>	Taxation	3
<b>ACC225</b>	Managerial Accounting	3
<b>ACC250</b>	Computerized Accounting with Application Packages	3
<b>IN SPORTS MANAGEMENT</b>		
<b>BUS270</b>	Sports Management	3
<b>BUS274</b>	Sports Leadership	3
<b>BUS275</b>	Sports Marketing	3
<b>BUS276</b>	Sports Facilities and Events Management	3
<b>BUS280</b>	Sports Finance	3
<b>IN HOSPITALITY MANAGEMENT</b>		
<b>HOS120</b>	Introduction to Hospitality Management	3
<b>HOS150</b>	Technology in the Hospitality Management Industry	3
<b>HOS200</b>	Ethical Hospitality Management	3
<b>HOS220</b>	Convention and Event Management	3
<b>HOS240</b>	Hospitality Human Resources and Supervision	3
<b>IN SOCIAL MEDIA MANAGEMENT</b>		
<b>ENG 175</b>	Writing for Social Media	3
<b>SMM 150</b>	Social Media Marketing Strategy	3
<b>SMM 220</b>	Public Relations and Social Media	3
<b>SMM 240</b>	Using Social Media Tools	3
<b>SMM 250</b>	Digital Media Buyer	3

## COURSE DESCRIPTIONS

**\*\*BIO120** **3 CREDITS**  
**HUMAN BIOLOGY**

This course introduces students to fundamental biological principles that regulate structure and function of cells, genetic, environmental, and evolutionary influences on organisms, and the relationship between such organisms and their environment. A systematic study of structure and function of organ systems is also covered.

**CDV100** **1 CREDIT**  
**CAREER DEVELOPMENT SEMINAR**

This course provides the job and career management tools necessary for the student to reach his/her full career potential. The student will develop essential career success skills through class activities and direct practice in the business community. Hands-on assignments in each session will allow the student to research employers; learn about application requirements, practice meeting business people in various career fields, and practice successful interviewing techniques.

**FSM100** **1 CREDIT**  
**FRESHMAN SKILLS SEMINAR**

This single-credit course is knowledge-and-skills based, designed to help the new college student navigate and experience the challenges as well as the promises of tertiary academic life and beyond. Within the FSM100 course, students are afforded an overview of the college environment. Students get to know ASA – the administration, the academic set-up, the support services departments and much more. The course also includes lessons in developing communication skills, improving study skills, learning how to cope with stress, effective time management, test-taking strategies, and developing critical thinking and problem solving skills. Students are introduced to the importance of the career portfolio in preparation to the more extensive discussion when they take the Career Development (CDV100) course. FSM 100 serves as the first step the student takes toward becoming a disciplined scholar and successful professional.

**\*\*ENG105 @** **3 CREDITS**  
**ENGLISH COMPOSITION I**

This course in English Composition will introduce the student to various techniques of the writing process. Here, they will learn to explore voice, tone, analytical reading, critical thinking, literature and a great deal more. The main objective here will be to trans-

fer thoughts onto paper and do this in a comfortable way, while finding individual authorial voices and styles. Students will use writing to discover, organize, and develop ideas; to express their personal thoughts; to collect and evaluate information; and to persuade their readers.

*Formerly: ENG105 English Composition*  
*Prerequisite: placement by examination*

**\*\*ENG110** **3 CREDITS**  
**SPEECH AND COMMUNICATION**

This course is designed to prepare students for the communicative demands in different circumstances and environments, but especially in the work place. Students will learn the importance of communicative strategies where proficiency and clarity are essential aspects of successful delivery in communication. Students will also become familiar with case studies and situations in which they will challenge their communicative skills in discussions, individually and in groups. An integral part of the course will be preparations of oral presentations and project reports delivered to the class.

**ENG175** **3 CREDITS**  
**WRITING FOR SOCIAL MEDIA**

This course will explore the relationship between audience, purpose and text in a cross section of social media, including Tweets, blog posts, Facebook updates, and Instagram photos. Students will develop criteria for evaluating each form of writing, find examples, assess what makes them effective, consider the decoding skills they demand from readers, and practice the form using tried and true social media writing tactics.

*Prerequisite: ENG105*

**\*\*ENG205@** **3 CREDITS**  
**ENGLISH COMPOSITION II**

This module is the second component in the series of English Composition courses. Here, using Composition I as a springboard, the curriculum of this course is designed to foster within students, the ability to apply independent research and writing skills. The new ASA Writing Center will be a useful resource for students in ENG 205, as it offers help and seminars on research methods which will form the bulk of this course. Students will learn to: (1) read and analyze literary works critically; (2) conduct research through various different modes including library, data-bases and Internet; (3) explore rhetorical strategies; (4) learn proper forms of documentation and citation of sources.

*Prerequisite: ENG105*

**LIB100** **2 CREDITS**  
**RESEARCH METHODS**

This course provides an introduction to information and its sources. It follows the five standards of information literacy established by the ALA's Association of College and Research Libraries. Students learn how to determine the need for information, how to access, evaluate and incorporate such information for a specific purpose and to use the same legally and ethically. The course covers academic library resources and their usage for research projects as well as a thorough introduction to the APA citation style. It uses a mixture of lecture and reading assignments, in-class discussions, examinations, and competency-based lab assessments. An integral part of the course is the application of the learned skills to complete a research project assigned in other college courses.

**\*\*MAT110** **3 CREDITS**  
**COLLEGE ALGEBRA**

This comprehensive, broad-based credit-bearing course is designed to familiarize students with the techniques of problem-solving. Topics include algebraic operations, equations, polynomials, rational expressions, integer and rational exponents, quadratic formula, exponential and logarithmic functions. This course is designed to ensure that students are capable of satisfactorily completing challenging exercises and demonstrating that they are aware of algebraic math concepts essential to college-level learners.

*Prerequisite:* Placement Examination or successful completion of MAT 005 and/or MAT 010

**\*\*PHI 110 @** **3 CREDITS**  
**GENERAL ETHICS**

In this course, students will examine moral belief systems, including different theories of ethics and their application to moral issues in the society at large and in daily life. Students will examine major ethical questions, including "What is morality?" and "What does God have to do with right and wrong?" Students will present ethical ideas of philosophers like Immanuel Kant and Jean-Paul Sartre to the class. Students will also be required to investigate and write about their own ethical values and to write critically about the application of ethics to life.

**ACC101** **3 CREDITS**  
**PRINCIPLES OF ACCOUNTING I**

This course introduces the students to the basic elements of accounting including descriptions of double-entry bookkeeping, the Accounting Cycle for service, merchandising and manufacturing

companies, the making and analysis of financial statements, accounting concepts for sole proprietorship, partnerships, and large corporations.

*Formerly:* ACC100 Fundamentals of Accounting

**ACC151 @** **3 CREDITS**  
**PRINCIPLES OF ACCOUNTING II**

The first part of this course is an overview of the accounting process and financial statements which are designed to provide a gradual transition from the introductory course in Accounting to the more rigorous level of analysis. It also addresses the concepts of present and future values of cash flows and the accounting for cash and short-term investments, receivables, inventories, current liabilities, and contingencies. Finally, it discusses plant assets and depreciation, intangible assets, and long-term liabilities.

*Formerly:* ACC105 Intermediate Accounting I

*Prerequisite:* ACC101

**ACC165** **3 CREDITS**  
**SPREADSHEET MODELING FOR BUSINESS DECISIONS**

This course focuses on using advanced features of Microsoft Excel to create efficient spreadsheet models of common and complex business problems. It challenges students to use critical thinking and analysis to find effective solutions to real-life situations. It is designed to be an extremely practical class, in which the skills learned can be put to immediate use in other classes, the workplace, and other areas of life.

*Prerequisite:* CIS100

**ACC210** **3 CREDITS**  
**TAXATION**

This course examines federal income taxation. It begins with an overview of the federal tax structure including reporting procedures, individual tax preparation, business and professional returns, special tax situations, partnerships, corporations, and tax-exempt corporations. The course also instructs students in the use of the latest tax software available in the market.

*Prerequisite:* ACC101, CIS100

**ACC225** **3 CREDITS**  
**MANAGERIAL ACCOUNTING**

This course discusses contemporary business trends and their impact on managerial accounting. It covers all managerial accounting topics such as job order and process costing, costs influenced

by volume, complexity, product scope, and batch sizes, cost volume-profit analysis, break-even analysis, fixed/variable analysis, flexible budgeting, overhead cost management, advanced manufacturing costs, activity-based costing for strategic decisions, responsibility accounting, constraint theory and decision making, and target costing.

*Prerequisite:* ACC151

## **ACC250** **3 CREDITS** **COMPUTERIZED ACCOUNTING WITH APPLICATION PACKAGE**

This course introduces the student to different types of accounting software and their applications as used by industries in performing day-to-day accounting functions. It integrates the knowledge with information system. It teaches the student the use of accounting software to create a company, set up a chart of accounts, vendors, customers, employees and payroll defaults, general ledger, inventory items, jobs, enter transactions, prepare reports, and analyze the reports.

*Prerequisites:* CIS100, ACC101

## **BUS110 @** **3 CREDITS** **INTRODUCTION TO BUSINESS**

This course has been designed to present the student with a balanced view of a business - the strengths, weaknesses, successes, failures, problems and challenges. In addition, this course, with its vast array of features, provides the student with a solid foundation for more advanced courses, and it explains the opportunities, rewards, and challenges of a business career.

## **BUS175** **3 CREDITS** **BUSINESS LAW**

This course introduces students to the principles of Business Law. Business Ethics and Social Responsibility, Torts, Intellectual Property, Cyber Law, Criminal Law and Contracts are a few of the topics to be covered.

## **BUS200 @** **3 CREDITS** **PRINCIPLES OF MARKETING**

This course introduces the student to the role of marketing in the economy, and covers major marketing topics including institutions involved in the marketing process (manufacturers, wholesalers, retailers, advertising agencies, marketing research firms, banks, shippers, storage warehouses, and others). The course also exam-

ines major tools used by modern marketers (product, price, promotion, place and major environmental forces affecting the marketing process), demographics, economics, ecology, technology, politics and culture.

*Prerequisite:* BUS110

## **BUS205 @** **3 CREDITS** **PRINCIPLES OF FINANCE**

This course approaches the three traditional divisions of finance (corporate finance, investments, and financial institutions) by employing the twin concepts of value maximization and the risk/expected return tradeoff throughout the course. It distinguishes between finance and economics, focuses on time value of money concepts, provides a basic overview of the operations of the firm against the background of financial intermediation and the capital markets, explores security valuation and capital market theory, capital budgeting and corporate financing, financial derivatives and risk management, international financial management, financial analysis and financial planning, inventory and cash management, accounts receivable management.

*Prerequisites:* ACC101, BUS150

## **BUS270 @** **3 CREDITS** **SPORTS MANAGEMENT**

This course provides students with a practical introduction to the sports management industry. It covers the fundamental principles of the business of sports. The course discusses the unique nature of sports-related organizations and the classic aspects of human economic behavior as they apply to these organizations. Additionally, the course covers topics such as the sociological aspects of sports, marketing/sponsorships, facility management, sport rules and contemporary issues. The course will also explore every day functions performed by major league officials, front office personnel, NCAA athletic directors, and event managers.

## **BUS274 @** **3 CREDITS** **SPORTS MARKETING**

This course provides students with a thorough knowledge of sports marketing strategies. The different relationships between the consumer/fan market and the sports industry market are analyzed within this course. It incorporates an in-depth discussion of how the new technology affects marketing the sports industry. Students study sports marketing, promotion, media, licensing, advertising, the internet and corporate sponsorship in professional sports and

the NCAA. The course also includes topics in sports “sales”, audience demographics, and media broadcasting since sports events are used as a vehicle to sell corporate products.

**BUS275 @ 3 CREDITS**  
**SPORTS LEADERSHIP**

This course discusses the development of leadership and managerial roles in the sports industry. It describes motivation, organizational assessment, goal setting, and planning and control strategies in sports. The focus is on leadership behavior, personality types, group/team dynamics, contingency analysis, and coaching. Students receive significant career guidance through understanding their own leadership style. Students relate their individual styles to stellar examples of leaders in professional sports and collegiate coaching.

**BUS276 3 CREDITS**  
**SPORTS FACILITIES AND EVENTS MANAGEMENT**

This course is designed to provide students the opportunity to learn multiple aspects of sports facilities and the management of events held at these facilities. Key concepts to be covered will include ticket sales, crowd control, security, customer satisfaction, revenue generation, marketing and sponsorship.

**BUS280 3 CREDITS**  
**SPORTS FINANCE**

This course grounds students in the real world of financial management in sports, showing them how to apply financial concepts and appreciate the importance of finance in establishing sound sport management practices. Thoroughly updated to the challenges facing today’s professionals, this course engages students with a practical approach to traditionally difficult financial skills and principles.

*Prerequisite: ACC101, BUS150*

**BUS905 3 CREDITS**  
**BUSINESS ADMINISTRATION - ACCOUNTING EXTERNSHIP**

This course is an unpaid, off-site externship under the supervision and evaluation of a cooperating business and the college. Students utilize the knowledge gained in the Business Administration-Accounting program for a minimum of 135 hours (a minimum of 9 hours per week for fifteen weeks is required) during the last semester of the program. The externship course includes guided “hands-on” application of theory and course work, and provides

students with training in different types of organizations from small and mid-sized companies to large corporations. Students present a completed portfolio evaluating the externship experience. *Must be taken in the final semester.*

*Prerequisite: CDV100*

**BUS910 3 CREDITS**  
**BUSINESS ADMINISTRATION CAPSTONE**

A project-oriented course designed to require students working in cross-functional teams to apply what they have learned in their major curriculum to the development of a complex entrepreneurial project. Emphasizes necessity of informed decision making and planning in all phases of business.

*Prerequisite: ACC101, BUS215, BUS200 and Students in their final semester*

**CIS100 3 CREDITS**  
**COMPUTER CONCEPTS AND APPLICATIONS**

This course introduces computers and its applications. Concentration is on data representation, computer concepts and input/output media and devices. It provides a comprehensive overview of Windows operating system as well as social and ethical issues around the Internet, the information and security. Students will also learn popular Microsoft Office Applications (MS Word, MS Excel, MS PowerPoint) used on a personal computer.

**ECO150 @ 3 CREDITS**  
**PRINCIPLES OF MICROECONOMICS**

Microeconomics is a survey course with the core focus of exposing students to how the factors of production are allocated among and within households, firms, and industries. The scope of this course’s contents includes discussions about the fundamentals of supply and demand as competing ends for the consumption of goods and services in the economy. The consumer theory is discussed as a vital part of the course. Production, particularly under a revenue-cost consideration, is discussed in the context of the impacts-perfect competition, monopoly, monopolistic competition, and oligopoly. Coverage is given to factor prices in relation to income sources and monopoly in the labor market.

*Formerly: BUS150*

**HOS120 3 CREDITS**  
**INTRODUCTION TO HOSPITALITY MANAGEMENT**

This course introduces students to fundamental management principles essential to the hospitality profession. Students will learn

how organizations work as well as the essential skills needed to effectively manage customers and employees. Students will explore management within a service industry exploring fundamental organizational concepts such as communication, teaming, leadership, power and politics in the workplace as well as focus on management tasks such as organization, stress, conflict resolution and employee. Students will be provided with industry-related, detailed, hands-on exercises to sharpen their management talents.

## **HOS150** **3 CREDITS** **TECHNOLOGY IN THE HOSPITALITY MANAGEMENT INDUSTRY**

Focuses on the application of various information systems to the management of facilities, programs, services, finances and accounting, products, marketing and sales, human resources and other major functions of hospitality, recreation and tourism organizations/agencies.

*Prerequisite:* CIS100

## **HOS200** **3 CREDITS** **ETHICAL HOSPITALITY MANAGEMENT**

This course covers the functions of the law, legal environment, legal reasoning, and ethical analysis within the hospitality industry. Students will examine leadership and ethical issues in the hospitality industry as they relate to legal reasoning regarding contracts, torts, property, and the impact of law on economic enterprise in the hospitality industry.

## **HOS220** **3 CREDITS** **CONVENTION AND EVENT MANAGEMENT**

This course explores the aspect of the hospitality industry focused upon meeting, event, convention, and exposition planning and the manager's role within this department. Students will acquire an in depth knowledge and understanding about the specialized field of "event management" and become familiar with the management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events. Students will utilize knowledge and skills necessary for successfully planning and management of conventions, meetings, and expositions in a commercial/recreational setting.

## **HOS240** **3 CREDITS** **HOSPITALITY HUMAN RESOURCES AND SUPERVISION**

This text is a trusted resource in preparing for today's HR professional careers in the Hospitality Industry. The latest HR research, meaningful discussions, and a wealth of new and proven

learning features in every chapter demonstrate how HR impacts organizational strategy. The chapters deliver a presentation that flows smoothly with an appropriate blend of theory and practice. Students examine emerging trends in technology, globalization, and HR Metrics as they see first-hand, how current events shape the study and practice of HR today. A complete package of teaching and learning resources is what this book offers and will prepare today's aspiring professionals for a career in HR and future HR success.

## **SMM150** **3 CREDITS** **SOCIAL MEDIA MARKETING STRATEGY**

This course will explain, define, illustrate and apply the ways in which businesses can maximize their marketing efforts through the integration of social media with current marketing strategies. The course will cover the growth and future of social media; how consumers respond to and interact with social media; how businesses can develop an effective social media campaign; how to set social media marketing goals; and how to measure results of social media marketing campaigns.

*Prerequisite:* CIS100

## **SMM220** **3 CREDITS** **PUBLIC RELATIONS AND SOCIAL MEDIA**

This course will offer theoretical and applied approaches to public strategies and tactics needed by public relations professionals. Sample topics may include media relations training; social media and public relations; special events coordination; entertainment public relations; communications in political campaigns; public relations and advertising law; ethics and public relations.

*Prerequisite:* CIS100

## **SMM240** **3 CREDITS** **USING SOCIAL MEDIA TOOLS**

In this course, students will explore and apply techniques for integrating social media marketing as an integral component of marketing campaigns. They will analyze how social media tools serve as listening and outreach tools for building brand or cause awareness and promoting issues. Through an investigation of tools which include internet forums, message board, blogs, wikis, podcasts, picture and video sharing, and social networking, students will develop skills to leverage social media applications as powerful alternatives to traditional interruptive advertising. Students will have the opportunity to create and present a written plan for achieving business goals through the use of a social media marketing campaign.

*Prerequisite: CIS100*

**SMM250**

**3 CREDITS**

**DIGITAL MEDIA BUYER**

This course examines the media planning, buying, and selling functions within advertising. This course will get you acquainted with the terminology and concepts behind planning advertising media, the characteristics of the various media, important audience considerations, and the sources of advertising media information. You will learn specific media selection techniques, media planning and buying approaches that are applied in the advertising industry. You will be taught to use media research routers like MRI, Simmons, and SRDS. A significant portion of the class will involve data analysis and calculations using Excel.

*Prerequisite: CIS100*