

DIVISION OF BUSINESS - BUSINESS ADMINISTRATION

Effective Summer 2017 semester, Business Administration AAS degree program will be offered as presented below.

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.

COURSE CODE	COURSE TITLE	CREDITS
COLLEGE AND CAREER PREPARATORY COURSES		
CDV100	Career Development	1
FSM100	Freshman Skills Seminar	1
REQUIRED ARTS AND SCIENCES/GENERAL EDUCATION COURSES		
BIO120	Human Biology	3
ECO150	Principles of Microeconomics	3
ENG105	English Composition I	3
ENG110	Speech and Communication	3
ENG205	English Composition II	3
LIB100	Research Methods	2
MAT110	College Algebra	3
PHI 110	Ethics	3
REQUIRED PROFESSIONAL COURSES		
ACC101	Principles of Accounting I	3
BUS110	Introduction to Business	3
BUS175	Business Law	3
BUS200	Principles of Marketing	3
BUS205	Principles of Finance	3
BUS905	Business Administration Externship OR	3
BUS910	Business Administration Capstone	3
CIS100	Computer Concepts and Applications	3
ELECTIVE PROFESSIONAL COURSES (FIVE COURSES FROM ANY ONE OF THE FOLLOWING OPTIONS)		
IN ACCOUNTING		
ACC151	Principles of Accounting II	3
ACC160	Advanced Bookkeeping Applications	3
ACC165	Spreadsheet Modeling for Business Decisions	3
ACC210	Taxation	3
ACC225	Managerial Accounting	3
ACC250	Computerized Accounting with Application Packages	3

Digital Media Marketing concentration is designed to introduce students to the world of multi-channel marketing. It provides students with the advanced technical skills and marketing knowledge they need to identify, engage, and develop successful relationships with customers in today's digital environment. Graduates will be able to find jobs in the marketing field as social media specialist, social media coordinator, marketing assistant & communication specialist, marketing specialist, and advertising manager.

Fashion Design and Merchandising concentration combines both creative and analytical thinking and prepares students to promote product lines/brands, and organize promotional campaigns, wholesale level to attract retailer interest, wholesale purchasing, and supply contracts. It covers instructions in wholesaling, wholesale advertising, selling, and customer relations. Students also learn leadership and management skills to be able to analyze and forecast trends for upcoming seasons, to apply and use industry-related technology, and how to apply insights to brand strategy and product development. Graduates from this concentration are employed in retail fields as retail sales managers, sales managers, purchasing managers, and wholesale and retail buyers. They also work for fashion brands and designers, large department stores, and small boutiques.

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.

COURSE CODE	COURSE TITLE	CREDITS
IN DIGITAL MEDIA MARKETING		
DMM100	Digital Techniques and Concepts in Business Environment	3
DMM150	Digital Marketing Strategies and Content Development	3
DMM200	Analyzing the Digital Consumer	3
DMM250	Digital Marketing	3
DMM275	Designing for Digital Advertising	3
IN FASHION DESIGN AND MERCHANDISING		
FSH150	Introduction to Visual Merchandising	3
FSH175	Fashion History and Global Attire	3
FSH215	Buying and Merchandise Math	3
FSH225	Textiles	3
FSH250	CAD for Merchandising	3
IN HOSPITALITY MANAGEMENT		
HOS120	Introduction to Hospitality Management	3
HOS150	Technology in the Hospitality Management Industry	3
HOS200	Ethical Hospitality Management	3
HOS220	Convention and Event Management	3
HOS240	Hospitality Human Resources and Supervision	3
IN SOCIAL MEDIA MANAGEMENT		
ENG 175	Writing for Social Media	3
SMM 150	Social Media Marketing Strategy	3
SMM 220	Public Relations and Social Media	3
SMM 240	Using Social Media Tools	3
SMM 250	Digital Media Buyer	3
IN SPORTS MANAGEMENT		
BUS270	Sports Management	3
BUS274	Sports Marketing	3
BUS275	Sports Leadership	3
BUS276	Sports Facilities and Events Management	3
BUS280	Sports Finance	3

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 DESCRIPTIONS

DMM100

3 CREDITS

DIGITAL TECHNIQUES AND CONCEPTS IN BUSINESS ENVIRONMENT

This course provides a critical overview of methodologies and technologies that enable companies to transform raw data into meaningful and useful information for business purposes. Learn how to use and manage data, to apply techniques for converting data into valuable information, and to analyze data for making data-driven recommendations. This course provides a critical overview of methodologies and technologies that enable companies to transform raw data into meaningful and useful information for business purposes. Learn how to use and manage data, to apply techniques for converting data into valuable information, and to analyze data for making data-driven recommendations.

DMM150

3 CREDITS

DIGITAL MARKETING STRATEGIES AND CONTENT DEVELOPMENT

In today's digital age, marketing plans must have an innovative content strategy in order to succeed. An enticing pitch is absolutely essential for making digital content engaging and viral. Gain an understanding of how best to utilize video, text, audio, photography, and design to foster brand loyalty and to build trust in the digital realm. Hands-on exercises with top industry experts help you to develop innovative strategies, best practices, and content solutions for using the web, wireless apps, widgets, and mobile technology to achieve strategic goals.

DMM200

3 CREDITS

ANALYZING THE DIGITAL CONSUMER

In this course, learn about the current state of social media: reach, scale, impact, and predictions for the future. Learn how to develop objectives, strategies, and campaigns to execute social media. Become familiar with social media best practices: how and why to drive customer and influencer reviews and recommendations. Learn how to develop and execute content that drives brand advocacy and encourages positive reviews and empowering recommendations among your brand's loyal fans and gets the attention of your best prospects. Stay ahead of the competition by learning how to grow brands through social media.

DMM250

3 CREDITS

DIGITAL MARKETING

This course introduces the use of digital channels for inbound marketing and provides a foundation in various acquisition tactics. Gain an in-depth understanding of digital marketing concepts while exploring how to select, use, and implement the latest developments in digital marketing vehicles. Delve into the fundamentals of digital marketing and its impact on business and communications. Also, discuss the development and use of digital marketing as a core strategy in the marketing plan.

DMM275 3 CREDITS

DESIGNING FOR DIGITAL ADVERTISING

In this courses, students will acquire practical experience and invaluable knowledge of design and advertising techniques for both mobile and desktop. Through hands-on application of these digital advertising design techniques, you will develop your own collateral. In class, you will create your own digital ads; learn social media tactics; and explore different versions of digital advertising, including native advertising, video advertising, interactive ads, landing pages, and more. This course introduces and employs a variety of user-friendly software tools for creating polished, effective ads. Learn how to do everything from selecting the image and the font to publishing the ad message in seconds.

FSH150 3 CREDITS

INTRODUCTION TO VISUAL MERCHANDISING

The philosophies and techniques of merchandise presentation within a retail setting will be introduced and discussed. Students will analyze real store environments and the role of basic elements of design within those environments. Emphasis will be place on exterior and interior displays and the branding of a store image through the use of color, fixtures, display materials, and lighting. Students will design and execute two and three dimensional design projects based on a theme. All projects will be executed with an emphasis on holistic design and a professional organization or work. Lecture and Studio.

FSH175 3 CREDITS

FASHION HISTORY AND GLOBAL ATTIRE

This course will include fashion history, costume history, and global fashion. An understanding of these areas are mandatory for professionals within the fashion industry. Fashion History and Global Attire will teach students the history of western fashion from early civilization to today, identification of indigenous dress upon Western Fashion, terminology, and writing with accuracy about fashion will all be covered.

FSH215 3 CREDITS

BUYING AND MERCHANDISE MATH

This course focuses on the main functions of a buyer's role in maximizing profit. Topics include how a buyer purchases brand name versus private label merchandise, vendor/resource negotiations, and communicating and presenting the merchandise strategy to the consumer. Students are introduced to all of the factors that buyers need to effect profits. Profit and loss statements, pricing (initial pricing and markdowns), and planning sales are discussed.

FSH225 3 CREDITS

TEXTILES

The philosophies and techniques of merchandise presentation within a retail setting will be introduced and discussed. Students will analyze real store environments and the role of basic elements of design within those environments. Emphasis will be placed on exterior and interior displays and the branding of a store image through the use of color, fixtures, display materials, and lighting. Students will design and execute two and three dimensional design projects based on a theme. All projects will be executed with an emphasis on holistic design and a professional organization or work. Lecture and Studio.

FSH250 3 CREDITS

CAD FOR MERCHANDISING

This course will introduce students to computer-aided drawing and design, enabling them to create fashion flats boards, original and researched fabric boards and line sheets using Adobe Photoshop, Illustrator and InDesign. Students will be taught to work in a cross-platform environment, strengthening proficiency in all applications. Students will also gain practical knowledge of how the industry uses technology in the workplace.

Prerequisite: CIS100