

## DIVISION OF BUSINESS - PROGRAMS IN THE DIVISION OF BUSINESS

Effective July 17, 2017, program **BUSINESS ADMINISTRATION** should read as follows:

### **BUSINESS ADMINISTRATION\***

Associate in Applied Science Degree

**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
<b>COLLEGE AND CAREER PREPARATORY COURSES</b>		
<b>CDV100</b>	Career Development	<b>1</b>
<b>FSM100</b>	Freshman Skills Seminar	<b>1</b>
<b>REQUIRED ARTS AND SCIENCES/GENERAL EDUCATION COURSES</b>		
<b>BIO120</b>	Human Biology <sup>1</sup>	<b>3</b>
<b>ECO150</b>	Principles of Microeconomics	<b>3</b>
<b>ENG105</b>	English Composition I	<b>3</b>
<b>ENG110</b>	Speech and Communication	<b>3</b>
<b>ENG205</b>	English Composition II	<b>3</b>
<b>LIB100</b>	Research Methods	<b>2</b>
<b>MAT110</b>	College Algebra	<b>3</b>
<b>PHI110</b>	Ethics <sup>2</sup>	<b>3</b>
<b>REQUIRED PROFESSIONAL COURSES</b>		
<b>ACC101</b>	Principles of Accounting I	<b>3</b>
<b>BUS110</b>	Introduction to Business	<b>3</b>
<b>BUS175</b>	Business Law	<b>3</b>
<b>BUS200</b>	Principles of Marketing	<b>3</b>
<b>BUS205</b>	Principles of Finance	<b>3</b>
<b>BUS905</b>	Business Administration Externship <b>OR</b>	<b>3</b>
<b>BUS910</b>	Business Administration Capstone	<b>3</b>
<b>CIS100</b>	Computer Concepts and Applications	<b>3</b>
<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	<b>3</b>
<b>ACC160</b>	Advanced Bookkeeping Applications	<b>3</b>
<b>ACC165</b>	Spreadsheet Modeling for Business Decisions	<b>3</b>
<b>ACC210</b>	Taxation	<b>3</b>
<b>ACC225</b>	Managerial Accounting	<b>3</b>
<b>ACC250</b>	Computerized Accounting with Application Packages	<b>3</b>

# ADDENDUM

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.

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

<sup>1</sup> May be substituted for Science Elective

<sup>2</sup> May be substituted for Humanities Elective

\* This program is offered at the North Miami Beach and Hialeah campuses.



# ADDENDUM

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.
- Develop a sense of community and understanding of population that is diverse in age, race, social, and economic, and economic background;
- Maintain a firm, but flexible educational vision that responds to the ever-changing nature of sports management profession.