

Business Management

Associate of Applied Science (65 Credit Hours)

This program prepares students with the knowledge and skills applicable to a career in management. It is designed for entry-level and mid-level management positions in business and industry. Possible occupations for graduates are: assistant manager, management trainee, small business manager, productions and operations manager, supervisor, and sales representative.

First Semester	Second Semester
PSYC 1100 or EDUC 1100 ENGL 1301 BUSG 1301* ITSC 1409, COSC 1401 or BCIS 1405 POFT 1321 ACNT 1403	ACCT 2301 BMGT 1327 ITSW 1404 ECON 2301 MATH 1314
Third Semester	Fourth Semester
BMGT 1441 BMGT 1331* SPCH 1321 GOVT 2305 BMGT 2310	MRKG 1311 HRPO 2301 BUSG 2309* Visual/Fine Arts Elective BMGT 1368*

*Available Hospitality courses: HAMG 1313, HAMG 1321, HAMG 1366, HAMG 2332.

- BMGT 1327 Principles of Management** 3.3.1
 Concepts, terminology, principles, theories, and issues in the field of management. The course will have students to explain and apply the various theories, processes, and functions of management; identify roles of leadership in organizations; and recognize elements of the communication process.
- BMGT 1331 Production/Operations Management** 3.2.2
 Fundamentals of the various techniques used in the practice of production management to include location, design, and resource allocation. The student will identify important factors of plant location and design, resource allocation, and equipment selection and utilization; and demonstrate the ability to use planning, scheduling, inventory management, and quality control techniques.
- BMGT 1368 Practicum** 3.0.21
 Practical, general workplace training supported by an individualized learning plan developed by the employer, college, and student.
- BMGT 1441 Business Ethics** 4.4.0
 Discussion of ethical issues, the development of a moral frame of reference

and the need for an awareness of social justice in management practices and business activities. Review of ethical responsibilities and relationships between organizational departments, divisions, executive management, and the public. The student will define business ethics and list reasons why business firms should be ethical; describe major types of ethical reasoning that persons in business can use to analyze ethical dilemmas; explain how business, government, and society function as an interactive system; explain the concept of corporate social responsibility; and discuss social and ethical threats emerging from rapid technological change.

- BMGT 2310 Financial Management** 3.3.1
Emphasis on the development and use of accounting information to support managerial decision-making processes in manufacturing, service, and for-profit settings. Topics include managerial concepts and systems, various analysis for decision-making, and planning and control. The student will manage internal controls concerning cost and budgeting; analyze profit and loss statements; recognize and correct financial problems; and utilize and understand formulas to determine organizational profitability.
- BUSG 1301 Introduction to Business** 3.3.0
Fundamental business principles including structure, functions, resources, and operational processes. The student will describe the scope of business enterprise in the nation and the world today; identify major business functions of accounting, management, marketing, and economics; describe the relationships of social responsibility, ethics, and law in business; and define and apply business terminology.
- BUSG 2309 Small Business Management** 3.3.0
Starting and operating a small business. Includes facts about a small business, essential management skills, how to prepare a business plan, financial needs, marketing strategies, and legal issues. The student will describe important issues about small business; identify essential management skills required of a successful entrepreneur; and prepare a business plan.
- HAMG 1313 Front Office Procedures** 3.3.1
A study of the flow of activities and functions in today's lodging operation. Topics include a comparison of manual, machine assisted, and computer based methods for each front file function. The student will discuss lodging industry, markets, service levels, and ownership; describe hotel organization, mission, and operation; and list and explain front office responsibilities. Explain and discuss front office accounting procedures, checkout and settlement procedures, night audit functions and verification.
- HAMG 1321 Introduction to Hospitality** 3.3.1
Introduction to the elements of the hospitality industry. At the end of the course, the student will be able to explain the elements of the hospitality

industry; discuss current issues facing food service; discuss current guest needs; explain general hotel/motel operations; and explain and discuss the role of service in the hospitality industry.

HAMG 1366 Practicum 3.0.21
Practical, general workplace training supported by an individualized learning plan developed by the employer, college, and student.

HAMG 2332 Hospitality Financial Management 3.3.0
Methods and application of financial management within the hospitality industry. Primary emphasis on sales accountability, internal controls, and report analysis. The student will perform various calculations; list and discuss cost percents; list, define, and discuss management reports; and explain the importance of cost, volume, profit relationships, and cost controls.

HRPO 2301 Human Resources 3.3.0
Behavioral and legal approaches to the management of human resources in organizations. The student will describe and explain the development of human resources management; evaluate current methods of job analysis, recruitment, selection, training/development, performance appraisal, promotion, and separation; discuss management's ethical, socially responsible, and legally required actions; assess methods of compensation and benefits planning; and examine the role of strategic human resource planning in support of organizational mission and objectives.

MRKG 1311 Principles of Marketing 3.3.0
Introduction to the marketing functions; identification of consumer and organizational needs; explanation of economic, psychological, sociological, and global issues; and description and analysis of the importance of marketing research. The student will identify the marketing mix components in relation to market segmentation; explain the economic, psychological, sociological, and global factors, which influence consumer and organizational decision-making processes; outline a marketing plan; and interpret marketing research data to forecast industry trends and meet customer demands.