

Catalog Year: 2021/2022

The Associates of Applied Science degree in Business Administration is designed to provide students with the skills needed in diverse public and private organizations. The program provides the business, management and marketing skills necessary for success in entry-level positions requiring foundations of greater responsibility, authority and leadership. Students who complete the program will be viewed by potential employers as having a broad-based education necessary for today's team-oriented and globally-competitive environment.

The Business Administration program prepares students for careers in business, as well as providing students with instructional resources for the purpose of ongoing enhancement of skills. This program may transfer to other Colleges or universities and apply toward a bachelor's degree. Contact the ACC Advising Office or a Faculty Advisor in Business Administration for details.

		Pre or Co	or Co Course Availability		ability
Required Courses	Credits	Reqs Rqd	Fall	Spr	Sum
General Education Courses					
BUS 226 - Business Statistics (3 Cr.)	3		✓	✓	✓
CIS 118 - Intro to PC Applications (3 Cr.)	3		✓	✓	✓
<ul> <li>COM 115 - Public Speaking* (3 Cr.)</li> </ul>	3		✓	✓	✓
<ul> <li>ECO 201 - Principles of Macroeconomics OR ECO 202 - Principles of Microeconomics*</li> </ul>	3				
<ul> <li>ENG 121 - English Composition I: GT-CO1*(3 Cr.)</li> </ul>	3		✓	✓	✓
Major Courses					
ACC 121 - Accounting Principles I (4 Cr.)	4		✓	✓	✓
BUS 115 - Introduction to Business (3 Cr.)	3		✓	✓	✓
BUS 216 - Legal Environment of Business (3 Cr.)	3		✓	✓	✓
BUS 217 - Business Communication & Report Writing (3 Cr.)	3		✓	✓	✓
• BUS 289 - Capstone (2 Cr.)	2		✓	✓	
• FIN 101 - Introduction to Finance* (3 Cr.)	3		✓	✓	✓
<ul> <li>MAN 128 - Human Relations in Organizations (3 Cr.)</li> </ul>	3		✓	✓	✓
• MAN 224 - Leadership (3 Cr.)	3		✓	✓	✓
<ul> <li>MAN 226 - Principles of Management (3 Cr.)</li> </ul>	3		✓	✓	✓
<ul> <li>MAR 106 - Marketing Your Image (3 Cr.)</li> </ul>	3		✓	✓	
• MAR 160 - Customer Service (3 Cr.)	3		✓	✓	
<ul> <li>MAR 216 - Principles of Marketing (3 Cr.)</li> </ul>	3		✓	✓	✓
Concentration Courses					
Any Course with MAR Prefix or BUS 288 - Business Practicum	3		✓	✓	✓
Any Course with MAR Prefix or BUS 288 - Business Practicum	3		✓	✓	✓
Any Course with MAR Prefix or BUS 288 - Business Practicum	3		✓	✓	✓



### Academic Plan Associate of Applied Science

**Business - Marketing** 

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#### Pre-Requisites, Co-Requisites, and Recommendations (grade C or better required)

Where requirements are listed as course categories (e.g. Electives, Arts/Humanities) rather than as specific courses, please note that depending upon course choice, pre-requisites may be required.

60 Credits

BUS 289 - Capstone (2 Cr.)

• Requirement: Contact Instructor for permission to register

#### CIS 118 - Intro to PC Applications (3 Cr.)

• Requirement: Students must have Windows file management skills to create file folders, rename files, delete files, copy and move files

ENG 121 - English Composition I: GT-CO1\*(3 Cr.)

• Co-Requisite: CCR 094 - Studio 121 (3 Cr.)

#### **Program Outcomes**

- Demonstrate the ability to write properly structured and organized business documents.
- Examine a business problem and design a course of action.
- Demonstrate concepts and language of business.
- Develop the appropriate marketing mix to capitalize on a marketing opportunity.

#### Notes

- \*This course requires college level readiness as measured by Accuplacer, ACT, or SAT scores; approved high school course work that is less than five years old; or successful completion of appropriate college-readiness course.
- AAA 101 College 101: Student Experience is required for all new college students seeking degrees or transfer.
- Course availability is subject to change.
- In order to meet program requirements, students registered for ENG 121 or ENG 131 must also register for CCR 094 unless they can demonstrate otherwise meeting the CCR 094 standard through assessment testing, prior college coursework, or recent High School coursework. See an Advisor for details.
- Recommended courses may be listed above for certain electives; consult with the Academic Advising Office (advising@arapahoe.edu or 303.797.5664) for additional elective recommendations.
- Refer to 21/22 catalog for specific requirements and important information about this degree.

#### **Graduation Requirements**

• To graduate, students must apply for graduation (form available at www.arapahoe.edu/departments-and-programs/graduation) by the deadline and meet all degree requirements.



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60 Credits

### RECOMMENDED COURSE SEQUENCE FULL-TIME TRACK

Year 1: Fall	Credits	Course
	3	BUS 115 - Introduction to Business (3 Cr.)
	3	CIS 118 - Intro to PC Applications (3 Cr.)
	3	COM 115 - Public Speaking (3 Cr.)
	3	ENG 121 - English Composition I: GT-CO1 (3 Cr.)
	3	MAN 128 - Human Relations in Organizations (3 Cr.)
Year 1: Spring	Credits	Course
	3	BUS 217 - Business Communication & Report Writing (3 Cr.)
	3	ECO 201 - Principles of Macroeconomics OR ECO 202 - Principles of Microeconomics
	3	FIN 101 - Introduction to Finance (3 Cr.)
	3	MAR 160 - Customer Service (3 Cr.)
	3	MAR 216 - Principles of Marketing (3 Cr.)
Year 2: Fall	Credits	Course
	3 3 3 3	<ul> <li>Any Course with MAR Prefix or BUS 288 - Business Practicum</li> <li>BUS 288 - Business Practicum (3 Cr.)</li> <li>MAR 111 - Principles of Sales (3 Cr.)</li> <li>MAR 117 - Principles of Retailing (3 Cr.)</li> <li>MAR 155 - Social Media for Marketing in Business (3 Cr.)</li> <li>MAR 220 - Principles of Advertising (3 Cr.)</li> <li>Any Course with MAR Prefix or BUS 288 - Business Practicum</li> <li>BUS 288 - Business Practicum (3 Cr.)</li> <li>MAR 111 - Principles of Sales (3 Cr.)</li> <li>MAR 117 - Principles of Retailing (3 Cr.)</li> <li>MAR 117 - Principles of Retailing (3 Cr.)</li> <li>MAR 117 - Principles of Retailing (3 Cr.)</li> <li>MAR 155 - Social Media for Marketing in Business (3 Cr.)</li> <li>MAR 220 - Principles of Advertising (3 Cr.)</li> <li>BUS 216 - Legal Environment of Business (3 Cr.)</li> <li>BUS 226 - Business Statistics (3 Cr.)</li> </ul>
	3	MAN 226 - Principles of Management (3 Cr.)
Year 2: Spring	Credits	Course
	4	ACC 121 - Accounting Principles I (4 Cr.)
	3	Any Course with MAR Prefix or BUS 288 - Business Practicum BUS 288 - Business Practicum (3 Cr.) MAR 111 - Principles of Sales (3 Cr.) MAR 117 - Principles of Retailing (3 Cr.) MAR 155 - Social Media for Marketing in Business (3 Cr.) MAR 220 - Principles of Advertising (3 Cr.)
	2	BUS 289 - Capstone (2 Cr.)
	3	MAN 224 - Leadership (3 Cr.)
	3	MAR 106 - Marketing Your Image (3 Cr.)



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### RECOMMENDED COURSE SEQUENCE PART-TIME TRACK

Year 1: Fall	Credits	Course
	3	BUS 115 - Introduction to Business (3 Cr.)
	3	CIS 118 - Intro to PC Applications (3 Cr.)
	3	ENG 121 - English Composition I: GT-CO1 (3 Cr.)
Year 1: Spring	Credits	Course
	3	BUS 217 - Business Communication & Report Writing (3 Cr.)
	3	FIN 101 - Introduction to Finance (3 Cr.)
	3	MAR 160 - Customer Service (3 Cr.)
Year 1: Summer	Credits	Course
	3	BUS 226 - Business Statistics (3 Cr.)
	3	MAN 128 - Human Relations in Organizations (3 Cr.)
Year 2: Fall	Credits	Course
	3	Any Course with MAR Prefix or BUS 288 - Business Practicum
		BUS 288 - Business Practicum (3 Cr.)
		MAR 111 - Principles of Sales (3 Cr.)
		MAR 117 - Principles of Retailing (3 Cr.)
		MAR 155 - Social Media for Marketing in Business (3 Cr.) MAR 220 - Principles of Advertising (3 Cr.)
	3	COM 115 - Public Speaking (3 Cr.)
	3	MAR 106 - Marketing Your Image (3 Cr.)
Year 2: Spring	Credits	Course
	3	Any Course with MAR Prefix or BUS 288 - Business Practicum
	Ū.	BUS 288 - Business Practicum (3 Cr.)
		MAR 111 - Principles of Sales (3 Cr.)
		MAR 117 - Principles of Retailing (3 Cr.)
		MAR 155 - Social Media for Marketing in Business (3 Cr.)
	3	MAR 220 - Principles of Advertising (3 Cr.) ECO 201 - Principles of Macroeconomics OR ECO 202 - Principles of Microeconomics
	3	MAR 216 - Principles of Marketing (3 Cr.)
Year 2: Summer	Credits	Course
rear 2. Junner	3	BUS 216 - Legal Environment of Business (3 Cr.)
	3	MAN 226 - Principles of Management (3 Cr.)
Year 3: Fall	Credits	Course
.ca. orran	3	Any Course with MAR Prefix or BUS 288 - Business Practicum
	C C	BUS 288 - Business Practicum (3 Cr.)
		MAR 111 - Principles of Sales (3 Cr.)
		MAR 117 - Principles of Retailing (3 Cr.)
		MAR 155 - Social Media for Marketing in Business (3 Cr.)
	3	MAR 220 - Principles of Advertising (3 Cr.) MAN 224 - Leadership (3 Cr.)
Voor 2. Spring	<b>Credits</b>	Course
Year 3: Spring		ACC 121 - Accounting Principles I (4 Cr.)
	4	Acc 121 - Accounting Finicipies I (4 CL.)



# Academic Plan Associate of Applied Science Business - Marketing

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2 BUS 289 - Capstone (2 Cr.)

60 Credits