

BUSINESS MANAGEMENT (RETAIL MARKETING & SALES) - ASSOCIATE OF APPLIED SCIENCE

(64 credits)

A Suggested Plan of Study

The contents of this roadmap may vary depending on initial student placement in mathematics and English. This is only a suggested plan of study for students, and is not intended as a contract. Individual student academic plans may vary. Please contact your academic advisor to create a plan that works for you. Course availability may vary from fall to spring semester and may be subject to modification or change.

NOTE: Students must earn a final grade of C- or better in all required Professional and Major courses and achieve a cumulative grade-point average of at least 2.0. A grade of C- or better is required in ENGL 1110G Composition I and designated Mathematics courses.

Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 64 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Semester 1		Credits
Area I: Communications - English Composition Level 1		4
ENGL 1110G	Composition I (or ENGL 2210G, C- required)	
Area II: Mathematics		3
MATH 1130G	Survey of Mathematics (or higher MATH, C- required)	
Area V: Humanities		3
PHIL 1115G	Introduction to Philosophy (or any other Area V course)	
BUSA 1110	Intro to Business	3
Concentration Course - Choose one course from the following:		3
BMGT 126	Retail Management	
BMGT 132	Principles of Selling	
BMGT 136	Forecasting Business Activity	
BMGT 138	Advertising	
BMGT 205	Customer Service in Business	
Credits		16
Semester 2		
ACCT 2110 or ACCT 1115	Principles of Accounting I or Accounting Principles I	3
BUSA 2230G	Human Relations in Business	3
MGMT 2110 or BMGT 140	Principles of Management or Principles of Supervision I	3
Concentration Courses - Choose two other courses from the list in Semester 1.		6
Credits		15
Semester 3		
Area IV: Social/Behavioral Sciences		3
ECON 1110G	Survey of Economics (or higher ECON)	
BFIN 2110	Introduction to Finance	3

BMGT 208	Business Ethics	3
Choose one from the following:		3
BCIS 1110	Introduction to Information Systems	
BCIS 1215	Introduction to MS Excel I	
BCIS 1230	Introduction to MS PowerPoint	
Concentration Course - Choose one other course from the list in Semester 1.		3
Credits		15
Semester 4		
General Education Elective		3
BLAW 316	Legal Environment of Business	3
BMGT 201	Work Readiness and Preparation	3
BMGT 221	Internship I	3
BMGT 290	Applied Business Capstone ⁴	3
MKTG 2110	Principles of Marketing	3
Credits		18
Total Credits		64