

Management – A.A.S. Degree Program

The A.A.S. degree program in Management offers students an opportunity to explore a wide range of business subjects before choosing one of two areas of concentration — Marketing, or Real Estate-Insurance. The curriculum stresses employment skills and prepares students for entry-level positions in professional areas such as sales, advertising, product management, market research, retailing, international business, small business management, real estate, and insurance. The courses are valuable for current or prospective small business owners and managers, as well as for those pur-

suing careers in larger profit-making and not-for-profit organizations. It also provides students with a foundation for advanced study in Management/Marketing related disciplines.

All students in the Management program must complete a core of 45-46 credits as described below. They then take the balance of their credits in one of the career-oriented concentrations. Students are advised to check course descriptions for prerequisites and corequisites and to consult with Department of Business faculty advisers to discuss their career plans and individual learning objectives.

Requirements for the A.A.S. Degree To complete the A.A.S. degree program in Management, students should follow concentration sequence A or B.

A. MANAGEMENT / Marketing Concentration		
GENERAL EDUCATION CORE REQUIREMENTS		<i>Credits</i>
EN-101, 102	English Composition I, II	6
MA-321	Mathematics in Contemporary Society	3
_____	Health Education (HE-101 or 102) or one course in Physical Education or Dance from the PE-400, 500, or 600 series	1-2
_____	Laboratory Science	4
SP-211	Speech Communication	3
SS-211 or 212§	Economics	3
SS- or HI-	Elective in Social Sciences or History	3
<i>Sub-total</i>		<i>23-24</i>

REQUIREMENTS FOR THE MAJOR		
BU-101	Principles of Accounting I	4
BU-201	Business Organization and Management	3
BU-203	Principles of Statistics	3
BU-301	Business Law I	3
BU-401§	Elements of Marketing	3
BU-500	Introduction to Microcomputer Applications	3
BU-701§	Principles of Finance	3

CONCENTRATION REQUIREMENTS		
BU-402	Marketing Research	3
BU-403	Elements of Salesmanship	3
BU-404	Elements of Advertising	3
BU-405	Elements of Retailing	3
<i>Sub-total</i>		<i>34</i>

ELECTIVES		
BU-	Business electives	2-3

Total Credits Required60

§ Sections of this course denoted as "WI" may be taken to partially satisfy the Writing Intensive Requirement.

Two (2) Writing Intensive classes are required for the Associate degree. See page 69.

B. Management/ Real Estate-Insurance Concentration		
GENERAL EDUCATION CORE REQUIREMENTS		<i>Credits</i>
EN-101, 102	English Composition and Literature I, II	6
MA-321	Mathematics in Contemporary Society	3
_____	Humanities elective	3
_____	Health Education (HE-101 or 102) or one course in Physical Education or Dance from the PE-400, 500, or 600 series	1-2
_____	Laboratory Science	4
SS-211 or 212§	Economics	3
SS- or HI-	Elective in Social Science or History	3
<i>Sub-total</i>		<i>23-24</i>

REQUIREMENTS FOR THE MAJOR		
BU-101	Principles of Accounting I	4
BU-201	Business Organization and Management	3
BU-203	Principles of Statistics	3
BU-301	Business Law I	3
BU-401§	Elements of Marketing	3
BU-500	Intro to Microcomputer Applications	3
BU-701§	Principles of Finance	3

CONCENTRATION REQUIREMENTS		
BU-305	Insurance I	4
BU-306	Insurance II	4
BU-307 or	Real Estate I or	3
BU-310*	Real Estate (Salesperson)**	3-5
BU-308	Real Estate II	3
<i>Sub-total</i>		<i>36-38</i>

ELECTIVES		
_____	Free electives	0-1

Total Credits Required for the A.A.S. in Management60-62**

*Successful completion of BU-310 will satisfy the educational requirement for the New York State Real Estate Salesperson's License Effective July 1, 2008

**Pending Board approval

**A. Suggested Course Sequence
MANAGEMENT / Marketing Concentration**

Semester 1		<i>Credits</i>
BU-201	Business Organization and Management	3
BU-101	Principles of Accounting I	4
EN-101	English Composition I	3
MA-321	Mathematics in Contemporary Society	3
_____	Health Education (HE-101 or 102) or one course in Physical Education or Dance from the PE-400, 500, or 600 series	1-2
<i>Sub-total</i>		14-15

Semester 2		
BU-301	Business Law I	3
BU-401	Elements of Marketing	3
EN-102	English Composition II	3
_____	Laboratory Science	4
SS-211 or	Introduction to Macroeconomics or	
SS-212	Introduction to Microeconomics	3
<i>Sub-total</i>		16

Semester 3		
BU-402	Marketing Research	3
BU-403	Elements of Salesmanship	3
BU-500	Introduction to Microcomputer Applications	3
BU-701	Principles of Finance	3
SP-211	Speech Communication	3
<i>Sub-total</i>		15

Semester 4		
BU-203	Principles of Statistics	3
BU-404	Elements of Advertising	3
BU-405	Elements of Retailing	3
BU-	Business Elective	2-3
SS- or HI-	Social Sciences or History Elective (HI-100 series)	3
<i>Sub-total</i>		14-15

Total Credits Required60

**B. Suggested Course Sequence
MANAGEMENT/Real Estate-Insurance Concentration**

Semester 1		<i>Credits</i>
BU-201	Business Organization and Management	3
BU-101	Principles of Accounting I	4
EN-101	English Composition I	3
MA-321	Mathematics in Contemporary Society	3
_____	Health Education (HE-101 or 102) or one course in Physical Education or Dance from the PE-400, 500, or 600 series	1-2
<i>Sub-total</i>		14-15

Semester 2		
BU-301	Business Law I	3
BU-401	Elements of Marketing	3
EN-102	English Composition	3
SS-211 or 212	Economics	3
BU-305	Insurance I	4
<i>Sub-total</i>		16

Semester 3		
BU-500	Introduction to Microcomputer Applications	3
BU-701	Principles of Finance	3
BU-307 or		
BU-310**	Real Estate I (Sales) or Real Estate (Salesperson)	3-5
_____	Laboratory Science	4
SS- or HI-	Social Sciences or History Elective (HI-100 series)	3
<i>Sub-total</i>		16-18

Semester 4		
BU-203	Principles of Statistics	3
BU-306	Insurance II	4
BU-308	Real Estate II (Brokers)	3
_____	Humanities Elective	3
_____	Free Elective	0-1
<i>Sub-total</i>		13-14

Total Credits Required60-62**

***Pending Board approval*

