



# **Associate of Science**

## **Emphasis in Small Business Management**

## Program of Study: Associate of Science Emphasis in Small Business Management

The Associate of Science emphasis in Small Business Management complements core courses to cover the variety of fundamentals needed for self-employment. Students delineate basic principles and practices of business computing, legal issues, and supervision.

Candidates graduating with the AS in Small Business Management will:

- Analyze the role of small business entrepreneurship in today's economy.
- Outline different types of legal structures for a small business and the differences between them.
- Describe a business plan and its consequent value to new business formation.
- Define the concept of a market and develop business strategies designed to cultivate its expansion.
- Identify the organizational stages of small business growth and determine when a particular stage becomes necessary.

General Education Requirements (27 credit hours)

| Course Number | Course Title   | Course Description   | Credits |
|---------------|--|--|---------|
| ENG 101       | Composition (or comparable Composition class)                        | Provides instruction, guidance, and feedback for the fundamental principles of effective expository writing. Topics include elements of content, organization, writing conventions, and format, applied to areas of the business core program.             | 3       |
| ENG 103       | Business Writing (or comparable Composition class)                   | Emphasizes audience, tone, development, discourse, and vocabulary appropriate to writing for business purposes. Students employ writing topics applied to areas of the business core program. <i>Prerequisite: ENG 101.</i>                                | 3       |
| SPC 101       | Business Presentations (or comparable Speech class)                  | Prepares students to develop and deliver presentations to yield results within informative, persuasive, goodwill, sales, and training venues. The course includes preparing charts and graphs, running productive meetings, and effective public speaking. | 3       |
| ECO 201       | Macroeconomics (or comparable lower division economics class)        | Addresses effects of the national economy on business cycles in regard to growth, inflation, and unemployment. Students consider how these factors are related to micro-level performance.   | 3       |
| POL 101       | U.S Government (or other 100 level or above political science class) | Reviews the structure and functions of the U.S. government and the system of checks and balances with regard to federal power. The course distinguishes the types of authority that are left to the individual states.                                     | 3       |

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| PSY 101 | Psychology (or other 100 level or above psychology class)                               | Introduces basic theoretical constructs of psychology that explain mental processes and behavior. Students compare various schools of thought regarding perception, cognition, emotion, personality, and interpersonal relationships.   | 3 |
| PHL 101 | Business Ethics (or other 100 level or above philosophy class)                          | Analyzes practical moral dilemmas that arise in business environments and the ethical principles that guide resolution of them. Students examine issues from multiple points of view in order to describe the role of business ethics as reconciling conflicting interests.                             | 3 |
| BIO 101 | Environmental Studies I (with lab) (or other 100 level or above physical science class) | Identifies ways in which humans interact with and impact their environment, including natural, constructed, and cultural surroundings. Students consider relationships among these environments that give rise to diverse business and economic circumstances. There is a lab component in this course. | 3 |
| MAT 101 | Introductory Algebra (or other 100 level or above math or statistics class)             | Introduces fundamental algebra concepts. Topics include integers; fractions, decimals, and percentages; algebra notation and symbols; solving equations with roots and powers; linear equations and inequalities; graphing and linear systems; exponents and polynomials; and factoring.                | 3 |

Business Core Requirements (12 credit hours)

| Course Number | Course Title                     | Course Description   | Credits |
|---------------|----------------------------------|--|---------|
| ACT 201       | Accounting I                     | Covers fundamental accounting concepts and techniques in accordance with Generally Accepted Accounting Principles for ledgers, journals, and the accounting cycle; introduces financial statements. Students conduct major operations for analysis of business transactions. | 3       |
| BUS 201       | Intro to Environment of Business | Introduces the functional areas and fundamental terminology of business environments. Topics engage students in current small business events through information evaluation and problem solving to better comprehend the business world.                                    | 3       |
| FIN 201       | Finance I                        | Surveys major topics in financial management, including the financial environment, financial goals of corporations, the agency problem between stockholders and top executives, the  | 3       |

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|         |                               | time value of money, the risk and return relationship, financial statement analysis, financial markets and institutions, and the valuation of securities. |   |
| LAW 201 | Legal Environment of Business | Investigates legal aspects of business. Students examine types of law, contracts, and regulatory obligations.   | 3 |

Emphasis Area Requirements (12 credit hours)

| Course Number | Course Title                      | Course Description   | Credits |
|---------------|-----------------------------------|--|---------|
| MGT 201       | Supervision                       | Provides an overview of the principles of supervision, types of authority, supervisory skills and functions, and principles of supervision. Students take on the role of supervisors to resolve common scenarios.  | 3       |
| SBM 201       | Small Business Principles         | Features the characteristics unique to a small business' start-up, products, customers, sales, service, growth, competition, and risk. The course will emphasize the importance of market identification, proper sales channels for your product or service as well as development of strong vendor relationships. | 3       |
| SBM 203       | Franchise Buying                  | Explores the dynamics of the franchisee-franchisor relationship from the standpoint of the franchisee, as well as the process of choosing, buying, and starting a business franchise. Students examine the obligations of both parties in creating a successful partnership.                                       | 3       |
| SBM 299       | Small Business Management Project | Integrates major concepts and skills within the small business management emphasis. Students explore small business principles in an existing enterprise or establishment. <i>Must be taken as last course in AS small business management emphasis or certificate in Small Business management program.</i>       | 3       |

Electives (9 credit hours)

Additional credit hours of course work must be selected from across the AS program or transferred to complete the 60 hours of required study.

**Total General Ed. Credits: 27**

**Total Business Core Credits: 12**

**Total Emphasis Area Credits: 12**

**Total Elective Credits: 9**

**Total Associate of Science: Emphasis in Small Business Management Credits: 60**