



DEGREE PROGRAM LISTING

Associate of Applied Business in Business Management

Length of Program: 2 years

Program Description

This program is designed to prepare students for opportunities in management by introducing them to the unique language of business and key concepts of the profession. Students will study the functional roles of a manager and gain foundational knowledge in the core areas of business such as teamwork and human resources management, product/service design and innovation, accounting, operations and marketing. Students will gain skills they can apply promptly in the workplace such as critical thinking, decision making, communication and leadership. Students will be introduced to their social responsibility as a leader to organizational stakeholders, their community and the environment, appreciating how these interests are linked. Students will identify their responsibility to act ethically and nurture a culture of sound ethical practices. In addition, this program provides a foundation for further studies.

Program Outcomes:

- Recognize the skills required in planning, organizing, controlling resources and leading in a business environment
- Describe the core disciplines of business and their role in the organization
- Recognize the key elements of a successful team and the relation between motivation and performance
- Communicate effectively via multiple channels of exchange including oral and written
- Identify one's social and ethical responsibility to stakeholders, the community and the environment
- Describe how managers use information to make wise decisions on behalf of the organization
- Utilize decision support tools in the way of math formulas, computer software and information systems to analyze or solve problems
- Demonstrate an ability to find and use reference tools/resources



Roadmap: Business Management - Associate of Science

Lakewood University

Online learning

This roadmap is a recommended semester-by-semester plan of study for this major. A course with an "*" denotes its status as a general education course.

	Course subject and Title	Prerequisite	Credit Hours
Semester One			
LUO100	Lakewood University Orientation		0
BUS100	Introduction to Business		3
COMM100	Interpersonal Communication*		3
COMP100	Introduction to Computers*		3
BSLW100	Business Law		3
Semester Two			
ENG100	Introduction to English*		3
GOVT100	American Government*		3
SPCH100	Introduction to Speech*		3
MATH100	College Mathematics I*		3
Semester Three			
PSY100	Introduction to Psychology*		3
PNMG200	Principles of Management		3
OPMG200	Operations Management		3
HRSM100	Human Resources Management		3
Semester Four			
ACCT100	Principles of Accounting I*		3
ORGB200	Organizational Behavior		3
ACTII200	Principles of Accounting II*	Principles of Accounting I	3
MKTP200	Marketing Principles		3
Semester Five			
PRFN100	Personal Finance*		3
MCRE200	Microeconomics		3
BUSE200	Business Ethics		3
ENTP200	Entrepreneurship		3
Total:			60

ASSOCIATE DEGREE COURSE DESCRIPTIONS

Lakewood University Orientation

0 Credit Hours

Achieve your true potential! This course will help you sharpen existing skills, build on your strengths, and discover the best ways to learn. You will identify your learning styles, learn new behaviors to ensure college success and maximize your learning as you complete your program of study.

American Government

3 Credit Hours

The course provides a survey of the organization of American government, which includes an overview of the historical significance and provisions of the Constitution; the Bill of Rights; Congress; the Supreme Court; the Presidency; political parties and interest groups. The objective of the course is to lay the proper foundation for informed citizenship and more specialized study in political science.

Business Ethics

3 Credit Hours

This course focuses on the importance of sound business ethics in today's workplace and the overarching concept of social responsibility. The course provides students with a conceptual framework with which to analyze ethical decision making from the standpoint of the organizations as well as the perspective of the employee.

Business Law

3 Credit Hours

The "bread and butter" of many law firms comes from organizing small business entities and advising them of their duties and rights. When is partnership better than a corporation? What procedure is followed in setting up a corporation? What must be included in the articles of incorporation? How are corporate minutes drafted? These questions are important to most business in your community and your knowledge in this specialty will help you assist a lawyer in answering them for their clients.

College Mathematics I

3 Credit Hours

This course is a basic review of mathematical skills, including terminology, checking accounts, taxes, payroll, step-by-step approaches. This course will help you develop math skills used in personal and business applications.

English

3 Credit Hours

This course is designed to develop your ability to write clearly. Emphasis is on effective writing and revising techniques including purpose, organization, and mechanics. Various modes and strategies of descriptive, narrative and illustrative essays are covered. The culminating assignment is a research paper.

Entrepreneurship

3 Credit Hours

Revised 8/9/2020

The course focuses on the early development of independent ventures as well as those within established organizations. Individual and organizational level issues will be addressed. Entrepreneurial thinking will explore the thought processes that challenge existing norms and pave the way for novel solutions to problems in any field.

Human Resource Management

3 Credit Hours

An introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management as we know it today. Emphasis is placed on the modern day importance of HRM and the new “corporate view” of the function.

Interpersonal Communication

3 Credit Hours

This course teaches the basics of communication principles and concepts. Topics include: Intercultural issues, conflict management, and communicating in groups and in public.

Introduction to Business

3 Credit Hours

Present the fundamentals of business organization and procedures to acquaint you with management principles, business terminology, types of business organizations and their control.

Introduction to Computers

3 Credit Hours

This course introduces productivity software within the framework of business applications. It involves hands-on assignments including Windows operating system, computer components, word processing, spreadsheets, presentation graphics, the Internet, and e-mail.

Introduction to Psychology

3 Credit Hours

Presents the theories and principles of modern psychology. You will learn about the different branches of psychology and the practical application of psychological tenets to functional behavior.

Marketing Principles

3 Credit Hours

This course is designed to introduce you to the basic principles of Marketing including, but not limited to, fundamental business, management, and entrepreneurial concepts that affect business decision making; economic principles and concepts fundamental to marketing; marketing career exploration, development and growth; and the basic functions of marketing (e.g. distribution, financing, marketing information systems, pricing, product/service management, promotions, and selling).

Microeconomics

3 Credit Hours

This is a survey course in the theory and application of microeconomics. The course topics focus on microeconomic issues and problems, such as competition and monopoly, pricing, consumer demand, and producer supply. The course develops a theoretical framework for microeconomic analysis and applies this theory to practical domestic and international economic policy problems.

Revised 8/9/2020

Operations Management

3 Credit Hours

Operations Management (OM) is the science and art of ensuring that goods and services are created and delivered successfully to customers. This course focuses on what OM managers do, their functions and challenges. The course will also highlight concepts, trends and issues related to the field such as operations strategy, managing the design process, leveraging the use of technology to deliver product or service, quality assurance and project management.

Organizational Behavior

3 Credit Hours

This course brings the insights into human behavior in organizations brought forth by psychology and sociology and centers them on their implications for business organizations. Issues pursued in this course include group dynamics, communications, motivation, leadership, and decision making as well as organizational design, culture, development and change. The discipline of Organizational Behavior is unique in its combined goals of seeking organizational success while advocating employee empowerment.

Personal Finance

3 Credit hours

This course is designed to introduce students to the basic terminology, concepts, and practices of personal finance. It will introduce the concepts of managing personal finances; inflation and recession; tax problems; insurance; annuities; credit; budgeting; financial planning; home ownership; bank accounts; investments; and social insurance programs. Further it will provide the foundation needed to understand and discuss the “language” of routine financial activities and provide a solid foundation for future studies.

Principles of Accounting I

3 Credit Hours

An introduction to the preparation and analysis of financial statements. Specific topics include the accounting model, general purpose financial statements and accounting for assets, liabilities, and equity.

Principles of Accounting II

3 Credit Hours

A continuation of Principles of Accounting I and an introduction to the use of accounting information for management decision making. Specific topics include determining cash flows, international accounting, product costing, budgeting and other concepts of management accounting.

Principles of Management

3 Credit Hours

This is the introductory course in management. The course is designed to provide students an overview of the management function and its role in organizations and society.

Speech 100

3 Credit Hours

This course is designed as an introduction to the study of the human communication process with an emphasis on effective public communication. The course includes intensive practice in public speaking, reasoning, critical thinking, and critical listening. Speech 100 is an essential general education course teaching effective use and understanding of written and spoken forms of communication.