#### BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE

# **Business Management and Marketing Associate in Applied Science**

#### **Description:**

The Business Management and Marketing program prepares students for a variety of careers in business. A core curriculum provides students with a foundation of knowledge applicable to any business career. Students select an area of specialty from one four options: management, marketing and retailing, production and inventory management, and real estate management.

The curriculum is designed for those who seek entry-level jobs as well as for currently employed individuals wishing to enhance their skills. A student specializes by choosing from one of the following options: The Equine Option, The Management Option, The Marketing and Retailing Option and The Real Estate Option.

Course Number	Course Title	Credit Hours
Prior to start: Completion of KCTCS Computer Literacy		
General Education Core		
ENG101	Writing I*	3
ENG102	Writing II*	3
ENG203	Business Writing	3
COM181	Basic Public Speaking* OR	3
COM252	Interpersonal Communications*	(3)
MAT150	College Algebra* <b>OR</b>	3
	any of the following: MA 123, MA 162, MA 113 or STA 291	
	Humanities/Foreign Language Course*	3
	Science Course *	3
ECO201	Principles of Economics I*	3
	Subtotal Credit Hours	24
7	Technical Core or Support Courses	
MGT101	Quality Management Principles	3
MGT160	Introduction to Business	3
MGT240	Business Ethics and Self	3
	Management	
MKT282	Principles of Marketing	3
MGT283	Principles of Management	3
ACC201	Financial Accounting I	3
ACC202	Managerial Uses of Accounting Information	3
CIT130	Microcomputer Applications <b>OR</b>	3
IMD210	Integrated Info.Processing <b>OR</b>	(3)
OST 240	Software Integration <b>OR</b>	(3)
	Microsoft MOS certification	
	Subtotal Credit Hours	24
	*Satisfies General Education	
	requirement for AAS degree	

The **Management Option** prepares the student with broadbased management knowledge and skills, which lead to a variety of positions in organizations.

Academic Sub-Plan Code - 520201711

	Course C C C C C C C C C C C C C C C C C C C		
Number	Course Title	Hours	
	Required		
MGT200	Small Business Management <b>OR</b>	3	
MGT256	Operations Management	(3)	
MGT274	Human Resource Management OR	3	
MGT287	Supervisory Management	(3)	
MGT284	Applied Management Skills	3	
MGT267	Introduction to Business Law	3	
	Choose six hours from the following:		
MGT120	Personal Finance	3	
MGT200	Small Business Management	3	
MGT256	Operations Management	3	
MGT274	Human Resource Management	3	
MGT287	Supervisory Management	3	
MGT288	Self Management	3	
MKT155	Personal Selling	3	
MKT290	Advertising and Promotion	3	
MKT291	Retail Management	3	
MKT293	Buying and Merchandising	3	
MGT299	Selected Topics in Management:	1-3	
	(Option Topic)		
IMD275	Workplace Management	3	
PSY110	Psychology OR	3	
SOC 101	Intro Sociology		
COE199	Cooperative Education: Business	1-4	
	Technology		
ECO202	Principles of Economics II	3	
REA100	Real Estate Principles I	3	
REA120	Real Estate Marketing	3	
	Subtotal Credit Hours	18-19	
	Total Credit Hours	66-67	

The **Marketing and Retailing Option** leads to employment in sales, merchandise management, buying, department supervising, or retail management.

Academic Sub-Plan Code - 520201712

Course Number	Course Title	Credit Hours
Required:		
MKT155	Personal Selling	3
MKT290	Advertising and Promotion	3
MKT291	Retail Management	3
MKT293	Buying and Merchandising	3
MGT267	Introduction to Business Law	3
	Choose 3 hours from the	
MCTIO	following:	2
MGT120	Personal Finance	3
MGT200	Small Business Management	3
MGT288	Self Management	3
MKT299	Selected Topics in Business	1-3

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	Management and Marketing (Option Topic)	
COE199	Cooperative Education: Business	1-4
	Management and Marketing	
ECO202	Principles of Economics II	3
	Subtotal Credit Hours	18-19
	Total Credit Hours	66-67

The **Real Estate Management Option** leads to a career in real estate, which may include sales, finance, counseling, development market analysis, valuation, and/or property management.

Academic Sub-Plan Code - 520201713

Course Number	Course Title	Credit Hours
Required:		
REA100	Real Estate Principles I	3
REA121	Appraising	3
REA225	Real Estate Finance	3
REA230	Real Estate Law	3
Choose 6 ho	ours from the following;	
REA120	Real Estate Marketing	3
REA122	Construction and Blueprints	3
REA200	Real Estate Principles II	3
REA201	Property Management	3
REA202	Real Estate Investments I	3
REA220	Real Estate Brokerage	3
	Management	
COE199	Cooperative Education: Business	1-4
	Management and Marketing	
	Subtotal Credit Hours	18-19
	Total Credit Hours	66-67

The **Equine Management Option** provides the knowledge and skills students need to take advantage of various employment opportunities within the horse industry.

Academic Sub-Plan Code - 520201710

Course Number	Course Title	Credit Hours
Required:		
EQM100	Introduction to Equine Studies	3
EQM120	Introduction to Commercial	4
	Breeding Practices	
EQM140	Equine Business Management I	2
EQM240	Equine Business Management II	2
EQM242	Equine Law	3
EQM246	Current Trends in the Equine	1
	Industry	
EQM250	Equine Practicum	3
	Subtotal Credit Hours	18
	Total Credit Hours	66

## **Certificates**

### Real Estate Pre-Brokerage Management

Academic Sub-Plan Code - 5202013409

Course Number	Course Title	Credit Hours
Required:		
REA100	Real Estate Principles I	3
REA220	Brokerage Management	3
REA230	Real Estate Law	3
	Subtotal	9
Choose 9 ho	ours from the following;	
REA120	Real Estate Marketing	3
REA121	Appraising	3
REA122	Construction and Blueprints	3
REA201	Property Management	3
REA202	Real Estate Investments	3
	Subtotal	9
Additional	General Education Requirements:	
Choose 6 ho	ours	
PSY110	General Psychology	3
ECO201	Principles of Economics	3
ACC 201	Financial Accounting	3
CIT130	Productivity Software	3
	Subtotal	6
	Total Credit Hours	24

## **Real Estate Pre-Licensing**

Academic Sub-Plan Code - 5215013029

Course Number	Course Title	Credit Hours
Required:		
REA100	Real Estate Principles I	3
REA120	Real Estate Marketing	3
	Subtotal	6
Choose two	(2) from the following;	
REA122	Construction and Blueprints	3
REA220	Brokerage Management	3
REA225	Real Estate Finance	3
REA230	Real Estate Law	3
	Subtotal	6
	Total credit hours	12

### **Equine Management**

Academic Sub-Plan Code - 5202013399

Course Number	Course Title	Credit Hours
Required:		
EQM100	Introduction to Equine Studies	3
EQM120	Introduction to Commercial	4
	Breeding Practices	

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EQM140	Equine Business Management I	2
MGT160	Introduction to Business	3
EQM240	Equine Business Management II	2
EQM242	Equine Law	3
EQM246	Current Trends in the Equine	1
	Industry	
PSY110	General Psychology	3
MGT101	Quality Management Principles	3
	Total Credit Hours	66