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	
	General Education Core		
ENG101	Writing I*	3	
ENG102	Writing II*	3	
ENG203	Business Writing	3 3 3	
COM181	Basic Public Speaking* OR		
COM252	Interpersonal Communications*	(3)	
MA109 or	College Algebra* OR	3	
MT150		3	
	any of the following: MA 123, MA		
	162, MA 113 or STA 291		
	Humanities/Foreign Language	3	
	Course*	J	
	Science Course *	3	
PY110	Psychology OR	3	
SOC101	Sociology	(3)	
ECO201	Principles of Economics I*	3	
	Subtotal Credit Hours	27	
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 3 3	
ACC201	Financial Accounting I	3	
ACC202	Managerial Uses of Accounting	3	
	Information		
CIT130	Microcomputer Applications OR	3	
IMD210	Integrated Information Processing	(3)	
	OR - 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 Number	Course Title	Credit Hours
Required		Hours
MGT200	Small Business Management OR	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	
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
COE199	Cooperative Education: Business	1-4
	Technology	
ECO202	Principles of Economics II	3
RE100	Real Estate Principles I	3 3
RE120	Real Estate Marketing	
	Subtotal Credit Hours	18
	Total Credit Hours	69

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	
MOTELOO	following:	2
MGT120	Personal Finance	3
MGT200	Small Business Management	3
MGT288	Self Management	3
MKT299	Selected Topics in Business	1-3
	Management and Marketing	
	(Option Topic)	

(Courses are listed by category and not necessarily in the order to be taken)

2008-09

BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE

COE199	Cooperative Education: Business	1-4
	Management and Marketing	
ECO202	Principles of Economics II	3
	Subtotal Credit Hours	18
	Total Credit Hours	69

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:			
RE100	Real Estate Principles I	3	
RE121	Appraising	3	
RE225	Real Estate Finance	3	
RE230	Real Estate Law	3	
Choose 6 ho	Choose 6 hours from the following;		
RE120	Real Estate Marketing	3	
RE122	Construction and Blueprints	3	
RE200	Real Estate Principles II	3	
RE201	Property Management	3	
RE202	Real Estate Investments I	3	
RE220	Real Estate Brokerage	3	
	Management		
COE199	Cooperative Education: Business	1-4	
	Management and Marketing		
	Subtotal Credit Hours	18	
	Total Credit Hours	69	

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	69