

BUSINESS ADMINISTRATION, AS

Program code: BSAD-AS

Location: Asnuntuck, Capital, Gateway, Housatonic, Manchester, Middlesex, Naugatuck Valley, Northwestern, Norwalk, Quinebaug Valley, Three Rivers, Tunxis

Program Description

Provides skills in accounting, ethics, finance, law, management, management information systems, and marketing which are needed to succeed in businesses from sole proprietorships through global corporations. This degree will prepare students to enter a variety of positions in business, start their own venture or continue to a bachelor's degree program. This is a parent degree which offers concentrations as described on the "Related Programs" tab. Degree concentration areas are oriented towards career options for graduates and business electives may not transfer.

This program is accredited by the Associate Degree Board of Commissioners of the Accreditation Council for Business Schools and Programs (ACBSP) (<https://acbsp.org/>).

Learning Outcomes

In addition to the General Education learning outcomes, upon successful completion of all program requirements, graduates will be able to:

1. Describe and appraise the economic, political, regulatory, legal, technological, ethical and social contexts of organizations in a global society
2. Define and evaluate principles, techniques and major functions of management and business organizations.
3. Understand the U.S. legal system and be able to apply the principles to the legal environment in which organizations conduct business.
4. Understand, apply and evaluate marketing fundamentals to make tactical decisions to execute business strategy.
5. Develop and interpret financial statements using accounting and finance principles to make evidence-based decisions.
6. Apply quantitative and technical skills to analyze problems, formulate and develop solutions using appropriate technology, and effectively communicate results to stakeholders.

Degree Requirements

Code	Title	Credits
General Education Courses		
ENG 1010	Composition	3
MATH 1010	Intermediate Algebra	3
Elective SCKX - Scientific Knowledge Course or Elective SCRX - Scientific Reasoning Course		3-4
Elective ARHX - Arts & Humanities Course		3-4
ECON 1001 or ECON 1002	Principles of Macroeconomics Principles of Microeconomics	3
BUSN 2100	Business Communication	3
CCS 1001	College and Career Success	3

Program Courses

ACCT 1130	Principles of Financial Accounting	3
ACCT 1170	Principles of Managerial Accounting	3
BMGT 2020 or BMGT 2100	Principles of Management Organizational Behavior	3
BMKT 2010	Principles of Marketing	3
BUSN 2340 or BUSN 2310	Legal Environment of Business Business Law I	3
Choose one of the following:		3
BFIN 2100	Principles of Finance (recommended for transfer)	
BFIN 1100	Personal Finance	
Choose one of the following open electives:		3
ACCT 1250	Accounting Applications I	
BUSN 1150	Business Software Applications	
CIS 1141	Introduction to Management Information Systems (recommended)	
Open Elective		3
Business Elective Courses		
Choose five of the following:		15
BENT 2180	Entrepreneurship	
BENT 2170	Small Business Management and Growth	
BENT 2300	Business Plan	
BENT 2098	Business Special Topics	
BFIN 1100	Personal Finance	
BFIN 1110	Financial Literacy	
BFIN 1250	Principles of Banking	
BFIN 2100	Principles of Finance	
BFIN 2300	Investment Principles	
BFIN 2110	Money and Banking	
BFIN 2350	International Finance	
BUSN 1100	Introduction to Business	
BUSN 1150	Business Software Applications	
BUSN 2100	Business Communication	
BUSN 2250	History of American Business	
BUSN 2150	Global Business	
BUSN 2310	Business Law I	
BUSN 2320	Business Law II	
BUSN 2340	Legal Environment of Business	
BUSN 2400	Business Ethics	
BUSN 2098	Business Special Topics	
BUSN 2090	Business Capstone	
BUSN 2195	Business Co-op Internship	
BUSN 2095	Business Practicum	
BMGT 2020	Principles of Management	
BMGT 2040	Managerial Communications	
BMGT 2100	Organizational Behavior	
BMGT 2200	Human Resource Management	
BMGT 2260	Negotiation	
BMKT 1060	Principles of Selling	
BMKT 1230	Principles of Customer Service	
BMKT 2010	Principles of Marketing	

BMKT 2070	Consumer Behavior
BMKT 2080	Social Media Marketing
BMKT 2140	International Marketing
BMKT 2160	Digital Marketing
BMKT 2210	
BMKT 2350	Public Relations
BMKT 2410	Principles of Advertising
BMKT 2098	Special Topics in Marketing
MATH 1010	Intermediate Algebra
MATH 1500	Applied Business Math
MATH 1200	Statistics I
MATH 1610	Precalculus
MATH 2500	Calculus for Business and Social Science
ECON 1002	Principles of Microeconomics
ECON 1001	Principles of Macroeconomics
Total Credits	60-62

The Business Administration curriculum offers 3 concentrations within the discipline. Students may not complete more than one associate's degree in this area but additional certificates may be earned.

- Business Administration: Finance Certificate
- Business Administration: Finance, AS
- Business Administration: Honors, AS
- Business Administration: Management Certificate
- Business Administration: Management, AS
- Business Administration: Marketing Certificate
- Business Administration: Marketing, AS