

## 2007-08 Catalog: Programs of Study

### Business Administration

The Business Administration program prepares students for employment or advanced in the business profession. The course selections emphasize a business foundation along with the opportunity to focus in marketing or management. Career opportunities in marketing, sales, management, team leadership and supervisory rolls exist in practically every industry.

There are four options within this program:

- **Business Administration** A.A.S. Degree
- **Business Operations** Technical Certificate
- **Business Management** Technical Certificate
- **Marketing** Technical Certificate

Students may choose to pursue an A.A.S. degree and earn technical certificates while completing the requirements for the degree, or pursue one or more certificate programs to develop or upgrade their skills in a particular field. Contact an advisor or counselor to determine the career education path that is best for you.

Students may complete a degree in only one of the three specialty tracks: Management, Marketing, or Distribution and Logistics. Students who wish to add a second area of specialization after completing a degree should pursue the technical certificate in that area.

### Business Administration (A213)

#### Associate in Applied Science

This business degree will be a proud highlight on your resume and one that will give you a competitive edge in your career pursuits. This program is a door opener to a wide world of opportunities in marketing, sales, management, team leadership, and supervisory positions in large companies or small businesses in practically every industry.

The curriculum in the associate in applied science (A.A.S.) degree program in business administration differs slightly from the curriculum in the **associate in science** (A.S.) degree program. The A.A.S. program is intended primarily for students who desire to complete an associate degree and become immediately employed.

#### Accreditation

This program is accredited by the **Association of Collegiate Business Schools and Programs (ACBSP)**.

#### Cost

Estimated cost of tuition is \$4,250 (tuition rated for Florida residents, as of 7/07). Contact the program manager for additional costs (materials, fees, textbooks).

#### Need More Information? Contact:

**Sandra Beck**, Downtown Campus, 904.633.8380

**Sheri Litt**, Kent Campus, 904.381.3704

**Janice Hall**, North Campus, 904.766.6705

**Phil Petersen**, South Campus, 904.646.2096

#### Curriculum

Course Number and Title	Credits
<b>General Education Courses</b>	
<b>ENC 1101</b> English Composition I	3
*Mathematics	3
*Humanities	3
<b>INP 1390</b> Human Relations in Business and Industry	3
<b>ECO 2013</b> Principles of Economics I	3

**Credit Hours****15****Required Professional Courses**

<b>GEB 1011</b>	Introduction to Business	3
** <b>CGS 1100</b>	Microcomputer Applications for Business and Economics	3
<b>MAR 1011</b>	Principles of Marketing	3
<b>OST 2335</b>	Applied Business Communications	3
<b>BUL 2131</b>	Business Law I — The Legal Environment of Business	3
<b>APA 1001</b>	Applied Accounting	3
<b>or ACG 2021</b>	Financial Accounting (4 cr.)	
<b>MAN 2021</b>	Principles of Management	3
<b>MAN 2582</b>	Introduction to Project Management	3
<b>OST 1581</b>	Professional Development in the Work Environment	3
<b>MAN 1943</b>	Internship	3
	<b>Credit Hours</b>	<b>30</b>

**Professional Electives (minimum 19 credit hours)**

<b>ACG 2021</b>	Financial Accounting	4
<b>ACG 2071</b>	Managerial Accounting	3
<b>ADV 2000</b>	Advertising	3
<b>BUL 2242</b>	Business Law II	3
<b>CGS 2554</b>	Introduction to E-Business	4
<b>FIN 2000</b>	Principles of Finance	3
<b>FIN 2100</b>	Personal Finance	3
<b>MAN 1941</b>	Internship	1
<b>MAN 2043</b>	Quality Management	3
<b>MAN 2125</b>	Supervision and Performance Improvement	3
<b>MAN 2300</b>	Human Resource Management	3
<b>TRA 2141</b>	Regulatory Compliance for Logistics Managers	3
<b>TRA 2010</b>	Transportation	3
<b>TRA 2098</b>	Warehouse Management	3
<b>MNA 2216</b>	Inventory Management	3
<b>TRA 2131</b>	Purchasing for Logistics Managers	3
<b>TRA 2152</b>	Operations Management	3
<b>MAR 2612</b>	Marketing Research	3
<b>MKA 1021</b>	Salesmanship	3
<b>MKA 1425</b>	Retail Merchandising	3
<b>MKA 2951</b>	Field Study Tours	3
<b>OST 1384</b>	Introduction to Customer Service	3
<b>REE 1040</b>	Real Estate Principles and Practice	4
<b>SBM 2000</b>	Small Business Management	3
	<b>Credit Hours</b>	<b>19</b>

**Total Credit Hours****64**\*Refer to A.S. degree **General Education Requirements**.\*\***CGS 1570** may be substituted for **CGS 1100**.**Note**

This associate in applied science degree program is intended primarily for students who desire to complete an associate degree and become employed. Students who decided to pursue university transfer should select the A.S. to B.S. **Business Administration degree**.

**The following are suggested tracks to be used for advising purposes only:**

**Management Track**

<b>MAN 2300</b>	Human Resource Management	3
<b>BUL 2242</b>	Business Law II	3
<b>MAN 2125</b>	Supervision and Performance Management	3
<b>CGS 2554</b>	Introduction to E-Business	4
<b>FIN 2000</b>	Principles of Finance	3
	Professional Elective	3

**Marketing Track**

<b>MKA 1021</b>	Salesmanship	3
<b>MKA 1425</b>	Retail Merchandising	3
<b>ADV 2000</b>	Advertising	3
<b>MAR 2612</b>	Marketing Research	3
<b>CGS 2554</b>	Introduction to E-Business	4
<b>FIN 2000</b>	Principles of Finance	3

**Logistics and Distribution**

<b>TRA 2141</b>	Regulatory Compliance for Logistics Managers	3
<b>TRA 2010</b>	Transportation	3
<b>TRA 2098</b>	Warehouse Management	3
<b>MNA 2216</b>	Inventory Management	3
<b>TRA 2131</b>	Purchasing for Logistics Managers	3
<b>TRA 2152</b>	Operations Management	3
<b>MAN 1941</b>	Internship	1

©2008 Florida Community College at Jacksonville. To request information, contact the Learner Support Center at [info@fccj.edu](mailto:info@fccj.edu) or 904.646.2300.

Revised February 26, 2008