



Associate of Science

Business Administration (ASBA)

• CIP 520201 • 60 credits

Program Description

The Associate of Science in Business Administration (ASBA) is a 60-credit program that is designed to provide students with a strong foundation of academic study in business achieved within a reasonable period of time. Students who plan to continue their education at the bachelor level should be well-prepared, having completed standard General Education courses as well as key core 100-200-level accounting and business courses.

Concentrations: The ASBA offers the following concentrations: General Management, Accounting, Banking, Finance, Human Resources, International Business, Marketing, Social Entrepreneurship, and Quality Systems. Curriculum for the core program and each concentration is provided below. Courses in the concentration are typically taken in the sequence in which they are presented in the Catalog for skills-building purposes and academic success.

Program Outcomes

- Discuss basic business plans in the context of global, political, social and technological environments.
- Recognize key ethical and legal concepts in diverse, changing work environments.
- Identify and research major business issues.
- Describe the operational principles of business, particularly in the industry-specific disciplines of accounting, finance, marketing, and management.
- Understand the importance of clearly and effectively communicating and presenting basic data, ideas, and concepts in business administration.

Instructional Delivery

The ASBA is an online program. Courses are eight weeks in length, and there are six sessions each year. The ASBA is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive online learning format.

Given that CCG students are primarily working adults, the average program completion is three (3) years, four (4) months (part-time; 20 eight-week sessions), or one (1) year, four (4) months (full-time; 10 eight-week sessions).

ASBA General Education 21 credits

English 6

ENG 101W English I

ENG 201W English II

Critical Thinking and Literacy 6

INF 101W Information Literacy for College Success
(Required first course at CCG)

PHI 101W Critical Thinking

Social Science 3

Choose one:

ECO 101W Economics and Society

PSY 250W Psychology

POL 250W Political Science

SOC 250W Sociology

Mathematics* 3

Choose one:

MAT 101W* Essentials of College Mathematics

MAT 103W Business Math

MAT 205W College Algebra

Natural & Physical Science 3

SCI 281W Environmental Science

*Students may elect to take a Math placement exam instead of MAT 101W. Students should contact their advisor for assistance with scheduling the placement exam prior to enrolling in any MAT courses.

Core Curriculum 24 credits

ACC 201W Accounting I

ACC 202W Accounting II

MAT 305W Business Statistics

MGM 201W Principles of Management

MGM 225W Human Resources

MGM 250W Business Ethics

MGM 255W Business Law

MKT 210W Principles of Marketing

Concentration Curriculum 15 credits



(All courses @ 3 credits except as noted.)



Continued

ASBA Concentrations

15 credits • Please take the courses outlined below after completing the ASBA General Education courses.

General Management

FLS 101W Financial Literacy

FIN 201W Principles of Financial Services

Electives: Choose three (3) courses from the ACC, FIN, DMK, INB, HRM, MGM, MKT, MIS, SEM, QSM programs

Accounting

ACC 205W Managerial/Cost Accounting I

ACC 301W Intermediate Accounting I

ACC 310W Computer Accounting with QuickBooks

Electives: Choose two (2) courses from the ACC, FIN, DMK, INB, HRM, MGM, MKT, MIS, SEM, QSM programs

Banking

BNK 201W Principles of Banking

BNK 301W Consumer Credit

FLS 101W Financial Literacy

FIN 201W Principles of Financial Services

Electives: Choose one (1) course from the ACC, FIN, DMK, INB, HRM, MGM, MKT, MIS, SEM, QSM programs

Finance

FIN 201W Principles of Financial Services

FIN 210W Principles of Investments

FIN 305W Corporate Finance

Electives: Choose two (2) courses from the ACC, FIN, DMK, INB, HRM, MGM, MKT, MIS, SEM, QSM programs

Human Resources

HRM 210W Introduction to Recruitment and Selection

HRM 220W Introduction to Employee Relations

HRM 230W Introduction to Compensation and Benefits

HRM 250W Effective Workplace Training and Development

Electives: Choose one (1) course from the ACC, FIN, DMK, INB, HRM, MGM, MKT, MIS, SEM, QSM programs

International Business

INB 301W International Business Law and Ethics

INB 305W International Business and Trade

INB 320W International Supply Chain and Logistics Management

Electives: Choose two (2) courses from the ACC, FIN, DMK, INB, HRM, MGM, MKT, MIS, SEM, QSM programs

Marketing

DMK 205W Digital Marketing

MKT 215W Customer Relationship Marketing

MKT 230W Principles of Public Relations

Electives: Choose two (2) courses from the ACC, FIN, DMK, INB, HRM, MGM, MKT, MIS, SEM, QSM programs

Social Entrepreneurship

DMK 205W Digital Marketing

SEM 205W Introduction to Social Entrepreneurship

SEM 210W Entrepreneurship and Small Business Management

Electives: Choose two (2) courses from the ACC, FIN, DMK, INB, HRM, MGM, MKT, MIS, SEM, QSM programs

Quality Systems

MGM 215W Leadership and Management

PJM 210W Introduction to Project Management

QSM 210W Fundamentals of Quality Systems Management

Electives: Choose two (2) courses from the ACC, FIN, DMK, INB, HRM, MGM, MKT, MIS, SEM, QSM programs