

ASSOCIATE OF SCIENCE/APPLIED SCIENCE IN BUSINESS MANAGEMENT (ASBM/AASBM)

(Please see the *Undergraduate Program Offerings by Campus* chart in the catalog for a list of Herzing campuses offering this program.)

PROGRAM DESCRIPTION

This program prepares students with the necessary skills and academic knowledge for entry-level positions in various business enterprises. These career opportunities may be in areas such as accounting, accounts payable, accounts receivable, business administration, sales, marketing, and human resources.

PROGRAM OUTCOMES

Upon completion of this program, the student should be able to:

1. Define operational, ethical, legal, and human resource issues associated with business management
2. Analyze financial information using standard tools to support and evaluate managerial decision-making.

POTENTIAL OCCUPATIONAL TITLES

Potential occupational titles for this program include, but are not limited to, first-line supervisor, secretary, and administrative assistant.

PROGRAM CONTENT

A minimum of 62.00 semester credit hours is required for graduation.

REQUIRED CORE COURSES

All courses, 30.00 semester credit hours, are required.

Course Number	Course Name	Prerequisites/Corequisites	Semester Credit Hours
AC 107	Accounting I	IS 102	3.00
AC 220	Finance	AC 107	3.00
BU 106	Introduction to Management	None	3.00
BU 204 ■	The Digital Firm and Business Communications	BU 106	3.00
BU 206	Business Law I	None	3.00
BU 220	Principles of Marketing	BU 106	3.00
BU 302 ■	Leadership and Organizational Behavior	BU 106	3.00
BU 345 ■	Project Management	None	3.00
EC 111 ■	Principles of Microeconomics	None	3.00
EC 121 ■	Principles of Macroeconomics	None	3.00

REQUIRED INTERNSHIP OR RESEARCH PROJECT ■

3.00 semester credit hours are required.

Course Number	Course Name	Prerequisites/Corequisites	Semester Credit Hours
BU 265 *	Internship	Final semester, PGPA of at least 2.50	3.00
BU 270	Research Project	Final semester	3.00

* Online students in some states may not be allowed to take this internship due to state restrictions.

OPEN ELECTIVE COURSES ■

A minimum of 3.00 semester credit hours of open electives is required.

GENERAL EDUCATION REQUIREMENTS

Students enrolled in this associate's degree must complete a minimum of 24.00 semester credit hours in general education distributed among the following disciplines. Refer to the General Education section of the catalog for Herzing University courses that would satisfy these requirements. *

- 4.00 Semester Credit Hours in Computer Applications ♦ ■
- 3.00 Semester Credit Hours in English Composition
- 3.00 Semester Credit Hours in General Education Electives ♦
- 1.00 Semester Credit Hour in Information Literacy
- 4.00 Semester Credit Hours in Mathematics (College Algebra or above)
- 3.00 Semester Credit Hours in Natural Science or Humanities With a Critical Thinking Focus ** ▲ ♦
- 3.00 Semester Credit Hours in Social or Behavioral Science
- 3.00 Semester Credit Hours in Speech

* Transfer students may transfer courses that are within 1.00 semester credit hour of the courses listed above to meet these discipline requirements. Any resulting deficiency in the total of 24.00 semester credit hours required in general education may be made up with general education electives from any of the listed disciplines.

** A course with a critical thinking focus would be a course that addresses the theories and application of critical analysis with an emphasis on developing sequential reasoning skills. Examples may be courses in critical thinking, philosophy, logic, or science.

▲ Students in the State of Georgia must take a science course to fulfill this requirement.

♦ The state of Minnesota requires a minimum of 20.00 semester credit hours of general education for associate's degrees, not counting computer applications. However, all Herzing University students in the AASBM program must complete a minimum of 24.00 semester credit hours in general education, including computer applications, to complete the requirement for graduation from this associate's degree program. Minnesota students must complete at least 2.00 semester credit hours of general education in the humanities.

■ Students may take the following courses in lieu of these indicated courses.

Course Number	Course Name	Prerequisite	Semester Credit Hours
BU 281	Business Computers and Business Communications	None	7.00
BU 381	Leadership and Project Management	None	6.00
BU 382	International Economics and Business Management	None	6.00
EC 231	Economics	None	6.00

PERSONAL AND PROFESSIONAL DEVELOPMENT COURSES

2.00 semester credit hours are required.

Course Number	Course Name	Prerequisite	Semester Credit Hours
PD 121	Professional Development I	None	1.00
PD 202	Professional Development II	None	1.00