

Official Program Outline



HERZING
— UNIVERSITY —

Associate of Science / Applied Science in Business Management

Program Description

The Associate of Science in Business Management program provides students with a foundation in business principles, management practices, and analytical skills essential for success in today's dynamic and interconnected global marketplace. This degree emphasizes core areas such as accounting, marketing, economics, organizational behavior, and business law, while fostering cultural awareness and ethical decision-making in diverse business environments. Students will learn to analyze business problems, develop critical thinking, communication, and leadership skills, with opportunities to explore how emerging technologies, such as artificial intelligence (AI), are transforming business operations and decision-making. Graduates will be prepared to pursue careers across a wide range of industries and multicultural business settings.

Program Outcomes

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

1. Apply economic principles to assess market behavior and inform business strategies.
2. Analyze ethical and legal considerations in business decision-making.
3. Demonstrate effective communication, professional behavior, and people management skills with confidence in professional business contexts.
4. Demonstrate teamwork and collaboration skills by contributing to group projects, supporting operational goals, and resolving workplace conflicts constructively and professionally.
5. Describe how cultural and economic differences affect global business practices.
6. Outline basic marketing strategies for attracting and keeping customers in a digital environment, including the use of artificial intelligence (AI) tools.

Program Content

A minimum of 60.00 semester credit hours is required for graduation.

Required Courses

All courses, 24.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
AC 231 Financial Management	AC 236	3.00
AC 236 Managerial Accounting	EC 101	3.00
BU 106 Introduction to Business	None	3.00
BU 217 Business Ethics and the Legal Environment	BU 106	3.00
BU 231 Global Business Environment	None	3.00
BU 242 Creating Customer Value in the Digital Age	None	3.00
BU 245 Business Communication	None	3.00
EC 101 Principles of Economics	None	3.00

Open Elective Courses

A minimum of 10.00 semester credit hours is required.

Required Courses in General Education

Students enrolled in this bachelor'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 specific information about courses within each discipline. Courses transferred from other accredited colleges may also be used to meet these requirements.

- EN 104 English Composition I, Semester Credit Hours: 3.00
- EN 111 Information Literacy, Semester Credit Hours: 3.00
- EN 116 Speech, Semester Credit Hours: 3.00
- HU 140 Cultural Diversity, Semester Credit Hours: 3.00
- HU 240 Introduction to Humanities, Semester Credit Hours: 3.00
- MA 109 College Algebra, Semester Credit Hours: 3.00
- SC 270 Environmental Literacy, Semester Credit Hours: 3.00
- PS 101 Psychology, Semester Credit Hours: 3.00

Personal and Professional Development Courses

All courses, 2.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
PD 121 Professional Development I	None	1.00
PD 202 Professional Development II	None	1.00

Distribution of Contact Hours by Course					
Course	Lecture Hours	Lab Hours	Internship Hours	Total Contact Hours	Credits
AC 231	45.00	0.00	0.00	45.00	3.00
AC 236	45.00	0.00	0.00	45.00	3.00
BU 106	45.00	0.00	0.00	45.00	3.00
BU 217	45.00	0.00	0.00	45.00	3.00
BU 231	45.00	0.00	0.00	45.00	3.00
BU 242	45.00	0.00	0.00	45.00	3.00
BU 245	45.00	0.00	0.00	45.00	3.00
EC 101	45.00	0.00	0.00	45.00	3.00
PD 121	15.00	0.00	0.00	15.00	1.00
PD 202	15.00	0.00	0.00	15.00	1.00
Electives	150.00	0.00	0.00	150.00	10.00
Gen Ed - Communications	135.00	0.00	0.00	135.00	9.00
Gen Ed – Humanities	90.00	0.00	0.00	90.00	6.00
Gen Ed – Mathematics	45.00	0.00	0.00	45.00	3.00
Gen Ed - Science	45.00	0.00	0.00	45.00	3.00
Gen Ed – Social and Behavioral Sciences	45.00	0.00	0.00	45.00	3.00
Totals	900.00	0.00	0.00	900.00	60.00