

Management, Marketing and Entrepreneurship AAS (BMME)

Catalog: 2018-2019				Effective Date: 9/01/2018			
CR	COURSE	COURSE TITLE	SUNY GEN ED	TR	SEMESTER		
1-2	HRD 100, HRD 100A or HRD 110	FRESHMAN EXPERIENCE					
3	ENG 101 or ENG 100A & B	<i>Introduction to College Writing or Writing Reading Workshop A/B</i>	GEBG				
3	SUNY GEN ED Basic Communication ENG 102, ENG 103, ENG 104, ENG 105, ENG 106, ENG 107, ENG 108, ENG 109 or ENG 110	ENG 110 <i>Elements of Technical Writing</i> recommended	GEBG				
3-4	MAT 108, MAT 110 or MAT 127		GEMA				
3-4	SUNY GEN ED Natural Science lab science		GENS				
3	ECO 201 (Prereq Recommended)	<i>Principles of Macroeconomics</i>	GESS				
3	ECO 202 (Prereq Recommended)	<i>Principles of Microeconomics</i>	GESS				
3	ECO 101	<i>Introduction to Personal Economics</i>					
3	CIS 125 (Prereq Required)	<i>Office Productivity Software</i>					
3	BUS 102	<i>Principles of Management</i>					
3	BUS 103	<i>Principles of Marketing</i>					
3	BUS 141	<i>Business Communications</i>					
4	BUS 144	<i>Applied Accounting</i>					
3	BUS 165	<i>Principles of Entrepreneurship</i>					
3-6	BUS 178 (Prereq Required) or BUS 285 (Prereq Required)	<i>Business Internship or Disney World Internship</i>					
3	BUS 201	<i>Business Law I</i>					
3	BUS 261 (Prereq Recommended)	<i>Principles of Human Resource Management</i>					
6	Complete one of the following Business focus areas:						
	MANAGEMENT BUS 212 and BUS 262	<i>Organizational Strategy and Dev. and Organizational Behavior</i>					
	MARKETING BUS 203 (Spring only - Prereq Required) and BUS 204 (Spring only - Prereq Required)	<i>Social Media, Advertising & Promotion and Consumer Behavior</i>					
	ENTREPRENEURSHIP BUS 206 (Spring only - Prereq Required) and BUS 209 (Spring only – Prereq Required)	<i>Small Business Financial Management and Business Plan Development</i>					
3	Liberal Arts and Sciences	PHI 207 <i>Business Ethics</i> or SPH 111 <i>Intro. to Public Speaking</i> recommended					
5	Electives						
64	Minimum credits required for graduation						

Note: Please review the back of this form for additional information.

Notes on Management, Marketing and Entrepreneurship AAS (BMME)

❖ COURSE PREREQUISITES:			
BUS 178	Not recommended for freshmen students, must be 18 or older	BUS 261	Recommended for second-year business majors and students currently employed in management
BUS 203	BUS 103	BUS 285	18 years of age or older
BUS 204	BUS103	CIS 125	Familiarity using a PC, keyboard, mouse and file management in a Windows environment
BUS 206	BUS 146 (or 146B) and CIS 119, CIS 125 or CIS 150	ECO 201	2 nd year student preferred
BUS 209	BUS 103 and BUS 146 (or 146B)	ECO 202	2 nd year student preferred
❖ COURSE COREQUISITES:			
BUS 209	BUS 206		

❖ RECOMMENDED SEQUENCE:			
FIRST YEAR			
First Semester		Second Semester	
1-2	HRD 100, HRD 100A or HRD 110	3	ENG 102 – ENG 110 (ENG 110 recommended)
3	ENG 101 or ENG 100 A & B	3	CIS 125
3	ECO 101	3	BUS 102 or BUS 103
3	BUS 102 or BUS 103	3	ECO 201
3-4	MAT 108, 110 or 127	3	BUS 165
		3	Liberal Arts and Sciences (PHI 207 or SPH 111 recommended)
SECOND YEAR			
Third Semester		Fourth Semester	
4	BUS 144 (See Note 1)	3-4	SUNY GEN ED Natural Science lab science
3	BUS 141	3	ECO 202
3	BUS 261	3	Business focus area elective
3	BUS 201	3	Business focus area elective or Electives (See Note 4)
5	Business focus area elective and/or Electives (See Note 4)	3-6	BUS 178 or BUS 285 (See Note 2 and Note 3)

- NOTES:**
- BUS 144 is required for this program however BUS 146 may be used as a substitute for those intending to pursue a four year business related degree given BUS 146 transferability into 4-year business programs.
 - Students who wish to spend a semester at Disney World (BUS 285) will need to plan their course sequence in advance – please see the Disney Coordinator as soon as possible for advisement. Not all SUNY ADK courses are available to take while at Disney.
 - Students may take BUS 178 (3 credits) or BUS 285 (6 credits); any credits over 3 will apply to elective credit requirements.
 - Students are required to take 6 credits of business focus electives. For the Entrepreneurship and Marketing focus, the 6 credits are offered spring semester only. The Management focus has coursework offered in both fall and spring semesters.

❖ **DEFINITION OF COURSE REQUIREMENTS:** See <http://catalog.sunyacc.edu/academics/degreerequirements>

❖ **FINANCIAL AID RECIPIENTS:** A student **must** choose courses that are within their degree program. Students are encouraged to meet with their assigned academic advisor for any questions about course selection and degree program requirements. Please visit the Office of Financial Aid for any aid-related questions.

❖ **SUNY GEN ED KNOWLEDGE AREAS:** See <http://catalog.sunyacc.edu/academics/generaleducation>

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| ❖ Mathematics (GEMA) | ❖ Other World Civilization (GEOC) |
| ❖ Natural Sciences (GENS) | ❖ Humanities (GEHU) |
| ❖ Social Sciences (GESS) | ❖ The Arts (GETA) |
| ❖ American History (GEAH) | ❖ Foreign Languages (GEFL) |
| ❖ Western Civilization (GEWC) | ❖ Basic Communication (GEBC) |