

Management, Marketing and Entrepreneurship AAS (BMME)

| Catalog: 2015-2016 | | | | Effective Date: 9/01/2015 | | | |
|--------------------|--|---|-------------|---------------------------|----------|--|--|
| CR | COURSE | COURSE TITLE | SUNY GEN ED | TR | SEMESTER | | |
| 1-4 | 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 102, ENG 103, ENG 104, ENG 105, ENG 106, ENG 107, ENG 108, ENG 109 or ENG 110 | ENG 104 <i>Writing for the Business and Professions</i> or 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 | <i>Principles of Economics I (Macro)</i> | GESS | | | | |
| 3 | ECO 202 | <i>Principles of Economics II (Micro)</i> | GESS | | | | |
| 3 | ECO 101 | <i>Personal Finance</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 or BUS 146 (or BUS 146 A & B) | <i>Applied Accounting or Financial Accounting</i> | | | | | |
| 3 | BUS 165 | <i>Principles of Entrepreneurship</i> | | | | | |
| 3 | 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 (Prereq Required) 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>Principles of Advert. and Sales 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> | | | | | |
| | FINANCIAL SERVICES ECO 203 (Fall only – Prereq Required) and ECO 204 (Spring only – Prereq Required) | <i>Personal Financial Planning I and Personal Financial Planning II</i> | | | | | |
| | | | | | | | |
| 3 | Liberal Arts | 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.

| ❖ 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) | ECO 203 | ECO 101 |
| BUS 209 | BUS 103 and BUS 146 (or 146B) | ECO 204 | ECO 203 |
| ❖ COURSE COREQUISITES: | | | |
| BUS 209 | BUS 206 | | |

| ❖ RECOMMENDED SEQUENCE: | | | |
|--|---|------------------------|--|
| FIRST YEAR | | | |
| First Semester | | Second Semester | |
| 1-4 | HRD 100, HRD 100A or HRD 110 | 3 | ENG 102 – ENG 110 (ENG 104 or ENG 110 recommended) |
| 3 | ENG 101 or ENG 100 A & B | 3 | CIS 125 |
| 3 | ECO 101 | 3 | BUS 102 |
| 3 | BUS 103 | 3 | BUS 141 |
| 4 | BUS 146 (See Note 1) | 3 | BUS 165 |
| | | 3 | Liberal Arts (PHI 207 or SPH 111 recommended) |
| SECOND YEAR | | | |
| Third Semester | | Fourth Semester | |
| 3-4 | MAT 108, 110 or 127 | 3-4 | SUNY GEN ED Natural Science lab science |
| 3 | ECO 201 | 3 | ECO 202 |
| 3 | BUS 261 | 3 | Business focus area elective |
| 3 | BUS 201 or Business focus area elective | 3 | BUS 201 or Business focus area elective |
| 5 | Electives | 3-6 | BUS 178 or BUS 285 (See Note 2 and Note 3) |
| NOTES: | | | |
| <ol style="list-style-type: none"> BUS 144 or BUS 146A & B may be substituted. However, BUS 146 or BUS 146A/B are strongly recommended given their 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 (3-6 credits) or BUS 285 (6 credits); any credits over 3 will apply to elective credit requirements. | | | |

❖ **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 visit the Advisement and Career Services Center in Warren Hall 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>

- | | |
|-------------------------------|-----------------------------------|
| ❖ 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) |