

## Associate in Applied Science in Management 2 +2 Option

### Careers in Management

The 2+2 option in Management provides the student with an associate in applied science degree and enables the graduate to continue in either the Management, Finance, or Marketing concentration of the Business Administration program of WVSU to earn a baccalaureate degree in another two years. The types of businesses that have employed graduates include state government, restaurants, supermarkets, warehouses, utility companies, insurance companies, and many others. Graduates of the program have gone into positions with titles such as management trainee, first-line supervisor, assistant manager, office supervisor, administrative assistant, and personnel manager.

### Student Learning Outcomes

Upon completion of the program graduates will:

1. Have appropriate mastery of general business terminology, principles, practices, and skills.
2. Understand the roles of managers, management theory, organizational structure and culture, and develop key managerial skills to be used at any level of management.
3. Demonstrate an understanding of leadership fundamentals, effective team building, motivation theories, and the strategic decision making process.
4. Demonstrate an understanding of the terminology and concepts associated with managing a small business.
5. Demonstrate an understanding of the business plan and gain experience in preparing one.
6. Have the necessary skills and competencies to continue with their education on the baccalaureate level.

\* College 101-Required for all students with composite ACT score of 19 or below.

### CURRICULUM/SUGGESTED SEQUENCE

(67 hours required for graduation)

#### FIRST SEMESTER

BST	106	Intro to Business	3
MATH	101	College Algebra	3
ENGL	101	English Composition I <b>OR</b>	
ENG	110	English Composition I	3
BST	151	Supervisory Management	3
CHEM	100	Consumer Chemistry <b>OR</b>	
PHYS	103	Elements of Physical Science	3
<b>Total Credits</b>			<b>15</b>

#### THIRD SEMESTER

BST	202	Principles of Management <sup>1</sup>	3
BA	215	First Year Accounting I	3
ECON	201	Prin of Economics(macro) <b>OR</b>	
ECON	202	Prin of Economics(micro)	3
ENGL	204	Writing for Business	3
Electives		Restricted Electives	6
<b>Total Credits</b>			<b>18</b>

#### SECOND SEMESTER

CS	106	Intro to Comp & Office Appl <b>OR</b>	
BST	240	Fund of Bus Comp Tech	3
HUM	101	Intro to Humanities	3
BST	180	Survey of Accounting	3
BA	210	Business Law I	3
ENGL	102	English Composition II	3
BA	203	Business Statistics	3
<b>Total Credits</b>			<b>18</b>

#### FOURTH SEMESTER

BST	253	Labor Law <b>OR</b>	
BA	401	Labor Management Relations	3
BST	255	Entrepreneurship: Small Bus Mgmt	3
BST	205	Fund of Marketing <sup>2</sup>	3
BST	237	Managerial Accounting <sup>3</sup>	3
BST	224	Financial Management	3
BST	298	Business Studies Seminar	1
<b>Total Credits</b>			<b>16</b>

For A.A.S. in Management (2+2 Option) graduates, the following courses will be counted as equivalent courses in the Business Administration baccalaureate degree program at WVSU: <sup>1</sup>May take BST 202 for BA 301, <sup>2</sup>BST 205 for BA 305, and <sup>3</sup>BST 237 for BA 216. Restricted Electives: Advisor approved BST or BA course

For More Information Contact:  
Mrs. Donna Jarrell, Program Director  
Cole Complex 305A  
Phone: (304) 766-3201  
Email: [djarrell@wvsctc.edu](mailto:djarrell@wvsctc.edu)



**Associate in Applied Science in  
Management  
Employee Benefits and Claims Administration**

**Careers in Employee Benefits and Claims Administration**

This option focuses the program objectives of the A.A.S. Degree in Management program specifically toward the increasing multitude of entry-level, supervisory, and managerial positions associated with employee benefit plans and administration of associated claims. Employers typically use internal staff to enroll and to explain benefits to employees, and to assist employees with benefits and claims-related problem resolution. Insurance companies that offer employee benefit plans and related services often have divisions that specialize in the design, marketing, and service of such plans.

Processing and administration of claims are often assigned to third party administrators (TPA's) who may employ hundreds of people and require many supervisors. This program option is designed to provide students with the knowledge and skills necessary to gain entry-level jobs or to advance, while preparing students for supervisory and management opportunities.

**Program Learning Outcomes**

1. Prepare graduates to obtain suitable employment in the field of employee benefits and/or claims administration, and to advance incumbent employees in management and supervisory positions.
2. Prepare graduates to adapt to emerging and rapid changes in employee benefits and claims administration, and to engage in lifelong learning
3. Ensure that major course curriculum and instructional materials are current and updated
4. Provide effective instruction and advising
5. Maintain mutually beneficial partnerships with business and organizational employers
6. Sustain/increase graduation rate and enrollment (major and courses)

**Curriculum/Suggested Sequence**

(70 hours required for graduation)

**FIRST SEMESTER**

COLL	101	College 101	3
BST	106	Intro to Business	3
ENGL	160	Pract Eng Gram & Usage	3
BST	140	Employee Benefits I	3
BST	104	Business Math <b>OR</b>	
MATH	100	Intermediate Algebra <b>OR</b>	
MATH	101	College Algebra	3
AH	101	Intro to Healthcare	3
<b>Total Credits</b>			<b>18</b>

**SECOND SEMESTER**

ENGL	101	English Composition I <b>OR</b>	
ENG	110	English Composition I	3
BST	141	Employee Benefits II	3
PSYC	151	Gen Psychology <b>OR</b>	
SOC	101	Intro to Sociology	3
BST	271	The Social Envir of Insur Prg & Issues	3
BA	210	Business Law I	3
BST	151	Supervisory Management	3
<b>Total Credits</b>			<b>18</b>

**THIRD SEMESTER**

ENGL	102	English Composition II	3
BST	142	Intro to Managed Care	3
BST	270	The Legal Environ of Emp Ben	3
SOC	321	Sociology of Health & Med	3
BST	240	Fund of Bus Comp Tech	3
Elective		Restricted Elective	3
<b>Total Credits</b>			<b>18</b>

**FOURTH SEMESTER**

ENGL	204	Writing for Business	3
HUM	101	Intro to Humanities	3
BST	205	Fundamentals of Marketing	3
BIO	210	Basic Anatomy and Physiology*	4
BST	272	Fund of Claims Administration	3
<b>Total Credits</b>			<b>16</b>

\*Not currently considered a part of the WVSU baccalaureate general education core hours; however, hours will be accepted as elective credit.

**Restricted Electives:** COMM 100, BST 173, or any course approved by the EBCA program director.

For More Information, Contact:  
Dr. Mark Davis, Program Director  
Cole Complex 103A  
Phone: (304) 766-5116  
Email: [davisme@wvsctc.edu](mailto:davisme@wvsctc.edu)



**Associate in Applied Science in  
Management  
Specialization Option: Entrepreneurship**

**Careers in Entrepreneurship**

Entrepreneurship is the process of identifying a need in the marketplace and starting a business to fulfill that need. Today, entrepreneurship is seen as a vital way to grow the economy. While the emphasis of the program is the transformation of an idea into a new business venture, this program can also serve the needs of those who want to work within an existing business. Entrepreneurial abilities are needed within corporations today (Intrapreneurship) to assist with new product development, product innovation, new market opportunities, and other needs of a growing business.

**Student Learning Outcomes**

Upon completion of the program the graduate will:

1. Have appropriate mastery of general business terminology, principles, and skills.
2. Understand the roles of managers, management theory, organizational structure and culture, and develop key managerial skills to be used at any level of management.
3. Demonstrate an understanding of leadership fundamentals, effective team building, motivation theories, and the strategic decision making process.
4. Demonstrate an understanding of the concepts associated with managing a small business.
5. Demonstrate an understanding of the business plan and gain experience in preparing one.
6. Understand the entrepreneurship process from innovation to implementation.

**Curriculum/Suggested Sequence**

(67 hours required for graduation)

**FIRST SEMESTER**

COLL	101	College 101	3
BST	106	Introduction to Business	3
BST	104	Business Mathematics	3
ENGL	101	English Composition I <b>OR</b>	
ENG	110	English Composition I	3
MATH	100	Intermediate Algebra <b>OR</b>	
MATH	101	College Algebra	3
BST	117	Visual Merchandising <b>OR</b>	
BST	175	Advertising I <b>OR</b>	
BST	173	Sales I	<u>3</u>
		<b>Total Credits</b>	<b>18</b>

**THIRD SEMESTER**

BST	201	Personal Finance	3
BST	202	Principles of Management	3
ECON	201	Prin of Economics (macro) <b>OR</b>	
ECON	202	Prin of Economics (micro)	3
BST	205	Fundamentals of Marketing	3
BST	235	Integrated Computer Acct <b>OR</b>	
BA	215	Principles of Accounting I	<u>3</u>
		<b>Total Credits</b>	<b>15</b>

**SECOND SEMESTER**

CS	106	Intro to Comp & Office Appl <b>OR</b>	
BST	240	Fund of Bus Comp Tech	3
ENGL	102	English Composition II* <b>OR</b>	
ENG	120	Technical Writing	3
BST	151	Supervisory Management	3
CHEM	100	Consumer Chemistry <b>OR</b>	
PHYS	103	Elements of Physical Science	3
BST	180	Survey of Accounting	3
HUM	101	Intro to Humanities	<u>3</u>
		<b>Total Credits</b>	<b>18</b>

**FOURTH SEMESTER**

BST	204	E-Commerce	3
BST	236	Retail Buying** <b>OR</b>	
BST	224	Financial Management	3
BST	238	Retail Management	3
BST	255	Entrepreneurship: Small Bus Mgmt	3
BST	298	Business Studies Seminar	<u>1</u>
		<b>Total Credits</b>	<b>13</b>

ENGL 204 Writing for Business is required if student takes ENGL 102.

\*\*BST 236 Retail Buying is a spring semester course.

For More Information Contact:  
Mrs. Donna Jarrell, Program Director  
Cole Complex 305A  
Phone: (304) 766-3201  
Email: [djarrell@wvsctc.edu](mailto:djarrell@wvsctc.edu)



**Associate in Applied Science in  
Management  
Specialization Option: Fashion Merchandising**

**Careers in Fashion Merchandising**

Fashion Merchandising is the buying and selling of fashion related goods and services. It involves the planning and supervision required to make goods available at places, times, prices, and in quantities that help to realize the marketing objectives of a business. Some of the career opportunities in the field include management trainee, assistant buyer, wholesale representative, visual merchandising assistant, head of sales, and assistant store manager. Actual accomplishments in a retail career depend on an individual's ability and initiative.

A strong element of the curriculum is the internship course. In this course, the students gain valuable work experiences in a job in the merchandising field. At graduation, the students have not only a degree but also related work experience for their resumes.

Courses in textiles and the fashion business provide essential product knowledge. Courses in retail management, retail buying, and visual merchandising, as well as other business courses, emphasize the concepts of productivity and profit.

The Fashion Merchandising Specialization is for students who expect to enter the fashion retailing field upon graduation.

**Student Learning Outcomes**

Upon completion of the program the graduate will

1. Have appropriate mastery of general business terminology, principles, practices, and skills.
2. Understand the roles of managers, management theory, organizational structure and culture, and develop key managerial skills to be used at any level of management.
3. Demonstrate an understanding of leadership fundamentals, effective team building, motivation theories, and the strategic decision making process.
4. Demonstrate an understanding of the terminology and concepts associated with managing a small business.
5. Demonstrate an understanding of the business plan and gain experience in preparing one.
6. Demonstrate an understanding of the terms and issues associated with retailing and demonstrate an aptitude in the techniques and technical skills necessary to manage and operate a retail establishment.
7. Demonstrate knowledge of market segmentation, retail pricing, assortment planning, merchandising mathematics, and retail buying.
8. Demonstrate an understanding of the principles of design, the principles of fashion, visual merchandising concepts, textiles, and the fashion industry.

**Curriculum/Suggested Sequence**

(67 hours required for graduation)

**FIRST SEMESTER**

COLL	101	College 101	3
BST	106	Introduction to Business	3
BST	115	Intro to the Fashion Business	3
ENGL	101	English Composition I <b>OR</b>	
ENG	110	English Composition I	3
MATH	100	Intermediate Algebra <b>OR</b>	
MATH	101	College Algebra	3
BST	117	Visual Merchandising	<u>3</u>
<b>Total Credits</b>			<b>18</b>

**THIRD SEMESTER**

BST	173	Sales <b>OR</b>	
BST	175	Advertising I	3
BST	236	Retail Buying	3
BST	202	Principles of Management	3
BST	205	Fund of Marketing	3
ECON	201	Prin of Economics (macro) <b>OR</b>	
ECON	202	Prin of Economics (micro)	3
BST	180	Survey of Accounting	<u>3</u>
<b>Total Credits</b>			<b>18</b>

**SECOND SEMESTER**

BST	104	Business Mathematics	3
CS	106	Intro to Comp & Office Appl <b>OR</b>	
BST	240	Fund of Bus Comp Tech	3
ENGL	102	English Composition II* <b>OR</b>	
ENG	120	Technical Writing	3
BST	151	Supervisory Management	3
CHEM	100	Consumer Chemistry <b>OR</b>	
PHYS	103	Elements of Physical Science	3
HUM	101	Intro to Humanities	<u>3</u>
<b>Total Credits</b>			<b>18</b>

**FOURTH SEMESTER**

BST	233	Textiles	3
BST	238	Retail Management	3
BST	255	Entrepreneurship: Small Bus Mgmt	3
BST	266	Business Internship	3
BST	298	Business Studies Seminar	<u>1</u>
<b>Total Credits</b>			<b>13</b>

\*ENGL 204 Writing for Business is required if student takes ENGL 102.

For More Information Contact:  
Mrs. Donna Jarrell, Program Director  
Cole Complex 305A  
Phone: (304) 766-3201  
Email: [djarrell@wvscctc.edu](mailto:djarrell@wvscctc.edu)



## Associate in Applied Science in Hospitality Management

### Careers in Hospitality Management

Travel and tourism in the West Virginia economy is a premier industry and is expanding each year. West Virginia's convention centers, scenic mountains, beautiful parks, ski resorts, and river rapids attract thousands of people annually. These attractions result in numerous jobs related to lodging and food service. One purpose of the Hospitality Management Option of the A.A.S. in Management is to provide students with an overview of the types of jobs in the hospitality industry. A second purpose is to acquaint students with accepted management theory and best practices as applied specifically to both lodging and food and beverage operations. Graduates of the Hospitality Management Option have entered into or progressed into positions such as front office manager, night auditor, rooms division manager, restaurant manager or assistant restaurant manager, sales representative, catering manager, and others. Some students gain employment with independent businesses while others gain employment with large lodging, food or beverage chain operations. Others have gone on to bachelor degree programs in business or hospitality management.

### Program Learning Outcomes

These program learning outcomes are established for graduates of the Hospitality Management Specialization of the A.A.S. in Management degree program. Students will understand:

1. General business terms, principles, practices, & skills.
2. The roles of managers, management theory, organizational structure/culture, & key managerial skills to be used at any level of management.
3. Leadership fundamentals, effective team building techniques, motivation theories, and the strategic decision making process.
4. How to apply management principles, theories and best practices specifically to both lodging and food and beverage operations.
5. The different types of job/career opportunities available in the hospitality industry.

### Curriculum/Suggested Sequence (67 hours required for graduation)

College 101 required for all students with composite ACT score of 19 or below.

#### FIRST SEMESTER

ENGL 101	English Composition I	
ENG 110	English Composition I	3
BST 104	Business Math	<b>OR</b>
MATH 100	Intermediate Algebra	<b>OR</b>
MATH 101	College Algebra	3
COLL 101	College 101	3
BST 106	Introduction to Business	3
BST 109	Survey of Hospitality Industry	<u>3</u>
<b>Total Credits</b>		<b>15</b>

#### THIRD SEMESTER

ENGL 204	Writing for Business	3
ECON 201	Prin of Economics (macro)	<b>OR</b>
ECON 202	Prin of Economics (micro)	3
BST 210	Food and Beverage Service	3
BST 208	Housekeeping Management	3
BST 202	Principles of Management	3
SOC 101	Introduction to Sociology	<b>OR</b>
PSYC 151	General Psychology	<u>3</u>
<b>Total Credits</b>		<b>18</b>

#### SECOND SEMESTER

ENGL 102	English Composition II	<b>OR</b>
ENG 120	Technical Writing	3
BST 240	Fund of Bus Comp Appl	<b>OR</b>
CS 106	Intro to Comp & Office Appl	3
CHEM 100	Consumer Chemistry	<b>OR</b>
PHYS 103	Elements of Physical Science	3
HUM 101	Introduction to Humanities	3
BST 124	Food and Beverage Mgmt	3
BST 151	Supervisory Management	<u>3</u>
<b>Total Credits</b>		<b>18</b>

#### FOURTH SEMESTER

BST 255	Entrepreneurship: Small Bus Mgmt	3
BST 114	Hotel & Motel Prac & Proc	3
BST 180	Survey of Accounting	3
BST 205	Fundamentals of Marketing	3
BST 298	Business Studies Seminar	1
Elective	Restricted Elective	<u>3</u>
<b>Total Credits</b>		<b>16</b>

**Note:** See Program Director for Restricted Electives.

For More Information, Contact:  
Mr. Anthony Agbeh, Program Director  
Cole Complex 205  
Phone: (304) 766-5241  
Email: n/a



**Associate in Applied Science in  
Management  
Specialization Option: Occupational Specialty**

**Careers in Occupational Specialty**

Students who select the Occupational Specialty Specialization are those that have a particular field of interest and want an associate degree in management to prepare them for a management role within that field. The student would meet with the management advisor and the advisor for the occupational specialty area to determine the occupational specialty courses needed. The management advisor would then submit the curriculum to the Office of Registration.

**Student Learning Outcomes**

Upon completion of the program the graduate will

1. Have appropriate mastery of general business terminology, principles, and skills.
2. Understand the roles of managers, management theory, organizational structure and culture, and develop key managerial skills to be used at any level of management.
3. Demonstrate an understanding of leadership fundamentals, effective team building, motivation theories, and the strategic decision making process.
4. Demonstrate an understanding of the concepts associated with managing a small business.
5. Demonstrate an understanding of the business plan and gain experience in preparing one.
6. Understand the principles and concepts of the occupational specialty area.

**CURRICULUM/SUGGESTED SEQUENCE**

(67 hours required for graduation)

**FIRST SEMESTER**

COLL	101	College 101	3
BST	106	Introduction to Business	3
BST	104	Business Mathematics	3
ENGL	101	English Composition <b>OR</b>	
ENG	110	English Composition I	3
MATH	100	Intermediate Algebra <b>OR</b>	
MATH	101	College Algebra	3
		Occupational Specialty	<u>3</u>
		<b>Total Credits</b>	<b>18</b>

**THIRD SEMESTER**

BST	202	Principles of Management	3
ECON	201	Prin of Economics (macro) <b>OR</b>	
ECON	202	Prin of Economics (micro)	3
BST	205	Fundamentals of Marketing	3
HUM	101	Intro to Humanities	3
		Occupational Specialty	<u>3</u>
		<b>Total Credits</b>	<b>15</b>

**SECOND SEMESTER**

CS	106	Intro to Comp & Office Appl <b>OR</b>	
BST	240	Fund of Bus Comp Tech	3
ENGL	102	English Composition II* <b>OR</b>	
ENG	120	Technical Writing	3
BST	151	Supervisory Management	3
CHEM	100	Consumer Chemistry <b>OR</b>	
PHYS	103	Elements of Physical Science	3
BST	180	Survey of Accounting	3
		Occupational Specialty	<u>3</u>
		<b>Total Credits</b>	<b>18</b>

**FOURTH SEMESTER**

BST	238	Retail Management	3
BST	255	Small Business Mgmt	3
BST	298	Business Studies Seminar	1
		Occupational Specialty	<u>6</u>
		<b>Total Credits</b>	<b>13</b>

ENGL 204 Writing for Business is required if student takes ENGL 102.

For More Information Contact:  
Mrs. Donna Jarrell, Program Director  
Cole Complex 305A  
Phone: (304) 766-3201  
Email: [djarrell@wvsctc.edu](mailto:djarrell@wvsctc.edu)

