

**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:  
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**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.

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