

ERIE COUNTY COMMUNITY COLLEGE

Live Here, Learn Here

Associate of Applied Business in Management and Entrepreneurial Thinking

Graduates with an associate degree in Management and Entrepreneurial Thinking are trained in financial management, human resources and marketing, which prepares them to start their own businesses or to work for an established business.

Program Outcomes

- Apply managerial theory and practices to the key functional areas within an organization in today's business environment, such as accounting, computer information systems, finance, economics, and marketing.
- Examine the social, legal, and ethical principles that guide appropriate and responsible managerial decision-making.
- Demonstrate entrepreneurial critical-thinking and analytical acumen to determine appropriate effective business actions.
- Exhibit professional and proficient communication skills: verbal, written and interpersonal for business situations.

I. Major Requirements - 21 Credits

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|----|-----|-----|---|
| A. | ACC | 111 | Business Accounting (3 cr. hrs.) |
| B. | BUS | 101 | Introduction to Business (3 cr. hrs.) |
| C. | BUS | 103 | Principles of Management (3 cr. hrs.) |
| D. | BUS | 150 | Business Law (3 cr. hrs.) |
| E. | BUS | 230 | Principles of Marketing (3 cr. hrs.) |
| F. | CIS | 100 | Introduction to Digital Literacy (3 cr. hrs.) |
| F. | ENT | 110 | Fundamentals of Entrepreneurship (3 cr. hrs.) |

II. General Education Core Requirements - 15/16 Credits

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|----|--|---|--|
| A. | Communication and/or English Courses (6 credits) | | |
| | 1. | ENG | 101 English Composition 1 (3 cr. hrs.) |
| | 2. | One of the following ENG 102, COM 110, or COM 201 | |
| B. | Math or Science Course (3-4 credits) | | |
| C. | ECO | 101 | Macroeconomics |
| D. | Philosophy/Language/Artistic Expression: (3 credits) | | |

III. Concentration Electives- 9 Credits (Can be from any single concentration or any combination of combination of courses)

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|----|--|--|--|
| A. | General Business Concentration (Any 3 courses with ACC, BUS, ENT, or ECO Prefix) | | |
| | 1. | | |
| | 2. | | |
| | 3. | | |
| B. | Entrepreneurial Thinking Concentration (4th Course will be applied to General Electives if taken) | | |

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|----|-----|-----|--|
| 1. | ENT | 130 | Entrepreneurial Finance Intelligence (3 credits) |
| 2. | ENT | 140 | Business Plan Development for the Entrepreneur (3 credits) |
| 3. | ENT | 150 | New Business Development (3 credits) |
| 4. | ENT | 230 | QuickBooks (3 credits) |

C. Management Concentration (4th Course will be applied to General Electives)

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|----|-----|-----|--|
| 1. | BUS | 221 | Production Management (3 credits) |
| 2. | BUS | 203 | Labor Relations (3 credits) |
| 3. | BUS | 210 | Supervisory Management (3 credits) |
| 4. | BUS | 222 | Purchasing and Supply Chain Management (3 credits) |

D. Sports Management Concentration (4th Course will be applied to General Electives)

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|----|-----|-----|---|
| 1. | BUS | 135 | Introduction to Sports Management (3 credits) |
| 2. | BUS | 235 | Sports Marketing (3 credits) |
| 3. | BUS | 245 | Facility and Event Management (3 credits) |
| 4. | BUS | 255 | Strategic Sports Communication (3 credits) |

IV. Electives - 15 Credits (any course not already a part of the program plan)

Total Credit Hours: 60 –61 hours

