BUSINESS ADMINISTRATION - CUSTOMER SUCCESS AND SALES (AAS)

Business & Information Technology

Program website (https://www.harpercollege.edu/academics/business/business-administration/)

Option 5: Business Administration Degree – Customer Success and Sales

Program Overview

This 61 credit-hour program is designed to assist students in a wide variety of business occupations. The curriculum is structured to meet the needs of individuals interested in gaining or improving business knowledge and management skills. The program develops abilities that will help organize, coordinate and evaluate the functions of a unit, department or branch of an organization in either an industrial or administrative management capacity. This degree also provides the fundamental management skills needed by the successful owner-manager of a business.

This degree is shown in a standardized sequential semester option. However, it available as fast track modality, apprenticeships and online options as well. Please contact an advisor to get the most current scheduling. This degree plan is one of six options that students may pursue to earn the Business Management Associate in Applied Science (AAS) degree. While there are multiple specializations, this particular degree can be awarded only once.

Program Requirements

First Semester		Hours
ENG 101	Composition I	3
Humanities [1]		3
MGT 111 or MGT 154	Introduction to Business Organization [2] or Entrepreneurship	3
MGT 150	Business Math [3]	3
PSY 101	Introduction to Psychology [+]	3
	Hours	**15**
Second Semester		
ACC 101	Introduction to Financial Accounting	4
CIS 100 or CIS 101	Computer and Digital Literacy or Introduction to Computer Information Systems	3
MGT 165 or PSY 245	Global Business [4] or Industrial/Organizational Psychology	3
MKT 140	Principles of Professional Selling	3
MKT 146	Customer Service Skills for Success	3
	Hours	**16**
Third Semester		
ACC 102	Introduction to Managerial Accounting	3
Select one of the following: [5]		3
ECO 200	Introduction to Economics	
ECO 211	Microeconomics	
ECO 212	Macroeconomics	
ENG 130 or SPE 101	Business Writing [6] or Fundamentals of Speech Communication	3
MGT 270	Principles of Management	3
MKT 147	Salesforce: Customer Relationship Management	3
	Hours	**15**
Fourth Semester		
ACC 211	Business Law I	3
MGT 218	Introduction to Finance	3
MKT 180	Strategic Communication for a Digital World	3
MKT 243	Social Commerce and Sales	3
MKT 245	Principles of Marketing	3
	Hours	**15**
	Total Hours	**61**

[1] PHI 150 is recommended.

[2] MGT 111 is recommended.

[3] The mathematics requirement for this degree can be met with Math Competency. See Math Competency options (https://www.harpercollege.edu/testing/docs/math-competency-options.php) for information. Students who utilize Math Competency to meet the mathematics requirement must complete an additional three credit-hour elective. See full list of AAS General Education electives (https://catalog.harpercollege.edu/catalog/programs/aas-general-education-electives/).

[+] This course meets the World Cultures and Diversity graduation requirement.

[4] MGT 165 is recommended.

[5] ECO 200 is recommended.

[6] If pursuing a fully online degree, choose ENG 130; otherwise choose SPE 101.

Program Learning Outcomes

- Communicate persuasively and concisely, (orally, in writing, and presentation), using the language of business.
- Evaluate major business functions and related technologies domestically and globally.
- Explain and use quantitative tools in accounting, finance and economics.
- Demonstrate soft skills: emotional intelligence, entrepreneurial mindset, leadership and teamwork.
- Practice social consciousness and responsibility.
- Explore a business career direction.
- Analyze financial results from balance sheet, income statement and cash flow statement.
- Create a financial plan to achieve company goals
- Outline a plan to interact with intermediaries to facilitate financial transactions
- Recognize the differences among financial policies of other countries