Jefferson College
Business Management AAS
Degree Specification

Purpose

The Business Management degree is for those who wish to obtain an Associate of Applied Science degree and enter the workforce upon completion. The program provides a broad course of study in Management, Marketing, Advertising, Personal Selling, Accounting, Entrepreneurship, and Finance.

The program includes a core of 30 credit hours in business curriculum, 4 credit hours of Internship which reflects 280 contact hours of work experience, a choice of 12 credit hours of electives from Accounting, Marketing or general business courses, 18 credit hours of general education, and one credit hour of college orientation. Most of these courses can be taken online.

The Business Management Program is designed to provide a job-ready curriculum after completion of the degree; however, many students successfully transfer. Students are encouraged to contact the university they plan to attend to discuss transferability of courses.

Characteristics

The Business Management department is focused on teaching students how to apply what they learn in their coursework. A portion of each class is focused on basic content and terminology as well as projects. Students’ Internship gives them an opportunity to gain work experience. Students are required to be proficient in: content, writing, presentation skills, and teamwork.

Because most classes are small students enjoy one-on-one attention. Faculty get to know each student by name and develop relationships that often continue long after graduation. Business Management students and graduates are kept informed of program updates through department emails.

Career Pathways

The Business Management Program is designed to prepare students for entry level and middle management positions within a variety of businesses. Students also gain the skills needed to own and operate their own business.

Graduates have acquired employment in a variety of positions including but not limited to: Management, Accounting, Sales, Marketing, Health Care, and Retail.
Education Style

Business Management’s teaching style is Learner-Centered which is built on the foundation of creating positive relationships. Full time Faculty are highly qualified with MBAs and have several years of corporate and entrepreneurial experience to share with their students. They are committed to professional development and continued education. They keep their program updated and relevant in regard to the changing economic demands.

Faculty work closely with students’ employers during their internship to insure they gain practical experience. Students are assessed by demonstrating their proficiency in: content, writing, presentation skills, teamwork, projects, data analysis, research, and reports.

Program Competencies

- Demonstrate: management, planning, organizing, motivating, and leading skills.
- Perform a SWOT analysis (strengths, weaknesses, opportunities, threats)
- Write a Feasibility/Business plan
- Perform Sales Presentations
- Create a Display Advertisement
- Create and Analyze Financial Statements
- Develop a Marketing Plan including: market sensing, market interpretation, market value creation, and market analytics
- Demonstrate personal core skills: analytic, strategic thinking, technology, interpersonal, responsibility, and communication