

HERZING

ASSOCIATE OF SCIENCE IN BUSINESS MANAGEMENT (ASBM)

ASSOCIATE OF APPLIED SCIENCE IN BUSINESS MANAGEMENT (AASBM)

(The associate of applied science is offered at the Akron, Minneapolis, and Toledo campuses only)

PROGRAM DESCRIPTION

This program prepares students with the necessary skills and academic knowledge for entry-level positions in various business enterprises. These career opportunities may be in areas such as accounting, accounts payable, accounts receivable, business administration, sales, marketing, and human resources.

PROGRAM OBJECTIVES

Upon completion of their program, the student should be able to:

1. Utilize industry-standard accounting principles and accounting-based software.
2. Define and articulate organizational, marketing, ethical, and legal issues impacting contemporary business practices.
3. Demonstrate mastery of industry-standard word processing, spreadsheets, and databases.
4. Think critically, both conceptually and by using mathematical analysis; write and speak effectively; use basic computer applications; and understand human behavior in the context of the greater society.

POTENTIAL JOB POSITION TITLES

Potential entry-level job position titles include account representative, accounting clerk, accounts payable/receivable clerk, marketing representative, human resources representative, client services representative, office manager, and restaurant manager.

PROGRAM CONTENT

A minimum of 62.00 semester credit hours is required for graduation.

REQUIRED CORE COURSES

All courses, 30.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
AC 107	Accounting I	IS 102	3.00
AC 220	Finance	AC 107	3.00
BU 106	Introduction to Management	None	3.00
BU 204	The Digital Firm and Business Communications	BU 106	3.00
BU 206	Business Law I	None	3.00
BU 220	Principles of Marketing	BU 106	3.00
BU 302	Leadership and Organizational Behavior	BU 106	3.00
BU 345	Project Management	None	3.00
EC 111	Principles of Microeconomics	None	3.00
EC 121	Principles of Macroeconomics	None	3.00

REQUIRED INTERNSHIP OR RESEARCH PROJECT

3.00 credit hours are required.

Course Number	Course Name	Prerequisite	Credit Hours
BU 265	Internship	Final semester and PD 214	3.00
BU 270	Research Project	Final semester	3.00

OPEN ELECTIVE COURSES

A minimum of 3.00 semester credit hours of open electives is required.

GENERAL EDUCATION REQUIREMENTS

Students enrolled in this associate's degree must complete a minimum of 24.00 semester credit hours in general education distributed among the following disciplines. Refer to the General Education section of the catalog for Herzing University courses that would satisfy these requirements. *

1.00 Semester Credit Hour in Information Literacy

3.00 Semester Credit Hours in English Composition

3.00 Semester Credit Hours in Speech

4.00 Semester Credit Hours in Computer Applications ♦

4.00 Semester Credit Hours in Mathematics (College Algebra or above)

3.00 Semester Credit Hours in Social or Behavioral Science

3.00 Semester Credit Hours in Natural Science or Humanities With a Critical Thinking Focus ** ▲ ♦

3.00 Semester Credit Hours in General Education Electives ♦

* Transfer students may transfer courses that are within 1.00 semester credit hour of the courses listed above to meet these discipline requirements. Any resulting deficiency in the total of 24.00 semester credit hours required in general education may be made up with general education electives from any of the listed disciplines.

** A course with a critical thinking focus would be a course that addresses the theories and application of critical analysis with an emphasis on developing sequential reasoning skills. Examples may be courses in critical thinking, philosophy, logic, or science.

▲ Students in the State of Georgia must take a science course to fulfill this requirement.

♦ The state of Minnesota requires a minimum of 20.00 semester credit hours of general education for associate's degrees, not counting computer applications. However, all Herzing University students in the AASBM program must complete a minimum of 24.00 semester credit hours in general education, including computer applications, to complete the requirement for graduation from this associate's degree program. Minnesota students must complete at least 2.00 semester credit hours of general education in the humanities.

PERSONAL AND PROFESSIONAL DEVELOPMENT COURSES

2.00 semester credit hours are required. Students taking the BU 265 Internship must also take PD 214.

Course Number	Course Name	Prerequisite	Credit Hours
PD 121	Professional Development I	None	1.00
PD 202	Professional Development II	None	1.00
PD 214	AS/AAS/BS/Diploma Internship Preparation	None	0.00

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at <http://www.herzing.edu/academics/business-management>