

BUSINESS ADMINISTRATION, MANAGEMENT AND MARKETING CONCENTRATION (B.A.S.)

The **Bachelor of Applied Science in Business Administration with a concentration in Management and Marketing (BASBA MM)** gives students a strong background in management and marketing. Graduates will be prepared to manage in government, retail, food service, and other business environments.

Milestone Course

These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.

Career Planning

During the fourth semester of the AAS degree, students interested in the BAS should apply for admission to the Bachelor's program. See your advisor for assistance.

Capstone Course

The capstone is a semester-long project that prepares you for the workforce by perfecting your resume, assessing student learning outcomes, and preparing for the world of work.

Electives

Business Electives:

- Lower division electives may be chosen from courses with the following prefixes: ACCT, BTEC, ECON, ENT, GBUS, MGMT, MKTG, or CMS 117 INTRO TO SOCIAL MEDIA MGMT, CMS 217 ADVANCED SOCIAL MEDIA MGMT, CMS 230 FUND OF STRATEGIC COMM.
- Upper division business electives may be chosen from courses numbered above 300 and with the prefixes: ACCT, ECON, ENT, GBUS, MGMT, MKTG or STEM 420 PROJECT MANAGEMENT.
- Upper level Management electives include all courses numbered above 300 with the prefix MGMT.
- Upper level Marketing electives include all courses numbered above 300 with the prefix MKTG or CMS 317 SOCIAL MEDIA CAMPAIGNS, CMS 360 DIGITAL IMAGING, CMS 410 GRAPHIC DESIGN, CMS 425 VIDEO PRODUCTION, CMS 439 STRATEGIC COMM CAMPAIGN MGMT.

Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

Total Degree Credits: 121

Course	Title	Hours
Semester 1		
COLL 101	ORIENTATION TO COLLEGE ¹	1
BTEC 275	ADVANCED BUSINESS APPLICATIONS ²	3
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective ¹		3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective ¹		3
GBUS 101	INTRO TO BUSINESS (Milestone Course) ²	3
ECON 202	~MACROECONOMICS ²	3
Hours		16
Semester 2		
ECON 201	~MICROECONOMICS ²	3
GBUS 117	FINANCIAL BUSINESS APPLICATION (Milestone Course) ²	3
MGMT 220	PRINCIPLES OF MANAGEMENT ²	3
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective ¹		3
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci) Elective ¹		3
Hours		15
Semester 3		
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective ¹		3
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective ¹		4
Free Elective ¹		1
ACCT 201	PRIN OF ACCOUNTING ^{1 2}	3
GBUS 202	BUSINESS COMMUNICATION ²	3
Hours		14
Semester 4		
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective ¹		3

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Business Elective (100 level or higher) ¹		3
ACCT 202	PRIN OF ACCOUNTING 2 ²	3
MKTG 230	PRINCIPLES OF MARKETING ²	3
GBUS 240	ASSOCIATE BUSINESS CAPSTONE (Milestone Course - Capstone Course) ³	3
Hours		15
Semester 5		
Aesthetics, Creativity, and Appreciation (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective ¹		3
Quantitative Reasoning (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective ¹		3
MGMT 322	ORGANIZATIONAL BEHAVIOR ³	3
ECON 331 or ECON 320	FINANCIAL ECONOMICS ³ or MANAGERIAL ECONOMICS	3
GBUS 310	BUSINESS LAW 1 (Milestone Course) ²	3
Hours		15
Semester 6		
MGMT 333	HUMAN RESOURCES MANAGEMENT (Milestone Course) ³	3
GBUS 304	ADVANCED EXCEL ³	3
FIN 340	PRIN OF BUSINESS FINANCE ²	3
Scientific Inquiry (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective ¹		4
Upper-Division Marketing Elective (300 or 400 level Marketing course) ³		3
Hours		16
Semester 7		
Upper-Division Management Elective (300 or 400 level Management Course) ³		3
GBUS 405	GLOBAL BUSINESS (Milestone Course) ²	3
GBUS 300	PRIN MGMT INFORMATION SYSTEMS ³	3
ACCT 331 or ACCT 432	MANAGERIAL ACCOUNTING ³ or COST ACCOUNTING	3
Upper-Division Marketing Elective (Electives - 300 or 400 level Marketing course) ³		3
Hours		15
Semester 8		
MKTG 401	MARKETING RESEARCH ³	3
GBUS 440	BUSINESS POLICY (Milestone Course - Capstone Course) ²	3
Upper-Division Management Elective (Electives - 300 or 400 level Management Course) ³		3
GBUS 415	MANAGERIAL BUSINESS ETHICS ²	3
People and Their Worlds (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective ¹		3
Hours		15
Total Hours		121

¹ GPA Requirement: Gen Ed - 2.0

² GPA Requirement: Common Professional Component - 2.25

³ GPA Requirement: Management & Marketing Concentration - 2.50

Degree requires a total of 121 credit hours. [Core Course Credit Hours : 36]

Code	Title	Hours
Core Courses		
COLL 101	ORIENTATION TO COLLEGE ¹	1
Writing and Rhetoric (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#wr)		6
Quantitative Reasoning (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#qr)		6
Scientific Inquiry (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#si)		8
Aesthetics, Creativity, and Appreciation (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#aca)		6
Human Communication and Interaction (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#hci)		3
People and Their Worlds (https://vvup-public.courseleaf.com/programs-study/general-education-mission/#ptw)		6
Program Courses		
GBUS 101	INTRO TO BUSINESS	3
ECON 202	~MACROECONOMICS	3
BTEC 275	ADVANCED BUSINESS APPLICATIONS	3
ECON 201	~MICROECONOMICS	3
GBUS 117	FINANCIAL BUSINESS APPLICATION	3
ACCT 201	PRIN OF ACCOUNTING 1	3

GBUS 202	BUSINESS COMMUNICATION	3
MGMT 220	PRINCIPLES OF MANAGEMENT	3
ACCT 202	PRIN OF ACCOUNTING 2	3
MKTG 230	PRINCIPLES OF MARKETING	3
GBUS 240	ASSOCIATE BUSINESS CAPSTONE	3
GBUS 310	BUSINESS LAW 1	3
MGMT 322	ORGANIZATIONAL BEHAVIOR	3
ECON 331	FINANCIAL ECONOMICS	3
or ECON 320	MANAGERIAL ECONOMICS	
MGMT 333	HUMAN RESOURCES MANAGEMENT	3
GBUS 304	ADVANCED EXCEL	3
FIN 340	PRIN OF BUSINESS FINANCE	3
GBUS 405	GLOBAL BUSINESS	3
GBUS 300	PRIN MGMT INFORMATION SYSTEMS	3
ACCT 331	MANAGERIAL ACCOUNTING	3
or ACCT 432	COST ACCOUNTING	
MKTG 401	MARKETING RESEARCH	3
GBUS 440	BUSINESS POLICY	3
GBUS 415	MANAGERIAL BUSINESS ETHICS	3
Upper Level MKTG Electives		6
Upper Level MGMT Electives		6
Business Elective		3
Free Elective		1
Total Hours		121

¹ Institutional Graduation Requirement.