

# BUSINESS ADMINISTRATION

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## International Business

### Occupational Skills Award

This award is designed for students interested, or currently working, in the field of international commerce. After completion of this OSA, our recipients could begin working in positions such as Import/Export Clerk, Warehouse Manager and other similar occupations in the international commerce field.

## Accounting Clerk

### Certificate

This program is designed to prepare students for an entry-level position in the field of Accounting. Graduates of this program will have the skills, knowledge and abilities to perform general accounting duties.

## Management

### Certificate

This program will prepare students for an entry-level position in the private or public sector. Graduates of this program will have the skills, knowledge and abilities to perform general managerial duties.

## Marketing

### Certificate

This program will prepare students for an entry-level position in the field of marketing and sales. Graduates of this program will have the skills, knowledge and abilities to perform general marketing duties.

## Specialization: Accounting

### Associate of Applied Science

This program will prepare students for entry into the accounting profession. The two-year program emphasizes internal accounting procedures and generally accepted principles as they apply to external reporting.

## Specialization: Management

### Associate of Applied Science

This program will prepare students for various managerial positions such as entry-level management trainee. The program will prepare students in areas such as communication skills, accounting, human resource management, marketing, problem solving and decision-making.

## Specialization: Marketing

### Associate of Applied Science

This program will prepare students for an entry-level position in marketing and sales. The program will prepare students in areas such as communication skills, sales, product design, advertisement and public relations.

## Business Administration (Transfer Plan)

### Associate of Arts

This degree is designed for those students who plan to transfer to a four-year college or university to earn a Bachelor of Business Administration, a Bachelor of Arts, or a Bachelor of Science Degree. Students take classes to complete state general education requirements and a combination of business classes in accounting, computers and economics which fulfill the Associate of Arts Degree in Business Administration. Upon transferring to a four-year college or university, students may choose a concentration in Accounting, Economics, General Business, Finance, International Business, Information Systems, Management or Marketing.

**Note: All of the above Business Administration programs are ACBSP Accredited.**

## Program Learning Outcomes

### Accounting Clerk Certificate

1. Students will complete each step in the accounting cycle.
2. Students will prepare a payroll register for a business.
3. Students will prepare and maintain company accounting records utilizing computer integrated software.

### Management Certificate

1. Students will explain the forms of organizing a business in the current business environment.
2. Students will identify and explain business functions of Marketing, Management, Finance and Accounting.
3. Students will compare and contrast the contemporary theories of motivation.
4. Students will describe the communication process model including identification of the appropriate channel and medium.

### Marketing Certificate

1. Students will explain the function and role of marketing in a business organization.
2. Students will explain the 4 P's of marketing (product, price, promotion, place).
3. Students will formulate three marketing strategies using demographic factors which influence consumer purchases.

### Specialization: Accounting Associate of Applied Science

1. Students will prepare the Income Statement, Balance Sheet, and Statement of Stockholder's Equity.
2. Students will complete each step in the accounting cycle.
3. Students will prepare a statement of cost of goods manufactured and a cost of production report.
4. Students will prepare an operating budget.
5. Students will prepare and maintain company accounting records utilizing computer integrated software.

### Specialization: Management Associate of Applied Science

1. Students will explain the forms of organizing a business in the current business environment.
2. Students will identify and explain business functions of Marketing, Management, Finance, and Accounting.
3. Students will compare and contrast the contemporary theories of motivation.

- Students will describe the communication process including identification of the appropriate channel and medium.
- Students will identify the problems solving steps for decision-making within an organization.

#### Specialization: Marketing Associate of Applied Science

- Students will explain the function and role of marketing in a business organization.
- Students will explain the 4 P's of marketing (product, price, promotion, place).
- Students will formulate three marketing strategies using demographic factors which influence consumer purchases.
- Students will evaluate three marketing issues within an organization and provide possible solutions based on marketing data and information.
- Students will explain primary sources used in marketing research.

#### Business Administration Associate of Arts (Transfer Plan)

- Students will identify the phases of the business cycle in the contemporary economy.
- Identify the determinants of supply and demand and demonstrate how the shifts affect equilibrium price and outputs.
- Students will have an assessment on financial statement preparation of the Income Statement, Balance Sheet, and Statement of Stockholder's Equity.
- Students will have an assessment that requires the preparation of a statement a cost of goods manufactured and a cost of production report.
- Students will explain the forms of organizing a business in the current business environment.
- Students will demonstrate how to collect data, represent data (with tables, graphs, and numbers), analyze data, and interpret data.

### Advisory Committee Members

(For Workforce Programs Only)

#### Accounting

Melinda Bosquez, Burton McCumber  
 Angie Vela, City of Mission  
 Edelmiro Alaniz, Alaniz & Associates  
 Jason O. Peña, Garcia & Peña CPA's  
 Erika Pheanis, Magic Valley Electric Cooperative  
 Michael Redding, D&J Site Construction, LLC  
 Cristobal Rodriguez, Liberty Tax

#### Management

Mike Willis, South Texas Manufacturing Association  
 Noe Estrada, Child Fund International  
 Benita Valadez, RAM/VAL Inc.  
 Salvador Dominguez, Emerson  
 Patrick Gonzalez, The Woodmen Life Company

#### Marketing

Stephanie Hawk, Cobalt Digital Marketing  
 Oriol Zertuche, CODESM  
 John King, CEO Imagine It Studios  
 Jerry Sanchez, ImageHouse Media  
 Helen Escobar, Roma Independent School District  
 Eloy (Juan) Garza, Career Bridge

(For Academic Program Only)

#### TSI Liable

#### Field of Study - 18 Credit Hours

##### Discipline Foundation Courses (12 SCH):

ACCT 2301	Principles of Financial Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
ECON 2302	Principles of Economics II - Micro	3
BUSI 1301	Business Principles	3
Directed Electives (UTRGV) (6 SCH): <sup>1</sup>		
BCIS 1305	Business Computer Applications	3
BUSI 2305	Business Statistics	3

#### STC Core Curriculum - 42 Credit Hours

Complete 42 credit hours of required Core Curriculum <sup>2</sup>	42
<b>Total Credit Hours</b>	<b>60</b>

<sup>1</sup> The listed Directive Electives are for students pursuing to transfer to The University of Texas at Rio Grande Valley. Students pursuing a different transfer institution should see and advisor for selection of Directed Electives.

<sup>2</sup> Business Administration majors must take ECON 2301 Principles of Economics I - Macro to fulfill the Social/Behavioral Science component and must take MATH 1324 Mathematics for Business & Social Sciences to fulfill the Mathematics component of the Core Curriculum.

### Occupational Skills Award

- International Business Occupational Skills Award (p. 2)

#### Certificates

- Accounting Clerk Certificate (p. 3)
- Management Certificate (p. 3)
- Marketing Certificate (p. 3)

### Associate Degrees

- Business Administration
  - Specialization: Accounting Associate of Applied Science (p. 3)
  - Specialization: Management Associate of Applied Science (p. 4)
  - Specialization: Marketing Associate of Applied Science (p. 4)
- Business Administration (Transfer Plan) (p. 5)

### International Business Occupational Skills Award

#### TSI Exempt

Course	Title	Credit Hours
<b>Fall</b>		
BUSI 1301	Business Principles	3
BMGT 1327	Principles of Management	3
BUSI 2301	Business Law	3
IBUS 1305	Introduction to International Business and Trade	3
<b>Credit Hours</b>		<b>12</b>
<b>Total Credit Hours</b>		<b>12</b>

# Accounting Clerk Certificate

TSI Exempt

100% Online

Course	Title	Credit Hours
<b>Fall</b>		
ACNT 1303	Introduction to Accounting I	3
COSC 1301 or ITSC 1409 or ACNT 1413	Introduction to Computing or Integrated Software Applications I or Computerized Accounting Applications	3-4
BUSI 1301	Business Principles	3
BMGT 1305	Communications in Management	3
BMGT 2303	Problem Solving and Decision Making	3
<b>Credit Hours</b>		<b>15-16</b>
<b>Spring</b>		
ACNT 1304	Introduction to Accounting II	3
ACNT 1411	Introduction to Computerized Accounting	4
ACNT 1329	Payroll and Business Tax Accounting	3
BMGT 1327	Principles of Management	3
ACNT 2266	Practicum - Accounting	2
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>30-31</b>

# Management Certificate

TSI Exempt

100% Online

Course	Title	Credit Hours
<b>Fall</b>		
ACNT 1303	Introduction to Accounting I	3
COSC 1301 or ITSC 1409 or ACNT 1413	Introduction to Computing or Integrated Software Applications I or Computerized Accounting Applications	3-4
BUSI 1301	Business Principles	3
BUSG 1303	Principles of Finance	3
BMGT 1327	Principles of Management	3
Business Elective - Select one of the following:		3
BMGT 1371	Business Conduct	
BMGT 1331	Production and Operations Management	
BUSG 1302	E-Business Management	
<b>Credit Hours</b>		<b>18-19</b>
<b>Spring</b>		
MRKG 1311	Principles of Marketing	3
BMGT 1305	Communications in Management	3
HRPO 2301	Human Resources Management	3
BUSG 2309	Small Business Management/ Entrepreneurship	3
BMGT 2268	CAPSTONE: Business Administration Practicum	2
<b>Credit Hours</b>		<b>14</b>
<b>Total Credit Hours</b>		<b>32-33</b>

# Marketing Certificate

TSI Exempt

100% Online

Course	Title	Credit Hours
<b>Fall</b>		
ACNT 1303	Introduction to Accounting I	3
COSC 1301 or ITSC 1409 or ACNT 1413	Introduction to Computing or Integrated Software Applications I or Computerized Accounting Applications	3-4
BMGT 1327	Principles of Management	3
BMGT 2303	Problem Solving and Decision Making	3
MRKG 1311	Principles of Marketing	3
<b>Credit Hours</b>		<b>15-16</b>
<b>Spring</b>		
BUSI 1301	Business Principles	3
BMGT 1305	Communications in Management	3
MRKG 1301	Customer Relationship Management	3
MRKG 2312 or MRKG 2348	e-Commerce Marketing or Marketing Research and Strategies	3
BMGT 2268	CAPSTONE: Business Administration Practicum	2
<b>Credit Hours</b>		<b>14</b>
<b>Total Credit Hours</b>		<b>29-30</b>

# Business Administration Specialization: Accounting Associate of Applied Science

TSI Liable

100% Online

Course	Title	Credit Hours
<b>First Year</b>		
<b>Fall</b>		
ENGL 1301	Composition I <sup>1</sup>	3
ACNT 1303	Introduction to Accounting I	3
COSC 1301 or ITSC 1409 or ACNT 1413	Introduction to Computing or Integrated Software Applications I or Computerized Accounting Applications	3-4
BUSI 1301	Business Principles	3
BMGT 1327	Principles of Management	3
<b>Credit Hours</b>		<b>15-16</b>
<b>Spring</b>		
BMGT 1305	Communications in Management	3
ACCT 2301	Principles of Financial Accounting <sup>1</sup>	3
ACNT 1329	Payroll and Business Tax Accounting	3
ACNT 1411	Introduction to Computerized Accounting	4
SPCH 1321	Business and Professional Communication	3
<b>Credit Hours</b>		<b>16</b>

**Second Year****Fall**

Humanities Elective <sup>1</sup>		3
BUSG 2309	Small Business Management/ Entrepreneurship	3
MATH 1324	Mathematics for Business & Social Sciences	3
ACCT 2302	Principles of Managerial Accounting	3
BMGT 2303	Problem Solving and Decision Making	3

<b>Credit Hours</b>	<b>15</b>
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**Spring**

ACNT 2309	Cost Accounting	3
Accounting Elective - Select one of the following:		3
ACNT 1331	Federal Income Tax: Individual	
ACNT 2331	Internal Control and Auditing	
ACNT 1413	Computerized Accounting Applications	
ACNT 1374	Computerized Accounting II	
ACNT 2330	Government and Not-for-Profit Accounting	
ECON 2301	Principles of Economics I - Macro <sup>1</sup>	3
Accounting Elective - Select one of the following:		3
ACNT 1331	Federal Income Tax: Individual	
ACNT 2331	Internal Control and Auditing	
ACNT 1413	Computerized Accounting Applications	
ACNT 1374	Computerized Accounting II	
ACNT 2330	Government and Not-for-Profit Accounting	
ACNT 2267	Practicum - Accounting	2
<b>Credit Hours</b>		<b>14</b>
<b>Total Credit Hours</b>		<b>60-61</b>

<sup>1</sup> Identifies courses to fulfill minimum 15 credit hour General Education requirement

## Business Administration Specialization: Management Associate of Applied Science

**TSI Liable****100% Online**

Course	Title	Credit Hours
<b>First Year</b>		
<b>Fall</b>		
ENGL 1301	Composition I <sup>1</sup>	3
COSC 1301 or ITSC 1409	Introduction to Computing or Integrated Software Applications I or Computerized Accounting Applications	3-4
BUSI 1301	Business Principles	3
BUSG 1303	Principles of Finance	3
BMGT 1327	Principles of Management	3
Business Elective - Select one of the following:		3
BMGT 1371	Business Conduct	
BMGT 1331	Production and Operations Management	

**BUSG 1302 E-Business Management**

<b>Credit Hours</b>		<b>18-19</b>
<b>Spring</b>		
MRKG 1311	Principles of Marketing	3
SPCH 1321	Business and Professional Communication	3
ACNT 1303	Introduction to Accounting I	3
BMGT 1305	Communications in Management	3
HRPO 2301	Human Resources Management	3
BMGT 2303	Problem Solving and Decision Making	3
<b>Credit Hours</b>		<b>18</b>

**Second Year****Fall**

Math and Natural Sciences Elective <sup>1,2</sup>		4
BUSI 2301	Business Law	3
BUSG 2309	Small Business Management/ Entrepreneurship	3
<b>Credit Hours</b>		<b>10</b>
<b>Spring</b>		
Humanities Elective <sup>1</sup>		3
Social and Behavioral Sciences Elective <sup>1</sup>		3
BMGT 1309	Information and Project Management	3
ECON 2301	Principles of Economics I - Macro <sup>1</sup>	3
BMGT 2269	Practicum	2
<b>Credit Hours</b>		<b>14</b>
<b>Total Credit Hours</b>		<b>60-61</b>

<sup>1</sup> Identifies courses to fulfill minimum 15 credit hour General Education requirement

<sup>2</sup> Students must take a 4 credit hour course in order to fulfill the Math and Natural Sciences Elective

## Business Administration Specialization: Marketing Associate of Applied Science

**TSI Liable****100% Online**

Course	Title	Credit Hours
<b>First Year</b>		
<b>Fall</b>		
ENGL 1301	Composition I <sup>1</sup>	3
COSC 1301 or ITSC 1409 or ACNT 1413	Introduction to Computing or Integrated Software Applications I or Computerized Accounting Applications	3-4
BMGT 1327	Principles of Management	3
BMGT 2303	Problem Solving and Decision Making	3
MRKG 1311	Principles of Marketing	3
<b>Credit Hours</b>		<b>15-16</b>
<b>Spring</b>		
ACNT 1303	Introduction to Accounting I	3
SPCH 1321	Business and Professional Communication	3
BMGT 1305	Communications in Management	3

MRKG 2312 or MRKG 2348	e-Commerce Marketing or Marketing Research and Strategies	3
MRKG 1301	Customer Relationship Management	3
<b>Credit Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
BUSI 1301	Business Principles	3
Math and Natural Sciences Elective <sup>1,2</sup>		4
MRKG 2349	Advertising and Sales Promotion	3
BUSG 2309	Small Business Management/ Entrepreneurship	3
MRKG 2333	Principles of Selling	3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
Humanities Elective <sup>1</sup>		3
Social and Behavioral Sciences Elective <sup>1</sup>		3
MRKG 1313	Public Relations	3
ECON 2301	Principles of Economics I - Macro <sup>1</sup>	3
BMGT 2268	CAPSTONE: Business Administration Practicum	2
<b>Credit Hours</b>		<b>14</b>
<b>Total Credit Hours</b>		<b>60-61</b>

<sup>1</sup> Identifies courses to fulfill minimum 15 credit hour General Education requirement

<sup>2</sup> Students must take a 4 credit hour course in order to fulfill the Math and Natural Sciences Elective.

## Business Administration (Transfer Plan)

TSI Liable

100% Online

Course	Title	Credit Hours
<b>First Year</b>		
<b>Fall</b>		
HIST 1301 or HIST 2327	United States History I or Mexican-American History I	3
ENGL 1301	Composition I	3
BCIS 1305	Business Computer Applications <sup>1</sup>	3
BUSI 1301	Business Principles	3
<b>Credit Hours</b>		<b>12</b>
<b>Spring</b>		
HIST 1302 or HIST 2328	United States History II or Mexican-American History II	3
ENGL 1302	Composition II - Rhetoric	3
Creative Arts Elective - Core Curriculum		3
MATH 1324	Mathematics for Business & Social Sciences	3
ACCT 2301	Principles of Financial Accounting	3
<b>Credit Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
GOVT 2305	Federal Government	3
Life and Physical Sciences Elective - Core Curriculum		4
ACCT 2302	Principles of Managerial Accounting	3
ECON 2301	Principles of Economics I - Macro	3
<b>Credit Hours</b>		<b>13</b>
<b>Spring</b>		
GOVT 2306	Texas Government	3

Life and Physical Sciences Elective - Core Curriculum		4
ECON 2302	Principles of Economics II - Micro	3
BUSI 2305	Business Statistics <sup>1</sup>	3
Language, Philosophy & Culture Elective - Core Curriculum		3
Component Area Option - Core Curriculum		4
<b>Credit Hours</b>		<b>20</b>
<b>Total Credit Hours</b>		<b>60</b>

<sup>1</sup> The listed Directive Electives are for students pursuing to transfer to The University of Texas at Rio Grande Valley. Students pursuing a different transfer institution should see and advisor for selection of Directed Electives.