

BUSINESS ADMINISTRATION

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.

4. Students will describe the communication process including identification of the appropriate channel and medium.

5. Students will identify the problems solving steps for decision-making within an organization.

Specialization: Marketing, Associate of Applied Science

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.

4. Students will evaluate three marketing issues within an organization and provide possible solutions based on marketing data and information.

5. Students will explain primary sources used in marketing research.

Business Administration (Transfer Plan)

1. Students will identify the phases of the business cycle in the contemporary economy.

2. Identify the determinants of supply and demand and demonstrate how the shifts affect equilibrium price and outputs.

3. Students will have an assessment on financial statement preparation of the Income Statement, Balance Sheet, and Statement of Stockholder's Equity.

4. Students will have an assessment that requires the preparation of a statement a cost of goods manufactured and a cost of production report.

5. Students will explain the forms of organizing an business in the current business environment.

6. 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): ¹		
BCIS 1305	Business Computer Applications	3
BUSI 2305	Business Statistics	3
STC Core Curriculum - 42 Credit Hours		
Complete 4 $\frac{1}{2}$ credit hours of required Core Curriculum ²		42
Total Credit Hours		60

¹ 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.

² 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.

Certificates

- Accounting Clerk Certificate (p. 2)
- 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)

Accounting Clerk Certificate

TSI EXEMPT

Course	Title	Credit Hours
Fall		
ACNT 1303	Introduction to Accounting I	3
COSC 1301 or ITSC 1409	Introduction to Computing or Integrated Software Applications I	3-4
or ACNT 1413	or Computerized Accounting Applications	
BUSI 1301	Business Principles	3
BMGT 1305	Communications in Management	3
BMGT 2303	Problem Solving and Decision Making	3
Credit Hours		15-16

Spring		
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
BMGT 2269		2
Credit Hours		15
Total Credit Hours		30-31

Management Certificate

TSI EXEMPT

Course	Title	Credit Hours
Fall		
ACNT 1303	Introduction to Accounting I	3
COSC 1301 or ITSC 1409	Introduction to Computing or Integrated Software Applications I	3-4
or ACNT 1413	or Computerized Accounting Applications	
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	
Credit Hours		18-19
Spring		
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
Credit Hours		14
Total Credit Hours		32-33

Marketing Certificate

TSI EXEMPT

Course	Title	Credit Hours
Fall		
ACNT 1303	Introduction to Accounting I	3
COSC 1301 or ITSC 1409	Introduction to Computing or Integrated Software Applications I	3-4
or ACNT 1413	or Computerized Accounting Applications	
BMGT 1327	Principles of Management	3
BMGT 2303	Problem Solving and Decision Making	3
MRKG 1311	Principles of Marketing	3
Credit Hours		15-16
Spring		
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
Credit Hours		14
Total Credit Hours		29-30

Business Administration Specialization: Accounting Associate of Applied Science

TSI LIABLE

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1301	Composition I ¹	3
ACNT 1303	Introduction to Accounting I	3
COSC 1301 or ITSC 1409	Introduction to Computing or Integrated Software Applications I	3-4
or ACNT 1413	or Computerized Accounting Applications	
BUSI 1301	Business Principles	3
BMGT 1327	Principles of Management	3
Credit Hours		15-16
Spring		
BMGT 1305	Communications in Management	3
ACCT 2301	Principles of Financial Accounting	3
ACNT 1329	Payroll and Business Tax Accounting	3
ACNT 1411	Introduction to Computerized Accounting	4
SPCH 1321	Business and Professional Communication ¹	3
Credit Hours		16
Second Year		
Fall		
Humanities Elective ¹		3
BUSG 2309	Small Business Management/ Entrepreneurship	3
MATH 1324	Mathematics for Business & Social Sciences ¹	3
ACCT 2302	Principles of Managerial Accounting	3
BMGT 2303	Problem Solving and Decision Making	3
Credit Hours		15
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 ¹	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	
BMGT 2269		2
Credit Hours		14
Total Credit Hours		60-61

¹ Identifies courses to fulfill minimum 15 credit hour General Education requirement

Business Administration Specialization: Management Associate of Applied Science

TSI LIABLE

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1301	Composition I ¹	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	
Credit Hours		18-19
Spring		
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
Credit Hours		18
Second Year		
Fall		
Math and Natural Sciences Elective ^{1,2}		4
BUSI 2301	Business Law	3
BUSG 2309	Small Business Management/ Entrepreneurship	3
Credit Hours		10
Spring		
Humanities Elective ¹		3
Social and Behavioral Sciences Elective ¹		3
BMGT 1309	Information and Project Management	3
ECON 2301	Principles of Economics I - Macro ¹	3

BMGT 2268	CAPSTONE: Business Administration Practicum	2
Credit Hours		14
Total Credit Hours		60-61

¹ Identifies courses to fulfill minimum 15 credit hour General Education requirement

² 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

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1301	Composition I ¹	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
Credit Hours		15-16
Spring		
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
Credit Hours		15
Second Year		
Fall		
BUSI 1301	Business Principles	3
Math and Natural Sciences Elective ^{1,2}		4
MRKG 2349	Advertising and Sales Promotion	3
BUSG 2309	Small Business Management/ Entrepreneurship	3
MRKG 2333	Principles of Selling	3
Credit Hours		16
Spring		
Humanities Elective ¹		3
Social and Behavioral Sciences Elective ¹		3
MRKG 1313	Public Relations	3
ECON 2301	Principles of Economics I - Macro ¹	3
BMGT 2268	CAPSTONE: Business Administration Practicum	2
Credit Hours		14
Total Credit Hours		60-61

¹ Identifies courses to fulfill minimum 15 credit hour General Education requirement

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

Business Administration (Transfer Plan)

TSI LIABLE

Course	Title	Credit Hours
First Year		
Fall		
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 ¹	3
BUSI 1301	Business Principles	3
Credit Hours		12
Spring		
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
Credit Hours		15
Second Year		
Fall		
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
Credit Hours		13
Spring		
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 ¹	3
Language, Philosophy & Culture Elective - Core Curriculum		3
Component Area Option - Core Curriculum		4
Credit Hours		20
Total Credit Hours		60

¹ 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.