

BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE

**Business Management and Marketing
Associate in Applied Science**

The **Management Option** prepares the student with broad-based management knowledge and skills, which lead to a variety of positions in organizations.

Description:

The Business Management and Marketing program prepares students for a variety of careers in business. A core curriculum provides students with a foundation of knowledge applicable to any business career. Students select an area of specialty from one four options: management, marketing and retailing, production and inventory management, and real estate management.

The curriculum is designed for those who seek entry-level jobs as well as for currently employed individuals wishing to enhance their skills. A student specializes by choosing from one of the following options: The Equine Option, The Management Option, The Marketing and Retailing Option and The Real Estate Option.

Course Number	Course Title	Credit Hours
General Education Core		
ENG101	Writing I*	3
ENG102	Writing II*	3
ENG203	Business Writing	3
COM181	Basic Public Speaking* OR	3
COM252	Interpersonal Communications*	(3)
MA109 or MT150	College Algebra* OR	3
	any of the following: MA 123, MA 162, MA 113 or STA 291	
	Humanities/Foreign Language Course*	3
	Science Course *	3
PY110	Psychology OR	3
SOC101	Sociology	(3)
ECO201	Principles of Economics I*	3
	Subtotal Credit Hours	27
Technical Core or Support Courses		
MGT101	Quality Management Principles	3
MGT160	Introduction to Business	3
MGT240	Business Ethics and Self Management	3
MKT282	Principles of Marketing	3
MGT283	Principles of Management	3
ACC201	Financial Accounting I	3
ACC202	Managerial Uses of Accounting Information	3
CIT130	Microcomputer Applications OR	3
IMD210	Integrated Information Processing	(3)
	OR - Microsoft MOS certification	
	Subtotal Credit Hours	24
	<i>*Satisfies General Education requirement for AAS degree</i>	

(Courses are listed by category and not necessarily in the order to be taken)

Academic Sub-Plan Code – 520201711

Course Number	Course Title	Credit Hours
Required		
MGT200	Small Business Management OR	3
MGT256	Operations Management	(3)
MGT274	Human Resource Management OR	3
MGT287	Supervisory Management	(3)
MGT284	Applied Management Skills	3
MGT267	Introduction to Business Law	3
	Choose six hours from the following:	
MGT120	Personal Finance	3
MGT200	Small Business Management	3
MGT256	Operations Management	3
MGT274	Human Resource Management	3
MGT287	Supervisory Management	3
MGT288	Self Management	3
MKT155	Personal Selling	3
MKT290	Advertising and Promotion	3
MKT291	Retail Management	3
MKT293	Buying and Merchandising	3
MGT299	Selected Topics in Management: (Option Topic)	1-3
IMD275	Workplace Management	3
COE199	Cooperative Education: Business Technology	1-4
ECO202	Principles of Economics II	3
RE100	Real Estate Principles I	3
RE120	Real Estate Marketing	3
	Subtotal Credit Hours	18
	Total Credit Hours	69

The **Marketing and Retailing Option** leads to employment in sales, merchandise management, buying, department supervising, or retail management.

Academic Sub-Plan Code - 520201712

Course Number	Course Title	Credit Hours
Required:		
MKT155	Personal Selling	3
MKT290	Advertising and Promotion	3
MKT291	Retail Management	3
MKT293	Buying and Merchandising	3
MGT267	Introduction to Business Law	3
	Choose 3 hours from the following:	
MGT120	Personal Finance	3
MGT200	Small Business Management	3
MGT288	Self Management	3
MKT299	Selected Topics in Business Management and Marketing (Option Topic)	1-3

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COE199	Cooperative Education: Business Management and Marketing	1-4
ECO202	Principles of Economics II	3
	Subtotal Credit Hours	18
	Total Credit Hours	69

The **Real Estate Management Option** leads to a career in real estate, which may include sales, finance, counseling, development market analysis, valuation, and/or property management.

Academic Sub-Plan Code - 520201713

Course Number	Course Title	Credit Hours
Required:		
RE100	Real Estate Principles I	3
RE121	Appraising	3
RE225	Real Estate Finance	3
RE230	Real Estate Law	3
Choose 6 hours from the following;		
RE120	Real Estate Marketing	3
RE122	Construction and Blueprints	3
RE200	Real Estate Principles II	3
RE201	Property Management	3
RE202	Real Estate Investments I	3
RE220	Real Estate Brokerage Management	3
COE199	Cooperative Education: Business Management and Marketing	1-4
	Subtotal Credit Hours	18
	Total Credit Hours	69

The **Equine Management Option** provides the knowledge and skills students need to take advantage of various employment opportunities within the horse industry.

Academic Sub-Plan Code - 520201710

Course Number	Course Title	Credit Hours
Required:		
EQM100	Introduction to Equine Studies	3
EQM120	Introduction to Commercial Breeding Practices	4
EQM140	Equine Business Management I	2
EQM240	Equine Business Management II	2
EQM242	Equine Law	3
EQM246	Current Trends in the Equine Industry	1
EQM250	Equine Practicum	3
	Subtotal Credit Hours	18
	Total Credit Hours	69