

Degree Offered

Associate in Applied Science
Business Management/Entrepreneurship

Curriculum Code: 518**Program Information**

This program prepares students to lead start-up businesses and expand small businesses. Introduces students to management, marketing, accounting and finance, which are essential for effective business development.

Business programs focus on the education and skills needed in today's global business environment. Practical courses coupled with general education offerings enhance development of critical thinking, communication and problem-solving skills, as well as adaptability and teamwork.

When You Graduate

AAS programs are designed for students who want to enter a career directly after graduating but those who change their plans find that most of their CCC credits transfer to four-year colleges.

Students are encouraged to visit the NJ transfer website: www.njtransfer.org for transfer course equivalencies.

CCC graduates have transferred to every university in New Jersey and scores of universities throughout America.

The latest technology and learning tools support your education for a wide range of employment opportunities.

Earn a BA, MA at CCC

Once you graduate from Cumberland County College, you can earn a bachelor's and even a master's degree at the on-campus Shirlee and Bernard Brown University Center. CCC's University Center houses bachelor's and master's degree programs offered by Fairleigh Dickinson University, Georgian Court University, Montclair State University, Rowan University and Wilmington University.

www.cccnj.edu

Business Management/ Entrepreneurship

Program Requirements (41 credits) Credits

<input type="checkbox"/>	AC 103	Accounting Principles I	4
<input type="checkbox"/>	BU 106	Introduction to Management	3
<input type="checkbox"/>	BU 109	Business Law I	3
<input type="checkbox"/>	BU 115	Introduction to Business	3
<input type="checkbox"/>	BU 117	Advertising	3
<input type="checkbox"/>	BU 207	Introduction to Marketing	3
<input type="checkbox"/>	BU 209	Small Business Management	3
<input type="checkbox"/>	BU 219	Retailing	3
<input type="checkbox"/>	BU 233	Corporate Finance	3
<input type="checkbox"/>	BU 249	Introduction to International Business	3
<input type="checkbox"/>	BU 288	Strategic Management	4
<input type="checkbox"/>	CS 220	Marketing on the Internet	3
<input type="checkbox"/>	EN 204	Business Communication	3

General Education Requirements (21/22 credits)

<input type="checkbox"/>	CS 101	Introduction to Microcomputers or	
	CS 102	Applications on the Microcomputer	3
<input type="checkbox"/>	EC 201	Principles of Macroeconomics	3
<input type="checkbox"/>	EN 101	English Composition I	3
<input type="checkbox"/>	EN 102	English Composition II or	
	SP 203	Effective Speech	3
<input type="checkbox"/>		Diversity Elective	3
<input type="checkbox"/>		Humanities Elective	3
<input type="checkbox"/>		Math Elective (MA 109 or higher*)	3/4

Total Credits: 62/63

Excluding MA 115*Upon completion of this program, students should be able to:**

- Prepare and present effective oral business presentations.
- Analyze an existing local small business and prepare recommendations.
- Perform a socially responsible project.
- Manage a team project.
- Locate, retrieve and critically evaluate information and information sources.
- Seek employment in the field of study.