

GLOUCESTER COUNTY COLLEGE
BUSINESS AND TECHNOLOGY DIVISION

GRADUATION CONTROL SHEET

MARKETING AND MANAGEMENT
Small Business Management Option
Associate in Applied Science (A.A.S.) - Career

This option is offered because of the growing need for information and the increasing demand for structured guidance in business entrepreneurship. Surviving in competitive business today is only possible through the knowledge of management and decision making. The need for the small business and the use of realistic marketing and managerial strategies must be continually monitored along with the pulse of the target market in order for the small business to succeed.

<u>FIRST YEAR - Fall Semester</u>			<u>Credits</u>
___	COM 101	English Composition I	3
___	BUS 101	Introduction to Business	3
___	BUS 102	Accounting I *	4
___	MAT 100	Foundations of Mathematics I	3
___	CIS 102	Introduction to Computers *	4
			17
<u>Spring Semester</u>			
___	COM 102	English Composition II	3
___	MAT 200	Foundations of Mathematics II	3
___	BUS 221	Principles of Marketing	3
___	___	Humanities Elective	3
___	BUS 231	Principles of Management	3
___	HPE ___	Physical Education Elective	1-3
			16-18
<u>SECOND YEAR - Fall Semester</u>			
___	BUS 107	Business Law I	3
___	BUS 115	Small Business Management	3
___	ECO ___	Economics Elective	3
___	RET 101	Retail Management	3
___	BUS 223	Principles of Selling	3
___	CEP 205	Small Business Co-op Experience	2
			17
<u>Spring Semester</u>			
___	BUS 108	Business Law II	3
___	BUS 225	Principles of Advertising	3
___	BUS 116	Case Problems in Small Business	3
___	___	Humanities Elective	3
___	___	Social Science Elective	3
			15
		<u>TOTAL MINIMUM CREDITS:</u>	65

* Students with prior experience may substitute a business elective with the approval of the Business and Technology Division Dean after successfully completing a placement exam.

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REQUIRED CORE AND ELECTIVE COURSES

		<u>Credits</u>
<u>Communications</u>		
English Composition I	COM 101	3
English Composition II	COM 102	3
<u>Humanities</u>		
Humanities Electives	___ ___	3
	___ ___	3
<u>Social Science</u>		
Social Science Elective	___ ___	3
<u>HPE</u>		
Physical Education Elective	HPE ___	1-3
<u>Mathematics</u>		
Foundations of Mathematics I	MAT 100	3
Foundations of Mathematics II	MAT 200	3
<u>Business</u>		
Introduction to Business	BUS 101	3
Accounting I	BUS 102	4
Business Law I	BUS 107	3
Business Law II	BUS 108	3
Small Business Management	BUS 115	3
Case Problems in Small Business	BUS 116	3
Principles of Marketing	BUS 221	3
Principles of Selling	BUS 223	3
Principles of Advertising	BUS 225	3
Principles of Management	BUS 231	3
Introduction to Computers	CIS 102	4
Economics Elective	ECO ___	3
Retail Management	RET 101	3
<u>Cooperative Education</u>		
Small Business Co-op Experience	CEP 205	2
<u>TOTAL MINIMUM CREDITS:</u>		65