

Business Professional (Career Program)

Associate in Applied Science Degree

This career-oriented curriculum is designed to meet the basic requirements of those who wish to explore the various areas of business. This program may also be used to further the general and specialized skills of those already employed.

The curriculum is not designed with transfer as the desired objective. However, many courses in the program are accepted by baccalaureate-level colleges. Students in this program will choose business electives according to their area of interest. These areas of interest are organized by the following tracks: Sales/Marketing, Accounting/ Finance, Management, Entrepreneurship, and Administrative Support. Graduates have a fundamental knowledge of business principles, procedures and systems, and a broad background in theory and practice.

Articulation Agreements

Students should check with the Transfer Office about articulation agreements with this program.

For more information, visit the [Business Professional \(http://www.ccm.edu/academics/divdep/bmet/business/business-professional-career-program/\)](http://www.ccm.edu/academics/divdep/bmet/business/business-professional-career-program/) website.

Degrees

AAS Business Professional

(P3400)

General Education Foundation

Communication		6
ENG-111	English Composition I	
ENG-112	English Composition II	
Math-Science-Technology		
MAT-124	Statistics (or)	3
MAT-110	College Algebra (or)	
MAT-117	Mathematical Analysis for Business and Economics (or)	
MAT-120	Mathematics for Liberal Arts	
Social Science or Humanities		3
ECO-113	Elements of Economics or ECO-21 Principles of Economics I Macroeconomics	
General Education Electives		9
COM-109	Speech Fundamentals	
ISA-110	Intercultural Communication	
PSY-113	General Psychology	
General Education Foundation Credits		21
Business Core		
BUS-112	Introduction to Business	3

BUS-119	Business Information Systems and Applications	3
BUS-213	Business Law I	3
BUS-215	Principles of Management	3
ACC-105	Computerized Accounting	3
MKT-113	Principles of Marketing I	3
BUS-229	Internship Experience-Business (135-300 Hours) (OR)	3
BUS-227	Internship Experience-Business (45-100 Hours) (AND)	
BUS-228	Internship Experience-Business (90-200 Hours)	
Business Electives by Track		15
Business Core Credits		36
Free Electives		3
Free Electives		
Free Electives Credits		0
Total Credits		60

Sales/Marketing Track

Designed for students aspiring for a career in marketing

MKT-114	Principles of Marketing II	3
MKT-208	Social Media Marketing	3
Take 9 credits from the following:		9
MKT-215	Sales Principles and Practices	
MKT-218	Advertising	
MKT-207	Introduction to Services Marketing	
MKT-211	Digital Advertising	
Sales/Marketing Track Credits		15
Total Credits		15

Accounting/Financial Management

Designed for students interested in careers in bookkeeping, banking and cash management

ACC-111	Principles of Accounting I - Financial Accounting	3
ACC-112	Principles of Accounting II - Managerial Accounting	3
BUS-211	Money and Banking	3
BUS-212	Principles of Finance	3
BUS-218	Investment Principles (OR)	3
BUS-136	Personal Finance	
Accounting/Financial Management Credits		15
Total Credits		15

Management

Designed for students interested in careers in management.

BUS-233	Principles of International Business	3
9 credits of any elective that begins with ACC, BUS, MKT, HOS course not already taken		9
PHL-118	Philosophy of Leadership	3

Management Credits	15
Total Credits	15

Entrepreneurship

Designed for students interested in owning and operating their own business

BUS-219	Small Business Operations	3
CMP-239	The Internet and Web Page Design	3
Take 9 credits from the following:		9
MKT-215	Sales Principles and Practices (OR)	
MKT-218	Advertising	
MKT-208	Social Media Marketing	
HOS-118	Introduction to the Hospitality Industry	
HOS-120	Hotel/Hospitality Management	
MKT-207	Introduction to Services Marketing	
MKT-211	Digital Advertising	
Entrepreneurship Credits		15
Total Credits		15

Administrative Support

Designed for students interested in a career as an administrative assistant

CMP-239	The Internet and Web Page Design	3
CMP-120	Foundations of Information Security	3
MED-110	Multimedia I	3
6 credits of any ACC, BUS, or MKT course not already taken		6
Administrative Support Credits		15
Total Credits		15

NOTE: Students will not receive credit toward graduation for more than one of the following courses: (CMP-135, CMP-126 or BUS-119)

OR (BUS 135 and 233) OR (BUS 242 and MKT 207). Students interested in obtaining a Small Business Management Certificate, Social Media Marketing & Communications Certificate or Finance Certificate should consider using their Business electives to fulfill those requirements.

Faculty

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Courses

BUS-112. Introduction to Business. 3 Credits.

LECT 45 hrs

This course introduces both business and non-business majors to various fields of business study. Topics include foundations of business and economic systems, management and leadership styles, entrepreneurship, motivational theory and techniques, personnel and production management, accounting, information systems, business law, union/management relations and global issues. The course prepares students for higher-level business study and explores a variety of major options and career paths.

BUS-119. Business Information Systems and Applications. 3 Credits.

LECT 45 hrs LAB 15 hrs

This course provides an introduction to the business productivity software programs available for problem solving and decision making in business and industry. This is a hands-on laboratory course designed to provide the student with experience in preparing professional business documents, analyzing business data, and presenting business results. Students will utilize the Microsoft Office software package, focusing on MS Word, Excel and PowerPoint. Special emphasis will be placed on analyzing data and preparing summary reports for decision making and problem solving using MS Excel. Students will acquire skills that can be applied to the preparation for optional Microsoft Office Specialist (MOS) Certification. Students will not receive credit towards graduation for more than one of the following courses: CMP-135, CMP-126 or BUS-119.

Additional Fees: Course fee applies.**BUS-135. Introduction to International Business. 3 Credits.**

LECT 45 hrs

This course introduces students to the field of international business and trade. A broad range of topics prepares students for the rapidly evolving global business world and for advanced study in international business. Topics include an overview of international business, the global economy, international business environments, issues related to operating and managing an international business and concepts and theories related to the global marketplace. Students will not receive credit for both BUS-135 and BUS-233.

BUS-136. Personal Finance. 3 Credits.

LECT 45 hrs

This course provides a practical introduction to personal finance and money management by focusing on realistic ways to effectively manage and protect personal assets, minimize taxes, and provide for a secure retirement. Students may design a personal budget and learn to make appropriate decisions with regard to savings, investments, insurance, credit protection, and estate planning. Students evaluate the cost of borrowed money, real estate investments, effective use of credit, tax implications, and the effects of the economy on personal financial decisions. The use of financial periodicals may be required.

Prerequisites: MAT-016 or equivalent**Additional Fees:** Course fee applies.**BUS-200. Business Case Study Methodologies. 2 Credits.**

LECT 30 hrs

This course will introduce students to business case study analysis methodology. Students will analyze a variety of case study types and will develop case resolutions. Upon completion of the course, students will be able to identify, describe and summarize the problems related to business case studies. Students will also be able to develop and present sound alternative case strategies. A team of students will qualify for case study competitions, including but not limited to the New Jersey Community College Case Competition (NJCC) held annually at Rutgers Business School.

Prerequisites: BUS-112 BUS-119 MKT-113**Corequisites:** ACC-111.**BUS-205. Landscape Specifications and Estimating. 3 Credits.**

LECT 45 hrs

Required for students in Landscape Management and Design Agribusiness and Turf and Turfgrass Management and recommended for others with an interest in landscape maintenance or landscape design and installation. The course focuses on developing systems for the identification of costs associated with the preparation of landscape estimates and bids. Topics include pricing, budgeting, understanding and writing specifications; contracts and related issues; insurance and accounting applications for landscape businesses; estimating with an emphasis on cost-finding processes; and client and employee relations.

BUS-210. Entrepreneurial Mindset and Innovation. 3 Credits.

LECT 45 hrs

This course is for all students interested in starting their own business or interested in learning about how entrepreneurs think, innovate, and lead. The objective of the course is to enable students to successfully create and lead enterprises. Students will acquire the basic skills to be a successful entrepreneurial leader. Students will learn what it means to have an entrepreneurial mindset and how to generate product ideas and test them. The course will cover new product development, opportunity generation, value proposition, and the "lean start-up." Students will learn how to create a profit and loss statement, obtain financing, and create a "pitch" deck.

Prerequisites: MKT-113.**BUS-211. Money and Banking. 3 Credits.**

LECT 45 hrs

This course analyzes the organization and operation of our financial system. Included in the study are the money and capital markets, commercial banking, and other financial institutions such as commercial finance companies. The relationship between financial and economic activity, including monetary and fiscal policy, is shown.

Prerequisites: MAT-016 or equivalent**Additional Fees:** Course fee applies.**BUS-212. Principles of Finance. 3 Credits.**

LECT 45 hrs

This course is a study of principles and practices followed in the financial organization and operation of a business organization, including financing new and growing businesses, sources of capital, banking and credit accommodations, and the handling of other financial matters.

Prerequisites: ACC-111**Additional Fees:** Course fee applies.**BUS-213. Business Law I. 3 Credits.**

LECT 45 hrs

This course is a basic study of the fundamentals of legal liability, the growth of our legal system, and the legal rights, duties and obligations of the individual. Specifically covered are law and society, contracts, agency and employment. Where applicable, the Uniform Commercial Code is used as the basis for statutory interpretation.

BUS-215. Principles of Management. 3 Credits.

LECT 45 hrs

This course is a study of the basic managerial functions of planning, organizing, staffing, directing and controlling. Emphasis is placed on the theory of management, organization and executive leadership. Case studies of actual business situations present problems requiring executive decisions for solution.

Prerequisites: ENG-111 or ENG-111CL or ENG-111CW; ENG-112 or equivalent; BUS-119 or CMP-126.

BUS-218. Investment Principles. 3 Credits.

LECT 45 hrs

This course introduces students to basic types of investment alternatives focusing on the mechanics of investing including online investing, researching and interpreting financial information, understanding risk/return tradeoffs, and reviewing investment strategies associated with various stock orders. The course offers a thorough review of the primary and secondary securities markets, securities regulations and ethics, and a general understanding of the impact of the economy and the Federal Reserve on investment decisions. The course objective is to develop students into independently sophisticated investors through a practical hands-on approach. The use of financial periodicals may be required.

Prerequisites: MAT-016 or equivalent

Additional Fees: Course fee applies.

BUS-219. Small Business Operations. 3 Credits.

LECT 45 hrs

This course focuses on all aspects of operating an existing business or starting a new venture, culminating in the preparation and simulated execution of a business plan. Study includes evaluations of both new and existing businesses, financing approaches, forms of ownership, traditional and Internet marketing and advertising, directing, staffing, purchasing, risk mitigation, cash management, tax obligations, bootstrapping techniques, and financial and breakeven evaluation. This is a hands-on pragmatic approach to small business management.

BUS-227. Internship Experience-Business (45-100 Hours). 1 Credit.

COOP 45 hrs

This course provides students in the Business Department's programs with job training and practical experience in a work environment prior to permanent employment amounting to between 45-100 hours in duration. The course is a business elective in the Business Administration and Business Professional programs. Students desiring to participate in this experience should make their intention known to the Department Chairperson or the Faculty Coordinator at the beginning of their third semester.

Prerequisites: BUS 112, BUS 119, MAT 016 OR EQUIVALENT AND ENG 111 OR ENG 111CL OR ENG 111CW.

BUS-228. Internship Experience-Business (90-200 Hours). 2 Credits.

COOP 90 hrs

This course provides students in the Business Department's programs with job training and practical experience in a work environment prior to permanent employment amounting to between 90-200 hours in duration. The course is a business elective in the Business Administration and Business Professional programs. Students desiring to participate in this experience should make their intention known to the Department Chairperson or the Faculty Coordinator at the beginning of their third semester.

Prerequisites: BUS 112, BUS 119, MAT 016 OR EQUIVALENT AND ENG 111 OR ENG 111CL OR ENG 111CW.

BUS-229. Internship Experience-Business (135-300 Hours). 3 Credits.

COOP 135 hrs

This course provides students in the Business Department's programs with job training and practical experience in a work environment prior to permanent employment amounting to between 135-300 hours in duration. The course is a required course for the Business Professional program and a business elective in the Business Administration curriculum. Students desiring to participate in this experience should make their intention known to the Department Chairperson or the Faculty Coordinator at the beginning of their third semester.

Prerequisites: BUS 112, BUS 119, MAT 016 OR EQUIVALENT AND ENG 111 OR ENG 111CL OR ENG 111CW.

BUS-233. Principles of International Business. 3 Credits.

LECT 45 hrs

This course introduces students to the field of international business and trade. A broad range of topics prepares students for the rapidly evolving global business world and for advanced study in international business. Topics include an overview of international business, the global economy, international business environments, issues related to operating and managing an international business and concepts and theories related to the global marketplace.

Prerequisites: ENG 111, ENG 111 CL, ENG 111 CW.

BUS-242. Customer Relations. 3 Credits.

LECT 45 hrs

This course focuses on customer relations as the measure of present and future business success. It begins with describing how business develops its business strategy on identified customer base. Recognizing the challenge of meeting customer expectations, the course defines customer satisfaction and introduces approaches to move from satisfying the customer to delighting the customer. A comprehensive customer relations process, customer relationship management, is introduced and its role discussed in the electronic business age.

BUS-291. Special Topics in Business. 3 Credits.

LECT 45 hrs

This course is an examination of selected topics or issues in business areas of study. Topics may differ each time the course is offered. Students should consult with the Department of Business Administration chair for additional information.

BUS-ELE. Business Elective. 3 Credits.

LECT 45 hrs