

# BUSINESS ADMINISTRATION

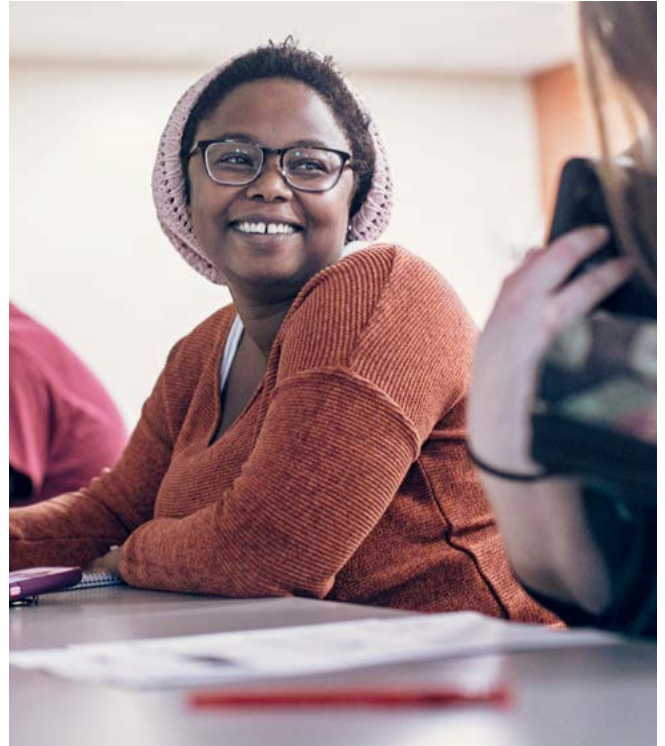
## ASSOCIATE IN APPLIED SCIENCE DEGREE PROGRAM AND GENERAL BUSINESS CERTIFICATE

**Preparing tomorrow's  
business leaders today**

Strong businesses are the lifeblood of any healthy economy. Entrepreneurs and employees with a solid understanding of business principles, digital technology, and interpersonal (soft) skills are more successful now than ever. Our Business Administration program will allow you to develop your creativity and talents in leadership, marketing, management, human resources, accounting, and technology.

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“When I entered KVCC’s Business program, I was not sure what ‘business’ was even about. Now I want to learn even more. The world is complicated and interesting, and business is everywhere. I plan to get my 4-year degree next, and then I will have the knowledge to open my own business with confidence.”



### What Business Administration graduates do:

- Develop marketing tools
- Develop business plans
- Operate small businesses
- Interpret & analyze financial data
- Assist in management decision-making
- Attend four-year institutions

### Career Opportunities:

- Banking
- Insurance
- Marketing
- Retail
- Sales
- Non-Profit Agencies
- Office Administration
- Family/Small Business
- Government Agencies
- Entry-Level Management

For further questions about this program, please contact: [kvccadmissions@maineccc.edu](mailto:kvccadmissions@maineccc.edu)

# BUSINESS ADMINISTRATION

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## Business Administration, Associate in Applied Science Degree

### First Semester

BUS101*	Principles of Business	3
COM104	Intro to Communications	3
CPT115*	Technology for Business	3
ENG101*	College Composition	3
MAT111*	Quantitative Reasoning	3

### Second Semester

ACC115*	Accounting for Business	3
BUS113*	Principles of Marketing	3
BUS115*	Principles of Management	3
ENG219	Business & Professional Writing	3
MAT225	Math for Business & Economics	3

### Third Semester

ACC212	Computerized Accounting	3
BUS116*	Business Law	3
BUS215*	Human Resource Management	3
CPT131	Foundations of Digital Design	3
ECO113	Principles of Macroeconomics	3

### Fourth Semester

BUS213*	Digital Marketing	3
BUS218*	Small Business Entrepreneurship	3
BUS250*	Internship/Capstone	3
ECO114	Principles of Macroeconomics	3
PHI110	Intro to Contemporary Ethics	3

**Total Credits** **60**

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## General Business Certificate

### First Semester

BUS101*	Principles of Business	3
CPT115*	Technology for Business	3
ENG101	College Composition	3
MAT111	Quantitative Reasoning	3

### Second Semester

ACC115*	Accounting for Business	3
BUS113*	Principles of Marketing	3
BUS115*	Principles of Management	3
ECO113	Principles of Macroeconomics	3

**Total Credits** **24**

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## CRITERIA FOR GRADUATION

Students must complete 60 credits in the Business Administration program and achieve a minimum grade of "C" in designated common and program core courses (\*). Students must attain a final GPA of 2.0 or higher. (H) Suggested Elective. Please contact your advisor for more information.

**This program is accessible 100% online, utilizing synchronous and asynchronous classes.**

# BUSINESS ADMINISTRATION

## Associate in Applied Science Degree

### DESCRIPTION

The Business Administration program provides a solid foundation of principles designed to prepare individuals for the business world. The program offers practical, marketable skills while also developing an understanding of business theory. The curriculum is perfectly designed to enhance one's skills to enter or advance within his/her career or for the individual who is interested in exploring his/her entrepreneurial spirit. Besides providing training for employment, the program prepares students to continue their education at a four-year college or university. Agreements with several colleges and universities ensure that graduates can transfer, as an advanced student, into a four-year program.

### PROGRAM MISSION

The mission of the Business Administration program is to provide a solid foundation necessary for individuals to thrive in the workforce, as entrepreneurs, or to further their education.

### EDUCATIONAL OUTCOMES

Upon successful completion of the Business Administration program, the graduate is expected to:

1. Demonstrate effective business communication and interpersonal skills.
2. Analyze data to solve business-related problems.
3. Create a variety of business-related artifacts using appropriate technologies.
4. Evaluate alternatives to implement appropriate business practices and make sound decisions.
5. Demonstrate knowledge of business ethics and social responsibility.

### COLLEGE ADMISSION

General admission guidelines can be found on [page 33](#) in the catalog.