

SCHOOL OF BUSINESS

**Business Management AAS Degree (MD13)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates .....	Fall, Spring, Summer
Length of Program .....	5 Terms
Credit Hours Required for Graduation.....	64

**Purpose:** The Business Management Associate of Applied Science degree program is designed to prepare students for entry into management and supervisory occupations in a variety of businesses and industries. Learning opportunities will introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement in management. Graduates of the program receive a Business Management degree with a specialization in General Management, Small Business Management, Human Resources Management or Marketing Management.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

**Program Courses**

**Credits**

<b>General Core Courses</b>	<b>Total 18 credit hours</b>
Area I Language Arts/Communication	3
ENGL 1101 Composition and Rhetoric (required)	
Area II Social/Behavioral Sciences	3
Area III Natural Sciences/Mathematics	3
<b>(One of the following required)</b>	
MATH 1101 Mathematical Modeling	
MATH 1103 Quantitative Skills and Reasoning	
MATH 1111 College Algebra	
MATH 1127 Introduction to Statistics	
Area IV Humanities/Fine Arts	3
General Education Elective from any area	6

*Contact program advisor for program-specific courses and see General Education Requirements for Associate Degrees for course options.*

<b>Occupational Courses</b>	<b>Total 34 credit hours</b>
ACCT 1100 Financial Accounting I	4
COLL 1010 College and Career Success Skills	3
MGMT 1100 Principles of Management	3
MGMT 1105 Organizational Behavior	3
MKTG 1130 Business Regulations and Compliance <b>OR</b>	3
MGMT 1110 Employment Rules and Regulations	(3)
MGMT 1115 Leadership	3
MGMT 1120 Introduction to Business	3
MGMT 1125 Business Ethics	3
MGMT 2115 Human Resource Management	3
MGMT 2125 Performance Management	3
MGMT 2215 Team Project	3

## SCHOOL OF BUSINESS

**Select one of the following specializations:**

<b>Human resources</b>	<b>Total 12 credit hours</b>
MGMT 2120 Labor Management Relations	3
MGMT 2130 Employee Training and Development	3
MGMT 2210 Project Management	3
MGMT 2220 Management Occupation-Based Instructions	3
<b>OR</b>	
Guided Elective	(3)
 <b>Small Business</b>	 <b>Total 12 credit hours</b>
MGMT 2140 Retail Management	3
MGMT 2145 Business Plan Development	3
MGMT 2150 Small Business Management	3
Guided Elective	(3)
 <b>Marketing</b>	 <b>Total 12 credit hours</b>
MKTG 1100 Principles of Marketing	3
MKTG 1190 Integrated Marketing Communications	3
MKTG 2500 Exploring Social Media	3
Guided Marketing Elective	3
 <b>General Management</b>	 <b>Total 12 credit hours</b>
Guided Electives	12

Estimated cost of books and supplies for full program is approximately \$1,150.

**SCHOOL OF BUSINESS**  
**Business Management Diploma (MD12)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 4 Terms  
 Credit Hours Required for Graduation..... 43

**Purpose:** The Business Management diploma program is designed to prepare students for entry into management positions in a variety of businesses and industries. Learning opportunities will introduce, develop, and reinforce academic and occupational knowledge, skills, and attitudes required for job acquisition, retention, and advancement in management.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

**Program Courses**

**Credits**

**Basic Skills Courses**

**Total 12 credit hours**

COLL	1010	College and Career Success Skills	3
ENGL	1010	Fundamentals of English I	3
MATH	1012	Foundations of Mathematics	3
PSYC	1010	Basic Psychology	3

**Occupational Courses**

**Total 31 credit hours**

ACCT	1100	Financial Accounting I	4
MGMT	1100	Principles of Management	3
MGMT	1105	Organizational Behavior	3
MGMT	1115	Leadership	3
MGMT	1120	Introduction to Business	3
MGMT	1125	Business Ethics	3
MGMT	2115	Human Resources Management	3
MGMT	2125	Performance Management	3
MGMT	2215	Team Project	3
MKTG	1130	Business Regulations and Compliance	3
<b>OR</b>			
MGMT	1110	Employment Rules and Regulations	(3)

Estimated cost of books and supplies for full program is approximately \$1,000.

**SCHOOL OF BUSINESS**

**Human Resource Management Specialist Certificate (HRM1)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 2 Terms  
 Credit Hours Required for Graduation..... 18

**Purpose:** The Human Resource Management Specialist certificate program prepares individuals to perform human resource functions in the HR Department in most companies. Learning opportunities will introduce, develop and reinforce student’s knowledge, skills and attitudes required for job acquisition, retention and advancement in management.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

**Program Courses**

**Credits**

MGMT 1100 Principles of Management	3
MGMT 1105 Organizational Behavior	3
MGMT 2115 Human Resource Management	3
MGMT 2125 Performance Management	3
MGMT 2130 Employee Training and Development	3
MKTG 1130 Business Regulations and Compliance	3
<b>OR</b>	
MGMT 1110 Employee Rules and Regulations	(3)

Estimated cost of books and supplies for full program is approximately \$350.

**SCHOOL OF BUSINESS**

**Management and Leadership Specialist Certificate (MAL1)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 2 Terms  
 Credit Hours Required for Graduation ..... 18

**Purpose:** The Management and Leadership Specialist certificate program prepares individuals to become supervisors and leaders in business, commercial or manufacturing facilities. Learning opportunities will introduce, develop and reinforce student’s knowledge, skills and attitudes required for job acquisition, retention and advancement in management.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

**Program Courses**

**Credits**

COLL 1010	College and Career Success Skills	3
MGMT 1100	Principles of Management	3
MGMT 1115	Leadership	3
MGMT 2125	Performance Management	3
MGMT 2130	Employee Training and Development	3
MKTG 1130	Business Regulations and Compliance	3
<b>OR</b>		
MGMT 1110	Employee Rules and Regulations	(3)

Estimated cost of books and supplies for full program is approximately \$350.

**Marketing Specialist Certificate (MS21)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 2 Terms  
 Credit Hours Required for Graduation ..... 12

**Purpose:** The Marketing Specialist certificate program prepares individuals to execute a company’s marketing plan.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

**Program Courses:**

MKTG 1100	Principles of Marketing	3
MKTG 1160	Professional Selling	3
MKTG 1190	Integrated Marketing Communications	3
	Marketing Elective	3

Estimated cost of books and supplies for full program is approximately \$350.

**SCHOOL OF BUSINESS**

**Organizational Leadership Specialist Certificate (OLS1)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 1 Term  
 Credit Hours Required for Graduation ..... 12

**Purpose:** The Organizational Leadership Specialist certificate program prepares individuals to become supervisors and leaders in business, commercial or manufacturing facilities, and enhances skills of existing managers. Learning opportunities will introduce, develop, and reinforce student’s knowledge, skills, and attitudes for job acquisition, retention and advancement in management.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

<u>Program Courses</u>	<u>Credits</u>
MGMT 1100 Principles of Management	3
MGMT 1115 Leadership	3
MGMT 1125 Business Ethics	3
MGMT 2125 Performance Management	3

Estimated cost of books and supplies for full program is approximately \$350.

**Small Business Management Specialist Certificate (SB41)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 2 Terms  
 Credit Hours Required for Graduation ..... 19

**Purpose:** The Small Business Management Specialist certificate program prepares individuals to manage and direct day-to-day functions of a variety of small business. Learning opportunities will introduce, develop and reinforce student’s knowledge, skills and attitudes required for job acquisition, retention and success in small business management.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

<u>Program Courses</u>	<u>Credits</u>
ACCT 1100 Financial Accounting I	4
COLL 1010 College and Career Success Skills	3
MGMT 2125 Performance Management	3
MGMT 2140 Retail Management	3
MGMT 2150 Small Business Management	3
MKTG 1130 Business Regulations and Compliance	3
<b>OR</b>	
MGMT 1110 Employee Rules and Regulations	(3)

Estimated cost of books and supplies for full program is approximately \$350.

**SCHOOL OF BUSINESS**

**Small Business Marketing Manager Certificate (SB51)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 2 Terms  
 Credit Hours Required for Graduation ..... 15

**Purpose:** The Small Business Marketing Manager certificate program prepares individuals to develop and manage independent small businesses. Included are courses in marketing, management, selling, promotion, and business regulations.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

**Program Courses**

**Credits**

MKTG 1100	Principles of Marketing	3
MKTG 1130	Business Regulations and Compliance	3
MKTG 1160	Professional Selling	3
MKTG 1190	Integrated Marketing Communications	3
MGMT 2150	Small Business Management	3

Estimated cost of books and supplies for full program is approximately \$350.

**Social Media Specialist Certificate (SMF1)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 2 Terms  
 Credit Hours Required for Graduation ..... 12

**Purpose:** The Social Media Specialist certificate program centers on efforts to create and distribute content through social media outlets that attract attention and encourages readers to share it with their social network. This certificate program outlines the fundamentals of computer/internet use, marketing and promotion, and social media marketing. Marketing through social media has become increasingly popular, and this certificate will allow students to examine the fundamentals of the growing phenomenon.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

**Program Courses**

**Credits**

COLL 1010	College and Career Success Skills	3
MKTG 1100	Principles of Marketing	3
MKTG 1190	Integrated Marketing Communications	3
MKTG 2500	Exploring Social Media	3

Estimated cost of books and supplies for full program is approximately \$350.

SCHOOL OF BUSINESS

**Social Media Marketing Certificate (SM11)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 3 Terms  
 Credit Hours Required for Graduation..... 18

**Purpose:** The Social Media Marketing certificate program centers on efforts to create content on the internet that attract attention and encourages readers to share it with their social network. This certificate explores the environment and current trends of social media as it relates to marketing functions. Topics include: history of the internet and the current social media ecosystem including applications in the following areas: communication, collaboration/authority building, multimedia, reviews and opinions, and entertainment. Social media marketing is an extremely popular platform because it is easily accessible to anyone with internet access. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

**Program Courses**

**Credits**

MKTG 1100 Principles of Marketing	3
MKTG 1190 Integrated Marketing Communications	3
MKTG 2500 Exploring Social Media	3
MKTG 2550 Analyzing Social Media	3
Marketing Elective	6

Estimated cost of books and supplies for full program is approximately \$350.



SCHOOL OF BUSINESS

**Supervisor/Management Specialist Certificate (SS31)**

*Offered at Clarkesville, Blairsville, and Currahee Campuses*

Entrance Dates ..... Fall, Spring, Summer  
 Length of Program ..... 1 Term  
 Credit Hours Required for Graduation..... 12

**Purpose:** The Supervisor/Management certificate program prepares individuals to become supervisors in business, commercial, or manufacturing facilities. Learning opportunities will introduce, develop, and reinforce student’s knowledge, skills and attitudes required for job acquisition, retention, and advancement in management.

**Admission Requirements:**

- Age 16 or older or student with dual/joint enrollment in high school or GED® student seeking access to quality instruction at the postsecondary level
- High school diploma or GED®
- Completion of application process including placement test; or provide SAT or ACT scores

<u>Program Courses</u>	<u>Credits</u>
MGMT 1100 Principles of Management	3
MGMT 1115 Leadership	3
MGMT 2115 Human Resources Management	3
MKTG 1130 Business Regulations and Compliance	3
<b>OR</b>	
MGMT 1110 Employee Rules and Regulations	(3)

Estimated cost of books and supplies for full program is approximately \$350.