Management, Marketing and Entrepreneurship

Program Information

Degree Type: AAS
Program Code: BMME
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BMME
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The Management, Marketing and Entrepreneurship AAS degree replaces SUNY Adirondack's previous Marketing AAS (MRKT) and Business Administration AAS (BAAS) degrees. Students enrolled prior to Fall 2012 in the Marketing AAS (MRKT) or Business Administration AAS (BAAS) degrees should reference academic requirements in the 2010-2012 Academic Catalog [3].

The Associate in Applied Science Degree Program in Management, Marketing and Entrepreneurship at SUNY Adirondack is intended for those who desire to enter business immediately upon graduation. The program provides for three different focuses: Management - designed for those students seeking business operations and management employment in small to large companies and; Entrepreneurship - designed for those students seeking to own and operate their own businesses or go into a family business and; Marketing - designed for those students seeking entry level jobs in marketing, public relations, sales, or advertising. This SUNY Adirondack degree provides the business management student with a diversified and skill-oriented range of business offerings, as well as a variety of intellectually broadening courses in liberal arts. Those students intending to transfer to a four year degree program should enroll in the AS Business Administration degree. *Recommended high school preparation: Four years of mathematics.*

Cr.	Course Title	Course Code
1-2	FRESHMAN EXPERIENCE	HRD100 HRD100A or HRD110
3	Introduction to College Writing	ENG101
3	Writing II	ENG102, ENG103, ENG104, ENG105, ENG106, ENG107, ENG108, ENG109 or ENG110;
3-4		MAT108, MAT110 or MAT127
3	SUNY GEN ED Natural Sciences lab science	
3	Principles of Macroeconomics	ECO201
3	Principles of Microeconomics	ECO202
3	Introduction to Personal Economics	ECO101
3	Office Productivity Software	CIS125 (Prereq Required)
3	Principles of Management	BUS102
3	Principles of Marketing	BUS103
3	Business Communications	BUS141
4	Applied Accounting or Financial Accounting	BUS146
3	Principles of Entrepreneurship	BUS165
3	Business Law I	BUS201
3	Business law II	BUS202
3	Social Media, Advertisement, and Promotions	BUS203

3	Principles of Human Resource Management	BUS261
9	AGR, AVS, BUS, ECO or HOS Elective	BUSINESS ELECTIVES BUS156 *QuickBooks, Microcomputer Applications* BUS204 *Consumer Behavior* BUS206 *Small Business Financial Management* BUS231 *Advanced Bookkeeping Applications* recommended
62	**Minimum credits required for graduation**	

Recommended First Year	
First Semester	
1-2	HRD100, HRD100A or HRD110
3	ENG101
3	ECO101
3	BUS102 or BUS103
3-4	MAT108, MAT110 or MAT127
3	CIS125
Second Semester	
3	ENG102-ENG110
3	ECO201 or ECO202
3	BUS102 or BUS103
3	BUS165
3	Business elective (See Note 2 and 3)

Recommended Second Year	
Third Semester	
4	BUS146 (See Note 1)
3	BUS141
3	BUS201
3	ECO201 or ECO202
3	Business elective (See Note 2 and 3)
Fourth Semester	
3-4	SUNY GEN ED Natural Sciences lab sci
3	BUS202
3	BUS203
3	BUS261
3	Business elective (See Note 2 and 3)

NOTES

1. Students with prior credit in BUS144 may substitute for BUS146.

2. Students who wish to spend a semester at Disney World (HOS285) will need to plan their

course sequence in advance – please see the Disney Coordinator as soon as possible for advisement. Not all SUNY ADK courses are available to take while at Disney.

3. Business electives include courses in the following disciplines: AGR, AVS, BUS, ECO and HOS. Please connect with your advisor regarding course prerequisites and Fall or Spring only offerings.

Source URL: https://catalog.sunyadk.com/programs/management-marketing-and-entrepreneurship

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