

Strategic Business Integration

Associate in Applied Science

60 Credit Hours

Purpose

The Strategic Business Integration Program is designed to provide an overall education in the business environment with a strategic blend of market specific industry needs and applied technology integrated across the common business core curriculum. The program has the option of an emphasis in Business Accounting, Business Administration, Energy Management, Entrepreneurial and Small Business Management, or Healthcare Leadership. This degree program will provide the entry-level skills for the workplace environment or the ability to transfer into a Bachelors-level program.

The full Strategic Business Integration Program is available at all campus locations.

Dept/No.	Title	Credit Hours
Support Courses		
AC 111	Principles of Accounting I	3
AC 112	Principles of Accounting II	3
BU 100	Introduction to Business	3
BU 106	Introduction to Customer Service	3
BU 115	Business Mathematical Applications	3
BU 120	Business Software Applications	3
CS 102	Computer Literacy	3
EN 101 or EN 101A	~English Composition I	3
SP 103	~Speech Fundamentals	3
	Humanities Elective	3

Students are required to choose one of the following options to complete the degree:

Business Accounting Option

Dept/No.	Title	Credit Hours
Major Courses		
AC 211	Intermediate Accounting I	3
AC 212	Intermediate Accounting II	3
AC 248	Income Tax Accounting	3
AC 249	Managerial Accounting	3
AC 250	Computerized Accounting	3
BU 207	Business Law	3
BU 230	Business Statistics	3
BU 280	The Business Professional (Capstone)	3
EC 241	~Principles of Economics I	3
SO 215	~Human Relations	3

Business Administration Option

Dept/No.	Title	Credit Hours
Major Courses		
BU 207	Business Law	3
BU 230	Business Statistics	3
BU 280	The Business Professional (Capstone)	3
EC 241	~Principles of Economics I	3
EC 242	~Principles of Economics II	3
FN 231	Principles of Finance	3
MG 260	Principles of Management	3
MG 269	Effective Leadership	3
MK 270	Principles of Marketing	3
SO 215	~Human Relations	3

Energy Management Option

Dept/No.	Title	Credit Hours
Major Courses		
BU 207	Business Law	3
BU 230	Business Statistics	3
BU 280	The Business Professional (Capstone)	3
EC 241	~Principles of Economics I	3
EC 270	World Economics in the Energy Sector	3
MG 260	Principles of Management	3
MG 266	Project Management	3
MG 268	Collective Bargaining and Labor Relations	3
MG 269	Effective Leadership	3
MN 215	Environmental Aspects of Mining	3

Entrepreneurship and Small Business Management Option

Dept/No.	Title	Credit Hours
Major Courses		
BU 207	Business Law	3
BU 230	Business Statistics	3
BU 280	The Business Professional (Capstone)	3
EC 241	~Principles of Economics I	3
MG 250	Financing and Venture Capital	3
MG 252	Valuation of New Business Ventures	3
MG 260	Principles of Management	3
MG 262	Entrepreneurship / Small Business Management	3
MK 270	Principles of Marketing	3
SO 215	~Human Relations	3

Health Care Leadership Option

Dept/No.	Title	Credit Hours
Major Courses		
AH 220	Trends in Healthcare	3
AH 285	Healthcare Leadership	3
BU 207	Business Law	3
BU 230	Business Statistics	3
BU 280	The Business Professional (Capstone)	3
EC 241	~Principles of Economics I	3
MG 254	Management of Healthcare Facilities	3
MG 260	Principles of Management	3
MG 268	Collective Bargaining and Labor Relations	3
MG 269	Effective Leadership	3

~ Designates courses on the statewide Core Coursework Transfer Agreement.

A program course sequence is available at <http://www.southernwv.edu/programs/strategic-business-integration>

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