

BUSINESS ADMINISTRATION: ENTREPRENEURSHIP AND INNOVATION (A.A.)

ASSOCIATE OF ART

The Business Administration: Entrepreneurship and Innovation A.A. Degree is a Career Technical Education (CTE) program which provides students with credentials that are the key to individual self-efficacy and a meaningful career. Mastery of this curriculum will help students lay the groundwork for managerial competence in the global marketplace. Entrepreneurship and Innovation education also helps students understand basic management functions, their interrelationships, and the organization's competitive niche. There are numerous career opportunities that exist in the Business Field including Industry, Government, and Self-Employment.

Program Student Learning Outcomes

- Students create professional business plans.
- Students identify strategies for motivating, supervising, and developing employees in the workplace.
- Students identify the legal aspects of managing a small business.
- Students interpret financial and economic data to improve business performance.
- Students utilize current business technology to analyze and evaluate the business sector.

Program Requirements

Code Number	Course Title	Units
Business Core Courses		
BA 106	Human Resource Management	3.0
BA 120	Management-Accounting and Internal Control	3.0
or ACCT 100	Introduction to Accounting	
BA 132	Computer Applications for Managers	3.0
BA 156	Motivational Presentation Skills for Managers	3.0
or BCOT 148	Effective Business Presentations	
or BCOT 247	Managerial Business Communications	
or COMM 100	Introduction to Communications Studies	
or COMM 130	Public Speaking	
Degree Specific Courses		
BA 113	Legal Environment of Business	3.0
or LAW 110	Business Law	
BA 153	Introduction to Entrepreneurship	3.0
BA 233	Apple APP Design and Development for Entrepreneurs	3.0
BA 210	Entrepreneurship and Innovation	3.0
Total Units		24

Requirements for an Associate of Arts Degree in Business Administration: Entrepreneurship and Innovation

Plan A, Plan B, and Plan C: Complete 60 units to include:

1. the Business Core courses (12.0 units) and Degree Specific courses (12.0 units) listed above with a grade of "C" or higher or "Pass."
2. Complete the A.A. Degree General Education requirements for Plan A, or Plan B, or Plan C located in the College catalog.

Notes:

Although many of these courses are transferable, this A.A. Degree is nontransferable. Please see a Business Counselor or the respective department chairperson for additional alternatives.