

BUSINESS ADMINISTRATION - ENTREPRENEURSHIP/SMALL BUSINESS MANAGEMENT, ASSOCIATE OF APPLIED SCIENCE (205E)

About Our Program

This program provides foundational and technical skill courses for the student interested in a wide variety of business-related fields, focusing specifically on skills needed to develop, grow and manage small businesses. Courses cover essential skills, including sales and marketing techniques, labor and inventory controls, basic laws pertaining to both employees and customers, and personal management styles.

Nature of Work and Employment

The business/services related area is predicted to be one of the areas of employment in high demand well into the future. As companies try to do more with fewer personnel, the student who is well versed in a variety of business areas will be well suited for the rapidly changing job market.

Business Administration – Entrepreneurship/Small Business Management graduates find employment in an assortment of business settings, and in a wide range of industries. They will typically serve in entry-level positions, or advance in their current position, and may be assigned to a wide variety of departments or program areas. Students will learn the essential skills needed to identify business opportunities, and to establish and operate both new ventures and existing small businesses. In doing so, students will learn the skills and knowledge necessary to be a more valuable and motivated employee, manager, and owner.

Special Considerations

Most of the courses within this program are intended to and do transfer, but the degree does not contain all of the general education and core courses needed for transfer to a four-year college or university. Students who are interested in transferring to a four-year baccalaureate university should refer to the Business Administration Associate of Arts (204). Students should contact an academic advisor for specific information.

Requirements

Code	Title	Hours
Required Courses		
ACCT 105	Elements of Accounting	3
ACCT 213	Financial Accounting ¹	4
BUSN 121	Intro to Business	3
BUSN 124	Introduction to Small Business ¹	3
BUSN 125	Math of Business ¹	3
BUSN 223	Business Law I ¹	3
BUSN 225	Personal Finance	3
BUSN 244	Principles of Advertising	3
BUSN 246	Principles of Marketing ¹	3
BUSN 249	Principles of Management ¹	3
ECON 111	Principles of Economics I	3

or ECON 112	Principles of Economics II	
PSY 161	Introduction to Psychology (diversity requirement) ¹	3
INFT 180	Intro to Information Systems ¹	3
BUSN 242	Fund of Supervision	3
INFT or OFFT Elective		2
ACCT Elective		4
General Ed. Elective (Recommended)		5
PSY 160	Psychology of Human Relations ¹	
PSY 264	Social Psychology ¹	
Select one of the following:		3
BUSN 224	Business Law II ¹	
BUSN 229	Legal Environment Business ¹	
Select one of the following:		3
BUSN 141	Business Communications ¹	
ENGL 121	Rhetoric and Composition I ¹	
COMM 101	Technical Communications ¹	
Total Hours		60

¹ Course has a prerequisite. See course description.

General Education Electives: ART, BIOL, CHEM, EDUC, ENGL, FREN, GEOG, GEOL, GERM, HIST, HUMA, JOUR, LIBS, MATH, MCOM, MUS, NSCI, PHIL, PHYD, PHYS, POL, PSY, SOCI, SPAN, SPCH, AND THEA.

Program Outcomes

Students who complete this program of study will:

- Demonstrate a working understanding of foundational business knowledge, including leadership, human resources/supervision, accounting/bookkeeping, operations/production, marketing, technology, and business law.
- Design and execute a comprehensive business plan to start a small business.
- Develop a small business marketing plan by using appropriate marketing strategies.
- Compile and maintain accurate financial information for recordkeeping and in making informed business decisions.
- Communicate effectively using written, oral and digital communication channels for all business settings.
- Apply critical thinking and problem-solving skills through the analysis and evaluation of data and the application of business theories and concepts.
- Recommend strategies that promote ethical behavior and social responsibilities, including sustainability, diversity, and corporate citizenship.
- Demonstrate knowledge of the digital technology tools used to support business operations.

Program Contacts

Call Highland at 815-235-6121 for the following program contacts:

- Dr. Matt Magee, Dean of Agriculture, Business & Technology
- Evan Talbert, Business Faculty
- Wes Bertram, Student Advisor

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