

# BUSINESS MANAGEMENT

## PROGRAM DESCRIPTION

The Business Management **Associate in Applied Science** program is designed to prepare students for success in establishing and operating a small business enterprise. The program has been designed to empower graduates to become intelligent risk-takers by providing skills and knowledge in operating practices to successfully start and manage a small business

## Career OPPORTUNITIES

The economy of Maine is based, in a large part, on small businesses. Much of the economic development Maine will experience in the future will be in the area of small business. For this development to occur, a skilled workforce must be in position to envision, plan, develop, and operate small business. How important are small businesses to the U.S. economy?

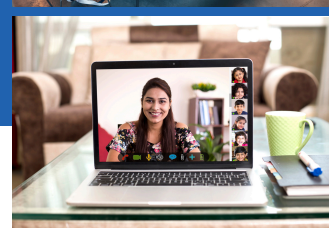
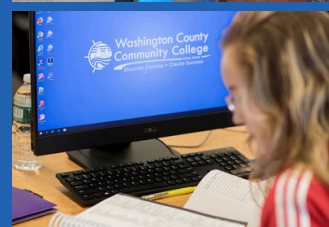
### Small businesses:

- Represent 99.7 percent of all employer firms.
- Employ half of all private sector employees.
- Pay more than 45 percent of total U.S. private payroll.
- Have generated 60 to 80 percent of net new jobs annually over the last decade.

## PROGRAM OUTCOMES

1. Use effective management and supervisory skills needed for working in a business environment.
2. Demonstrate oral and written presentation skills unique in the business community.
3. Use technology to analyze business problems and develop appropriate solutions.
4. Diagnose business and management related issues and plan future actions.
5. Demonstrate understanding of basic knowledge about financial institutions and investment.
6. Use appropriate technology and critical thinking skills to assess, evaluate, and apply information in the planning, management, and operation of a small business.
7. Qualify for positions in business and in positions to envision, plan, develop, and operate a small business.

These outcomes are designed to prepare students for entry-level positions in various business sectors, such as retail management, office administration, sales, marketing, and small business management. Additionally, some students may choose to continue their education by transferring to a four-year institution to pursue a bachelor's degree in business or a related field.



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# Business Management Course Curriculum

## Associate in Applied Science

61 Credit Hours

Course #	Course Title	Credits
Semester 1		
ENG101	College Composition	3
FYE100	First Year Experience	1
BUS 110	Introduction to Business	3
BUS 132	Business Law	3
CPT 140	Word Processing	3
MAT 112	Business Math	3
Total		16
Semester 2		
BUS 140	Accounting Principles I	3
CPT 123	Electronic Spreadsheet	3
ENG 107	Speech	3
MAT/SCI Elective	Math/Science Elective- MAT 115 or above	3
PSY 101 or SOC 101	Introduction to Psychology or Introduction to Sociology	3
Total		15
Semester 3		
BUS	Business Elective	3
BUS 176	QuickBooks Computerized Accounting	3
BUS 230	Supervisory Management	3
BUS 240 or BUS 242	Advertising & Marketing or International Marketing	3
BUS 255	International Business	3
Total		15
Semester 4		
BUS 248	Business Cooperative Internship	3
BUS 205	Business Communications	3
BUS 215	Business Management	3
BUS 218	Business Finance	3
ECO 200	Macroeconomics	3
Total		15

Cost per credit hour is \$96. For more information visit: <https://wccc.me.edu/admissions-aid/finances/tuition-fees/>  
 Financial Aid is available for students who qualify at [www.FAFSA.Ed.Gov](http://www.FAFSA.Ed.Gov) School Code: 009231

*Washington County Community College is an equal opportunity/affirmative action institution and employer. For more information; please call Tatiana Osmond, Affirmative Action Officer, at 454-1094*

Visiting the campus is easy. Contact the Office of Admissions at 207-454-1000 or [wcccadmissions@maineccc.edu](mailto:wcccadmissions@maineccc.edu) to schedule a time to visit!  
 For more program specific information, please contact the program instructor Cindy Moholland, [cmoholland@maineccc.edu](mailto:cmoholland@maineccc.edu) or 207-454-1016