

2023-2024 Catalog

General Business

Associate of Applied Science

Academic Department

Kolbe School of Innovation & Professional Studies

Total Credits 60

General Business Core

Complete all of the following courses.

Item #	Course Title	Credits
<input type="checkbox"/> GENB 1301	Principled Business	3
<input type="checkbox"/> GENB 1312	Introduction to Business	3
<input type="checkbox"/> GENB 1320	Business Communication	3
<input type="checkbox"/> GENB 1331	Principles of Macroeconomics	3
<input type="checkbox"/> GENB 1332	Principles of Microeconomics	3
<input type="checkbox"/> GENB 1341	Principles of Accounting 1	3
<input type="checkbox"/> GENB 2339	Introduction to Finance	3
<input type="checkbox"/> GENB 2340	Leadership	3
<input type="checkbox"/> GENB 2343	Principles of Marketing	3
<input type="checkbox"/> GENB 2347	Principles of Management	3
<input type="checkbox"/> GENB 2358	Business Law	3
<input type="checkbox"/> LS 1301	Foundations of Liberal Learning	3
<input type="checkbox"/> PHILC 1301	Philosophy of Nature and the Human Person	3

Math Requirement Option

Complete one of the following courses.

Item #	Course Title	Credits
<input type="checkbox"/> MATH 1324	Math for Business & Social Sciences	3
<input type="checkbox"/> MATH 1355	Fundamentals of Statistics	3

Prerequisite: GENB-AAS Program Only

General Business Electives

Complete 18hrs of the following courses.

Item #	Course Title	Credits
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<input type="checkbox"/>	GENB 1305	Writing and Research		3
<input type="checkbox"/>	GENB 1342	Principles of Accounting 2	GENB 1342 Prerequisite: GENB 1341.	3
<input type="checkbox"/>	GENB 2330	Entrepreneurship & Conscious Capital	GENB 2330 Prerequisites: GENB 2347.	3
<input type="checkbox"/>	GENB 2348	Human Resource Management		3
<input type="checkbox"/>	GENB 2353	Foundations of Personal Sales		3
<input type="checkbox"/>	GENB 2355	Personal Selling	GENB 2355 Prerequisite: GENB 2353	3
<input type="checkbox"/>	GENB 2361	Social Media Marketing		3
<input type="checkbox"/>	GENB 2362	Social Media Marketing Practicum		3
<input type="checkbox"/>	GENB 2363	Advertising and Promotion		3
<input type="checkbox"/>	GENB 2397	Accounting Applications	GENB 2397 Prerequisites: GENB 1342.	3
<input type="checkbox"/>	MATH 1355	Fundamentals of Statistics	Prerequisite: GENB-AAS Program Only	3