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# Business Administration - Management Associate in Applied Science Degree (A.A.S.)

## Course Requirements

### MAJOR COURSES

**BUS250 Computer Applications in Business** Qtr. hrs. credit  
2

An introduction to computer-based applications and simulations in business. Students will learn the concepts and software used by business organizations in order to simulate real-life problem solving.

Prerequisites: BUS100, CIS115

**MGT220 Principles of Management** 4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MGT225 Customer Service Management** 4

Provides an overview of customer relations from an integrated viewpoint with a focus on customer satisfaction. Includes the functional operations needed to optimize the total internal and external customer satisfaction experience.

Prerequisite: MGT220

**MGT249 Human Resources Management** 4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

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### BUSINESS COURSES

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies.

Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional ePortfolio.

**BUS293 Internship**

4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental approval

**CIS115 Computer Applications**

4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**IBS201 International Business**

4

Explores the diverse environments, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

Prerequisite: BUS100

**MKT220 Principles of Marketing**

4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with an introduction to marketing research and consumer behavior.

Business Elective

4

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**LIBERAL ARTS COURSES**

**ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision, and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature, and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal

communication.

Prerequisite: ENG106

**GEC123 Introduction to Applied Psychology** 4

A required course for first-quarter students that examines basic psychological concepts which can be helpful in adjusting to the college experience. Some of the subtopics covered include stress management, academic challenges, communication skills, time management, healthy relationships, positive thinking, conflict management, and balancing home/college/work.

**MAT212 Mathematics with Business Applications** 4

Introduces students to the personal use of mathematics and the applications for various business disciplines including accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real-world business problems.

Prerequisite: CSK099 or placement

**SOC201 Macroeconomics** 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC210 Introduction to Sociology** 4

Examines the social institutions that shape and influence the behavior of the individual and groups in society, with emphasis on examining contemporary social problems. Topics include the foundation of the study of human social life, theories and methods of sociology, and basic sociological concepts.

General Education Core Humanities Elective 4

FREE ELECTIVES 14

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90 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

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**SAMPLE PROGRAM SEQUENCE**

- 1 **A.A.S., Business Administration - Management New Jersey Program Statistics**
- 1 **A.A.S., Business Administration - Management New York Program Statistics**