

Westmoreland County Community College Associate of Applied Science Business Marketing Management Catalog 2014-15	SEM.	Argosy University Bachelor of Science Business Administration Catalog 2014-15	SEM.
<b>GENERAL EDUCATION</b>			
BUS 120 Math of Business	3	General Education Mathematics Requirement	3
CPT 150 Microcomputer Concepts	3	Open Elective	3
ECN 255 Macroeconomics	3	ECO201 Macroeconomics/General Education Social Science Requirement	3
ENG 161 College Writing	3	ENG101 Composition I	3
ENG 164 Advanced Composition	3	ENG102 Composition II	3
<b>Select <u>one</u> of the following:</b>			
SPC 155 Effective Speech	3	General Education Elective Requirement	3
SPC 156 Interpersonal Communication	3	General Education Requirement/COM180 Interpersonal Effectiveness	3
<b>MAJOR</b>			
BUS 140 Intro to Business	3	BUS/Open Elective	3
*BUS 158 Principle of Management	3	MGT416 Management Operations	3
BUS 205 Business Law	3	BUS212 Business Law & Corporate Ethics	3
BUS 245 Principles of Marketing	3	MKT230 Principles of Marketing	3
BUS 296 Business Strategy	3	BUS/Open Elective	3
*FIN 220 Business Finance	3	FIN401 Financial Management	3
ACC 165 Accounting for Managers	3	ACC202 Principles of Management Accounting	3
<b>CONCENTRATION</b>			
BUS 188 Social Media/Business	3	BUS/Open Elective	3
BUS 240 Techniques of Selling	3	BUS/Open Elective	3
MKT 242 Retailing	3	BUS/Open Elective	3
*MKT 251 Consumer Behavior	3	MKT431 Consumer Behavior	3
MKT 252 Public Relations	3	BUS/Open Elective	3
*MKT 253 Global Marketing	3	BUS433 International Marketing	3
*MKT 254 Advertising & Promotion	3	BUS365 Marketing, Sales & Channel Management	3
<b>Remaining Bachelor of Science in Business Administration Degree Requirements</b>			
<b>General Education</b>			
<b>Humanities</b>			
ECO202 Microeconomics/Social Science Elective			6
<b>Natural Sciences</b>			3
<b>Mathematics</b>			6
<b>General Education Electives</b>			3
COM180 Interpersonal Effectiveness			0-3
ASP100 Skills for Success			0-3
Waived with completion of associate's degree or a minimum of 60 transfer credits and 2.0 cumulative GPA -- student must complete an additional 3 credit General Education course to satisfy the 42 credits of General Education requirement			0-3
<b>Core</b>			
ACC201 Principles of Accounting			3
BUS320 21 <sup>st</sup> Century Leadership & Beyond			3
MGT334 Data Driven Decision-Making			3
MGT402 Project Management			3
BUS470 Global Business Management			3
BUS499 Business Policy & Strategic Solutions			3
<b>Business Administration Electives or Concentration Options</b>			
<i>Students are required to complete four business electives, or 12 credit hours. Students may select one of the optional concentrations that will be applied to this requirement or take any four business courses not listed as core requirements.</i>			
<b>Accounting</b>		<b>Finance</b>	
ACC415 Auditing		ACC420 Capital Budgeting	
ACC418 Corporate Taxation		BUS434 International Finance Management	
ACC420 Capital Budgeting		FIN430 Corporate Finance	
BUS475 Strategic Cost Management		FIN434 Financial Decisions for Profit, People and the Planet	

<b>Healthcare Management</b> HCM401 Strategic Planning & Program Development HCM402 Human Resource Management in Healthcare Systems HCM403 Quality Assurance in Healthcare Systems HCM404 Healthcare Policy & Administration	<b>Human Resources</b> BUS435 Employment Law BUS436 International Human Resources Management MGT420 Compensation & Benefits MGT430 Training & Development
<b>International Business</b> BUS433 International Marketing BUS434 International Finance Management BUS436 International Human Resources Management BUS470 Global Business Management	<b>Marketing</b> BUS365 Marketing, Sales & Channel Management BUS433 International Marketing MKT431 Consumer Behavior MKT432 Marketing Research & Analysis
<b>Organizational Management</b> BUS470 Global Business Management MGT413 Managing Change MGT430 Training & Development MGT450 Cultural Diversity in the Workplace	
<b>Open Electives (minimum of 33 credits)</b>	
<b>Total Semester Credits</b>	
<b>120</b>	
<b>Transfer of Credit/Degree Requirements</b> <ul style="list-style-type: none"> <li>• Students may transfer a maximum of 72 lower division or 90 total semester credit hours</li> <li>• *Lower division courses (100-200 level) that are similar in content to Argosy required courses as determined by the appropriate Argosy office do not need to be retaken; however, the upper division (300-400 level) credit must be replaced with another upper division elective.</li> <li>• The following are requirements for the BSBA degree:           <ul style="list-style-type: none"> <li>○ A minimum of 42 upper division credits</li> <li>○ Eleven business core courses or 33 credit hours</li> <li>○ Four business electives, or 12 credit hours OR one concentration of 12 credits hours</li> <li>○ Eleven courses, or 33 credits of Open Electives</li> </ul> </li> </ul>	