

# ASSOCIATE OF APPLIED BUSINESS IN BUSINESS MANAGEMENT

The Williamson College of Business Administration offers an Associate of Applied Business in Business Management that includes a certificate option in an area, some business tool courses, and some [upper-level](#) business courses. This degree is often pursued by individuals already in the workforce wanting to enhance their knowledge and skills in the field of business, often leading to promotion and/or salary increase. The majority of courses taken in the Associate of Applied Business in Business Management can all be applied to the Bachelor of Science in Business Administration.

## CAREER OPPORTUNITIES

An Associate of Applied Business in Business Management equips graduates with a solid foundation in business principles, opening doors to a variety of entry-level career opportunities across multiple industries. Graduates can pursue roles such as administrative assistants, sales representatives, customer service representatives, marketing assistants, and human resources assistants, in which skills in organization, communication, and basic accounting are invaluable. Moreover, this degree can serve as a foundation to pursue a bachelor's degree in business.

## STUDENT EXPERIENCES

Students enrolled in the Associate of Science in Business Management have the opportunity to build their knowledge and leadership skills in their field through various student leadership organizations including the American Marketing Association, Advertising Club, Pi Sigma Epsilon, Society for Human Resource Management (SHRM), Enactus, and the Student Nonprofit Leadership Organization.

COURSE	TITLE	S.H.
<b>FIRST YEAR REQUIREMENT - STUDENT SUCCESS</b>		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
<b>GENERAL EDUCATION REQUIREMENTS</b>		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
MATHEMATICS	Grade of a "C" or higher required	
MATH 2623	Quantitative Reasoning	3-6
or MATH 2623C	Quantitative Reasoning with Co-Requisite Support	
or MATH 1510	College Algebra	
or MATH 1510C	College Algebra with Co-requisite Support	
or MATH 1571	Calculus 1	
ECON 2610	Principles 1: Microeconomics	3
Any Gen Ed AH or NS Course		3

## BUSINESS COURSES

Business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.

ACCT 2602	Financial Accounting	3
	Required for students planning to pursue a Bachelor of Science in Business (BSBA) degree.	
or ACCT 1503	Essentials of Accounting	
BUS 1500	Foundations of Business	3
BUS 2600	Business Applications of Microsoft Excel	3
	Required for students planning to pursue a Bachelor of Science in Business (BSBA) degree.	
or CSIS 1514	Business Computer Systems	
BUS 2610	Collaborating, Writing, & Presenting in Business	3

ECON 1505	Personal Financial Literacy	3
	Required for students planning to pursue a Bachelor of Science in Business (BSBA) degree.	
or POL 1560	American Government	
ECON 2630	Principles 2: Macroeconomics	3
	Required for students planning to pursue a Bachelor of Science in Business (BSBA) degree.	
or PSYC 1560	General Psychology	
MGT 3715	Employee Relations	3
MGT 3725	Fundamentals of Management	3
MGT 3750	Managing Individuals in Organizations	3
	Required for students planning to pursue a Bachelor of Science in Business (BSBA) degree.	
or CMST 2655	Communication in Groups	
MKTG 3703	Marketing Concepts and Practice	3
BUS 4815	Career Planning & Management	3
<b>BUSINESS CERTIFICATE or ELECTIVE COURSES (15 S.H.)</b>		<b>15</b>

Business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.

Students opting for a certificate must successfully complete five designated courses (15 semester hours) specific to that certificate. On the other hand, students not pursuing a certificate are required to successfully complete five upper-level courses (15 semester hours) selecting from: ACCT, ADV, BUS, ECON, ENT, FIN, MGT, MKTG at the 3000-5000 level.

**Total Semester Hours** **61-66**

### Certificate Options

#### Certificate in Advertising

COURSE	TITLE	S.H.
ADV 3711	Marketing Communications	3
ADV 3717	Media Planning and Buying	3
Any ADV or MKTG 3700-5800 level course		3
MKTG 3740	Professional Selling	3
PHIL 2628	Business Ethics	3
<b>Total Semester Hours</b>		<b>15</b>

#### Certificate in Data Science

COURSE	TITLE	S.H.
BUS 3710	Data Visualization with Tableau	3
BUS 3730	Advanced Excel and Business Analytics Tools	3
or ECON 3730	Advanced Excel and Business Analytics Tools	
CSIS 1595	Fundamentals of Programming and Problem-Solving 1	2
CSIS 1595L	Fundamentals of Programming and Problem-Solving 1 Lab	1
PHIL 2628	Business Ethics	3
STAT 2601	Introductory Statistics	3
<b>Total Semester Hours</b>		<b>15</b>

#### Certificate in Digital and Social Media Marketing

COURSE	TITLE	S.H.
JOUR 2602	Media Writing	3
MGT 3771	Social Media and E-Commerce	3
MKTG 3726	Consumer Behavior	3
MKTG 4811	Digital Marketing	3
or CMST 2630	Social Media Literacy	

PHIL 2628	Business Ethics	3	MKTG 3742	Organizational Purchasing	3
<b>Total Semester Hours</b>			<b>Total Semester Hours</b>		

**Certificate in Entrepreneurship**

COURSE	TITLE	S.H.
ENT 3700	Entrepreneurship New Venture Creation	3
PHIL 2628	Business Ethics	3
MGT 4801	Leadership in Business and Society	3
MGT 4819	Talent Selection & Acquisition	3
MKTG 3709	Retail Marketing	3
<b>Total Semester Hours</b>		<b>15</b>

**Certificate in Finance**

COURSE	TITLE	S.H.
ACCT 2603	Managerial Accounting	3
FIN 3720	Business Finance	3
FIN 3730	Investment Planning	3
Any FIN or ACCT 3000-5000 level course		3
MGT 4801	Leadership in Business and Society	3
<b>Total Semester Hours</b>		<b>15</b>

**Certificate in General Management**

COURSE	TITLE	S.H.
ENT 3700	Entrepreneurship New Venture Creation	3
MGT 2604	Legal and Social Responsibilities of Business	3
MGT 4801	Leadership in Business and Society	3
MKTG 3742	Organizational Purchasing	3
PHIL 2628	Business Ethics	3
<b>Total Semester Hours</b>		<b>15</b>

**Certificate in Human Resource Management**

COURSE	TITLE	S.H.
MGT 2604	Legal and Social Responsibilities of Business	3
MGT 4801	Leadership in Business and Society	3
MGT 4810	Compensation and Performance Appraisal	3
MGT 4818	Training and Development	3
MGT 4819	Talent Selection & Acquisition	3
<b>Total Semester Hours</b>		<b>15</b>

**Certificate in Marketing**

COURSE	TITLE	S.H.
ADV 3711	Marketing Communications	3
MGT 4801	Leadership in Business and Society	3
MKTG 3709	Retail Marketing	3
MKTG 3740	Professional Selling	3
MKTG 4811	Digital Marketing	3
or CMST 2630	Social Media Literacy	
<b>Total Semester Hours</b>		<b>15</b>

**Certificate in Operations Management**

COURSE	TITLE	S.H.
BUS 2600	Business Applications of Microsoft Excel	3
MGT 3789	Operations Management	3
MGT 4801	Leadership in Business and Society	3
MGT 4818	Training and Development	3

**Certificate in Project Management Fundamentals**

COURSE	TITLE	S.H.
BUS 2600	Business Applications of Microsoft Excel	3
FIN 3726	Insurance Planning	3
MGT 4801	Leadership in Business and Society	3
MGT 4881	Project Management	3
MGT 4883	Project Scheduling and Controlling	3
<b>Total Semester Hours</b>		<b>15</b>