

## Business Management

### • Business Pro Curriculum Options

#### ► Contact Information

Ann Smith, associate professor  
ann.smith@ndscs.edu  
701-671-2302  
Horton Hall 229

#### ► Delivery Methods

Face-to-Face: Fargo

These four certificate options are delivered as part of a Business Management curriculum option commonly called the "Business Pro Series" which is offered through NDSCS-Fargo. It consists of four independent plans of study in the areas of Entrepreneurship, Finance, Management/Supervision, and Sales. Students may choose to complete any of these individual plans of study to earn a certificate in Business Management with an emphasis in that respective area. If students' progress through all four plans of study satisfactorily, they will need only to complete two credits of wellness electives to earn an Associate in Applied Science degree in Business Management with an emphasis in Marketing, Sales and Hospitality Services.

Designed to meet the needs of an adult population, this program is delivered in a hybrid, or blending of face-to-face and online learning. Meeting evenings once a week and focusing on one class at a time, this cohort style of learning incorporates interaction and networking while still allowing a learner to balance educational goals with a full-time work or family schedule.

As stand-alone certificates, these classes may provide learners with the opportunity to learn and/or enhance their selling and communication skills; to discover their entrepreneurial abilities; to understand their role as a manager/supervisor; or to provide the knowledge needed to analyze the financial workings of an organization. These skills, combined with real-world experience and the numerous leadership opportunities that will be available, will enable the learner to develop into a valuable asset in the business community.

#### Admission Requirements\*

The applicants must be high school graduates or equivalent. Work experience in marketing or general business courses is helpful.

Required minimum placement scores:

ACT	ACCUPLACER	ACCUPLACER NEXT GENERATION
Reading – 14	Reading Comp – 61	Reading - 240
English – 12	WritePlacer – 3-4	Writing - 237
Math – 13	Arithmetic – 51	QAS - 232
	Elementary Algebra – 25	

Or transfer equivalencies will apply as appropriate

Applicants not meeting the above requirements are encouraged to visit with the academic counselor at 701-671-2263 or the BADM department chair at 701-671-2172 for strategies to meet the admission requirements.

*\*Program Admission Requirements are subject to revision. Please check the department or program website under Program Admission Requirements for current information.*

#### Award

Upon successful completion of the required courses for the **Entrepreneurship** plan, students will be awarded a certificate in Business Management with an emphasis in Entrepreneurship.

Upon successful completion of the required courses for the **Finance** plan, students will be awarded a certificate in Business Management with an emphasis in Finance.

Upon successful completion of the required courses for the **Management/Supervision** plan, students will be awarded a certificate in Business Management with an emphasis in Management/Supervision.

#### Entrepreneurship

Course Code	Course Title	Credits
BADM 201	Principles of Marketing	3
BADM 217	Promotion and Advertising	3
BADM 230	Marketing Information Analysis	3
BUSN 170	Entrepreneurship	3

#### Related/General Education Courses

ENGL 125	Introduction to Professional Writing	3
PHIL 210	Ethics	3
<b>Total Required Credits for Certificate</b>		<b>18</b>

#### Finance

Course Code	Course Title	Credits
ACCT 200	Elements of Accounting I	4
ACCT 201	Elements of Accounting II	4
ACCT 118	Applied Accounting	3
BUSN 254	Financial Statement Analysis	3

#### Related/General Education Courses

ECON 202	Principles of Macroeconomics	3
<b>Total Required Credits for Certificate</b>		<b>17</b>

#### Management/Supervision

Course Code	Course Title	Credits
ACCT 215	Business in the Legal Environment	3
BADM 202	Principles of Management	3
BADM 282	Human Resource Management	3

#### Related/General Education Courses

CSCI 116	Business Use of Computers	4
ENGL 110	College Composition I	3
<b>Total Required Credits for Certificate</b>		<b>16</b>

#### Sales

Course Code	Course Title	Credits
BADM 234	Customer Service	1
BADM 240	Sales	3
BADM 244	Sales Seminar	3
BUSN 120	Fundamentals of Business	3

#### Related/General Education Courses

BOTE 108	Business Mathematics	3
COMM 110	Fundamentals of Public Speaking	3
<b>Total Required Credits for Certificate</b>		<b>16</b>

#### Business Management – Marketing, Sales and Hospitality Services

Completion of Entrepreneurship Certificate	18
Completion of Finance Certificate	16
Completion of Management/Supervision Certificate	16
Completion of Sales Certificate	16
Wellness Elective(s)	2
<b>Total Required Credits for A.A.S. Degree</b>	<b>68</b>

#### Award Cont'd

Upon successful completion of the required courses for the **Sales** plan, students will be awarded a certificate in Business Management with an emphasis in Sales.

Upon successful completion of the required courses for the four plans of study and two credits of wellness electives, students will be awarded an Associate in Applied Science degree in Business Management with an emphasis in Marketing, Sales and Hospitality Services.

Revised: September 2019