

# Enterprise Management, Bachelor of Applied Science (BAS)

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## Program Description

The Bachelor of Applied Science in Enterprise Management is a cohort model degree completion program designed for the non-traditional student who is interested in an integrated exposure to business concepts and decision-making processes. The courses are segmented by semester into stackable certifications, ultimately providing four marketable specializations: Accounting and Information Systems, Marketing, Enterprise Management and Entrepreneurship. The fourth semester provides a capstone experience, which incorporates an internship and community experience. For students with an AS degree from a USHE institution, the BAS degree is 62 additional credits if ECON 2010 was not taken as part of the general education requirements. The curriculum is intentional in its preparation, with a focus on employable skills and multi-disciplinary learning. At each level of the program, students will be exposed to a new certification and relevant applications to enhance retention. This degree will include upper division courses in finance, information systems & analytics, management, and marketing. Students will also complete an internship or project and a community experience.

## Admission Requirements

- 60 credits including English and Math GE requirements
- Minimum College GPA of 2.5

## Program Curriculum

### 122 credits

### Utah Tech General Education Requirements

All Utah Tech General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements, but courses must be equivalent to Utah Tech's minimum General Education standards in American Institutions, English, and Mathematics.

General Education Core Requirements (<https://catalog.utahtech.edu/programs/generaleducation/#gerequirementstext>)

Code	Title	Hours
English		3-7
Mathematics		3-5
American Institutions		3-6
Life Sciences		3-10
Physical Sciences		3-5
Fine Arts		3
Literature/Humanities		3
Social & Behavioral Sciences		3
Exploration		3-5

### Enterprise Management Required Courses

#### 62 credits

Code	Title	Hours
ECON 2010	Micro Economics (SS, GC)	3
MGMT 2600	Entrepreneurship 1	3
MGMT 2640	Small Business Management	3
MGMT 2990R	Seminar in Entrepreneurship	1
MGMT 3050	Business Law I: Law in the Commercial Environment	3
MGMT 3300	Human Resource Management	3

MGMT 3400	Management & Organizations	3
MGMT 3600	Operations and Supply Chain Management (ALPP)	3
MGMT 4000	Intermediate Supply Chain Management	3
MGMT 4040	Quantitative Decision Analysis	3
MGMT 4200R	Business Internship	1
MKTG 3010	Marketing Principles (ALPP)	3
MKTG 4100	Marketing Research	3
MKTG 3500	Digital Marketing	3
MKTG 4700		3
STAT 2040	Business Statistics	3
ACCT 2010	Financial Accounting	3
ISA 2010	Proficiency in Excel & SQL (or CIS 2010)	3
or ISA 2011	Microsoft Office Specialist (MOS) Excel Expert Certification	
ISA 2050	Management Information Systems	3
ISA 4070	Data Visualization and Storytelling	3
FIN 3150	Managerial Finance I	3
Choose one of the following courses:		3
MKTG 4200	Entrepreneurial Marketing	
SE 3500	Tech Entrepreneurship	
FIN 4180	Entrepreneurial Finance	

**Total Hours****62**


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## Graduation Requirements

1. Complete a minimum of 122 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits (3000 and above).
3. Complete at least 30 upper-division credits at Utah Tech for institutional residency.
4. Maximum 12 upper-division transfer credits may fulfill Utah Tech Business program requirements.
5. Cumulative GPA 2.0 or higher.
6. Minimum C- grade and 2.5 GPA in Required Coursework.

## Graduation Plan

**1st Year**

<b>Fall Semester</b>	<b>Hours Spring Semester</b>	<b>Hours</b>
ACCT 2010	3 MKTG 3010	3
MGMT 2640	3 MKTG 3500	3
ISA 2010	3 MKTG 4100	3
ISA 2050	3 MKTG 4700	3
ISA 4070	3 ECON 2010	3
STAT 2040	3	
	<b>18</b>	<b>15</b>

**2nd Year**

<b>Fall Semester</b>	<b>Hours Spring Semester</b>	<b>Hours</b>
MGMT 3300	3 FIN 3150	3
MGMT 3400	3 MGMT 2600	3
MGMT 3600	3 MGMT 3050	3
MGMT 4000	3 MGMT 4200R	1
MGMT 4040	3 MGMT 2990R	1

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Upper Division Elective	3
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**Total Hours 62**

## **Bachelor of Applied Science in Enterprise Management Program Learning Outcomes**

At the successful conclusion of this program, students will be able to:

1. Evaluate real world business situations related to the core business functions of accounting, economics, finance, qualitative analysis, information systems, international business, legal and social environments, marketing & management.
2. Analyze real world business situations by identifying relevant business issues, performing appropriate quantitative and qualitative data analysis and synthesis, formulating viable courses of action.
3. Create and deliver professional quality oral presentations.
4. Produce professional quality written work products.
5. Define personal career goals and prepare for selected career(s) by experiencing professional applications in the curriculum and developing increased networks.
6. Pass at least one industry certification that relates to the student's career path.