

# BUSINESS MARKETING FOUNDATIONS OF MARKETING SPECIALTY, OCCUPATIONAL CERTIFICATE

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## Information

Business Management is a two-year supervisory training program that combines classroom management theory with practical on-the-job training. The program leads to the Associate of Applied Science (AAS) in Business Management. The Business Management curriculum includes courses designed to provide a practical, comprehensive program covering certain managerial activities. The program is designed to meet the needs of people preparing for careers in business and industry such as retailing, wholesaling, industrial management, small business, and human resources. The Business Management program supports the theory that there is no substitute for world-of-work experience in the learning process. Management course work includes studies in basic principles of management, human relations, group dynamics, motivation of individuals and groups, leadership development, organization of work and people, study of supervisory functions, and many other management interests, including international business and trade.

## A Contemporary Approach to Management Training

Concurrent with the business management courses, students in the supervision or the small business entrepreneur programs are required to take a practicum that coordinates job training with classroom theory. One of the requirements of the practicum course is that a student work a minimum of 20 hours per week at a training station approved by a business management coordinator. Designed as a development tool, the practicum requires that the business management coordinator, the employer, and the student agree on a tentative training outline or personal development plan that, according to specific guidelines, must improve, enhance, and demonstrate personal and professional managerial skills of the student at work.

Note: Students taking the BMGT 2382 Cooperative Education - Business Administration and Management, General course should be counseled by a business management coordinator or the Department Chair prior to registration. The BMGT 2382 Cooperative Education - Business Administration and Management, General course helps the student receive practical training and experience compatible with his or her management career objectives.