

**GREEN RIVER COLLEGE
BACHELOR OF APPLIED SCIENCE
APPLIED MANAGEMENT**



180 Credits

The BAS degree in Applied Management program is designed to prepare students for employment in a variety of business positions, including management analyst, general and operations manager, marketing manager, market research analyst, sales manager, and human resource specialist. Based on an assessment of the skills required for the occupations targeted by this degree, students completing the BAS in Applied Management will be able to:

1. Formulate effective business strategies by conducting thorough analysis of a given market and business environment.
2. Demonstrate leadership competencies and teamwork skills necessary to resolve interpersonal and organizational challenges that most often occur in the modern workplace.
3. Analyze quantitative and qualitative data to effectively and efficiently resolve business problems.
4. Analyze financial data to explain organizational performance and identify business opportunities in a given market.
5. Use organizational behavior principles and human resources management practices to formulate a plan to effectively hire, retain, and develop a workforce.
6. Plan and implement marketing and sales strategies to maximize long-term profitability of a firm.
7. Demonstrate professional and persuasive communication to internal and external stakeholders, both orally and in writing.
8. Construct operations and project plans that efficiently and effectively leverage organizational resources.
9. Formulate strategies to increase ethical behavior and socially responsible decision making within an organization.

Entry Requirements: The entry requirements for the BAS in Applied Management program provide access to students from both academic transfer and career and technical programs. These entry requirements also ensure that prospective students are prepared for success once they enter the program. Entry requirements are:

- Possess an AAA, AAS or AAS-T degree with a cumulative GPA of 2.5 or better OR an AA or AS degree (when applicable) with a cumulative GPA of 2.5 or better
- Completion of Math at the 097 level or higher (5 credits with a grade of 2.5 or better)
- Completion of ENGL& 101 or ENGL 126 or ENGL 127 or ENGL 128, or ENGL& 235 (5 credits with a grade of 2.5 or better)

NOTE: Students who may not meet the stated entry requirements should contact the Program Manager or Program Director to learn about alternative pathways for entry into the BAS Applied Management Program.

For more information about this degree, please contact either of the following:

Contacts: Tim Broxholm, ext. 4377, tbroxholm@greenriver.edu
Leanna Patricio, ext 5031, lpatricio@greenriver.edu

Dept. No.	Course Title	Credits
General Education Requirements (60 credits)		
Communication Skills (10 credits)		
ENGL& 101	English Composition	5
ENGL 126 or	Writing: Humanities or	
ENGL 127 or	Writing: Social Science or	
ENGL 128 or	Research Writing: Science/Engineering/Business or	
ENGL& 235	Technical Writing	5

Quantitative/Symbolic Reasoning Skills (5 credits)

MATH& 141 or	Precalculus or	
MATH 147	Finite Math-Business and Social Science	5

Humanities/Fine Arts/English (10 credits)

CMST& 210 or	Interpersonal Communications or	
CMST& 220 or	Public Speaking or	
CMST& 230	Small Group Communications	5
Five credits from the list of Humanities/Fine Arts/English courses approved for the AA-DTA degree		5

Social Sciences (10 credits)

BUS& 101	Introduction to Business	5
BUS& 201 or	Business Law and the Regulation of Business or	
BUS 181 or	Introduction to International Business or	
Five credits from the list of Social Science courses approved for the AA-DTA degree		5

Natural Sciences (10 credits)

MATH 256	Statistics for Business and Social Science	5
Natural Science	Five credits lab science from Natural Science List A for the AA-DTA degree	5

Additional General Education (15 credits)

ACCT& 201	Principles of Accounting I	5
Ten credits from Humanities/Fine Arts/English, Social Science, or Natural Science approved for the AA-DTA degree		10

Core Requirements (75 credits)

ACCT 325	Accounting for Decision Makers	5
MGMT 300	Organizational Leadership	5
MGMT 310	Research in Marketing	5
MGMT 315	Organizational Design	3
MGMT 320	Human Resource Management	5
MGMT 335 or	Marketing Communications and Planning or	
MGMT 350	Developing Products	5
MGMT 340	Business Project Management	5
MGMT 345	Corporate Finance	5
MGMT 360	Business Development and Sales Management	5
MGMT 361	Negotiations	5
MGMT 385	Business Operations Management	5
MGMT 395	Marketing Management	5
MGMT 400	Applied Professional and Career Development	5
MGMT 405	Corporate Social Responsibility	2
MGMT 420	Business Strategy	5
MGMT 425	Business Analysis	5

Additional credits from an Associate's Degree or equivalent credits in business-related field (45 credits)

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