ASSOCIATE OF ARTS IN GENERAL BUSINESS (COMPETENCY-BASED)

Colleges and universities traditionally award credit for classroom hours attended, conferring degrees based on students’ completion of a certain set of courses for a given number of credit hours. The focus of a competency-based program is on the mastery of student learning outcomes – what they know and can do – rather than on how many hours, semesters, or years a student spends in school. A competency-based program allows students to demonstrate through assessments that they have acquired the set of competencies (levels of knowledge, skill, or ability) required for a particular degree. Some students may have acquired much of the knowledge and many of the skills and abilities necessary for a degree through their life or previous work experience. Brandman University’s competency-based Associate of Arts in General Business program allows students to prove their competency through assessments thereby reducing the time needed to earn a degree.

This competency-based program of study is designed to introduce students to a broad range of subjects including oral and written communication, quantitative literacy, creative and critical thinking. Fundamentals of management, leadership, economics, information technology, and marketing are integrated into the requirements of this degree as well, giving students a solid preparation for further undergraduate study at the bachelor’s level and for the baseline needs and expectations of entry and mid-level management positions in today’s corporate environment. The program’s outcomes emphasize key intellectual skills which transcend disciplinary boundaries and which are essential for the successful college undergraduate.

The quality focus of this degree program requires students to demonstrate mastery of all competencies required for the competency-based Associate of Arts in General Business degree program. Students with leadership and management experience who are self-motivated, goal oriented, and excel at working independently are ideal candidates for the competency-based Associate of Arts in General Business degree program.

Mission
The Associate of Arts in General Business prepares students for career opportunities and advancement in a dynamic business environment.

Program Learning Outcomes
- Written Fluency: Compose written arguments that are coherent, grammatically correct, and rhetorically aware.
- Quantitative Literacy: Explain how calculations and symbolic operations are used in interpreting social and economic trends.
- Communication Fluency: Deliver an effective presentation for a given audience.
- Information Literacy: Cite appropriate and scholarly resources to address a research question.
- Technology: Understand technology to effectively support decision making in business.
- Consumer Behavior: Describe the principles and best practices of consumer behavior fundamentals.
- Marketing: Describe the principles of marketing as it applies to consumers and business.

Admission to the Program
Admission to the Associate of Arts in General Business degree program may be achieved through Undergraduate Admission criteria “Degree Seeking Student Applicants” or by completion of one of the following requirements:

1. Brandman MyPath Basic Skills Track: Requires the successful mastery of MATC 103 Quantitative Literacy, Level A competency and ENGC 103 Written Communications, Level A competency; or
2. Pass admissions test in English and Math.

a. Successful completion of a transferable course equivalent to ENGU 103 Writing and Rhetoric or ENGU 104 Writing About Literature (grade of “B-” or higher) waives admissions test in English.

b. Successful completion of a transferable course equivalent to MATU 103 Applied Mathematics or higher (grade of “B-” or higher) waives admissions test in Math.

Each of the above requires a high school diploma, HiSET or GED equivalent.

Degree Requirements
1. Completion of ORIC 100 Orientation: Gain familiarity with Brandman University’s MyPath and explore strategies to succeed in the program.

2. The AA in General Business consists of three major domains:
   I. Foundation Knowledge and Skills
   II. Business Core
   III. General Business Emphasis

I. Domain: Foundation Knowledge and Skills
The Foundation Knowledge and Skills Domain provides the liberal arts tradition and the intellectual foundation that enables students to expand their perspectives beyond the focus of a major. Brandman University graduates will be flexible, creative, articulate, and prepared for active and life-long participation in the knowledge-based world of 21st century.

Subdomain: Communications
COMC 410 Interpersonal Communication
Understand the skills required to interact effectively with others.

COMC 101 Oral Communications
Deliver a well-organized oral presentation using delivery techniques and supporting materials appropriate for the audience.

ENGC 103 Written Communications, Level A
Identify and apply key components of effective writing skills and APA.

ENGC 104 Written Communications, Level B
Compose written arguments that are coherent, grammatically correct, and rhetorically aware.

Subdomain: Quantitative Reasoning
MATC 103 Quantitative Literacy, Level A
Explain accurate calculations and symbolic operations to interpret social and economic trends.
Subdomain: Information Literacy
LBSC 320 Information Literacy, Level A
Evaluate and cite various information resources to understand ethical research practices.

LBSC 321 Information Literacy, Level B
Apply academic research practices to complete an academic research project.

Subdomain: Humanities
PHLC 110 Creative and Critical Thinking
Develop a creative solution to a historical, social, ethnic, economic, technological, and/or geographic problem.

HUMC 110 Disciplinary Relationships
Analyze relationships between disciplines such as history, literature, religion, philosophy, and the fine arts.

HUMC 115 Human Experience
Analyze the ways in which the human experience is influenced by historical social, ethnic, economic, technological, and/or geographic contexts.

Subdomain: Natural Sciences
NSCC 111 Principles and Concepts, Level A
Understand the Scientific Method as a process and master the fundamental principles, concepts, and methods of biology.

NSCC 112 Principles and Concepts, Level B
Master the fundamental principles, concepts, and methods of chemistry and environmental science.

NSCC 115 Methods and Applications
Apply the principles, concepts, and methods of the natural sciences.

Subdomain: Social Sciences
The social sciences breadth requirement consists of 6 equivalent credits. Choices should be made from competencies in the following disciplines: organizational leadership, economics, and marketing with no more than one competency in any one discipline.

II. Domain: Business Core
The Business Core Requirements at Brandman University provides a business foundation that enables students to expand their perspectives across various functional business areas.

CSCC 200 Fundamentals of Information Technology
Develop an understanding of information technology fundamentals.

MKTC 301 Fundamentals of Marketing
Develop an understanding of marketing fundamentals.

MKTC 305 Fundamentals of Consumer Behavior
Demonstrate an understanding of consumer behavior fundamentals e.g., demographics and purchasing behavior) and promotional practices.

MGTC 301 Fundamentals of Management

III. Domain: General Business Emphasis
The purpose of the General Business electives is to provide students with a broad business education without an in-depth study in one discipline. This program provides students with a broad business education that allows the freedom to take coursework in multiple business disciplines. The General Business emphasis consists of 9 equivalent credits of electives from any of the business disciplines.