AAS Business Administration
Small Business/Entrepreneurship Specialization Outcomes

After successfully completing degree, students will be able to:
1. Demonstrate understanding by completing a comprehensive feasibility study that will position a business for success in a competitive marketplace.
2. Apply leadership and workplace relationship skills that will enable the student to deal with customer, employee, and supplier issues.
3. Understand the legal issues of operating a business.
4. Understand all aspects of operating a small business.
5. Identify marketing strategies that will enable the business to succeed.
6. Identify accounting concepts that enable the student to interpret financial data and use it to make informed decisions about the operating performance and financial position of a company.
7. Describe the elements of a business plan.

And general educational outcomes of:
1) Students will engage in informed discussion of the meaning and value of aesthetic expression;
2) Students will speak, read, write, and listen effectively;
3) Students will analyze, interpret, and synthesize ideas and information;
4) Students will explain how cultural context shapes human perceptions and values;
5) Students will identify responsible health and safety procedures;
6) Students will apply appropriate mathematics to analyze and solve problems;
7) Students will apply scientific inquiry to arrive at informed conclusions;
8) Students will use computer technology to gather, process, and communicate information;
9) Students will evaluate the ethical dimensions of arguments and the consequences of decisions.