



SUPERVISION & MANAGEMENT, BACHELOR OF APPLIED SCIENCE - MARKETING AND SALES

Program Code: T100B

Career Pathway: Business

Location(s): Courses for this program are offered at all BC locations. (<https://www.broward.edu/about/locations/>) This program is also offered fully online. Certain specialization courses may be offered at designated locations.

Program Entrance Requirements: The Bachelor of Applied Science is an open access program designed for students who have earned an Associate of Science or an Associate of Arts degree and wishes to advance professionally. Students who have completed 60 lower level division credits will also be considered for admission. Students accepted into the BAS program in this category will need to see an advisor for an individual educational plan.

All current and new students who meet the minimum requirements must apply to the program by submitting an application at <https://www.broward.edu/admissions/apply.html>. Applicants for the BAS program should have completed a minimum of 15 semester hours of general education requirements as part of their AS degree. The remaining general education credits (totaling 36) will be completed during the Bachelor of Applied Science degree program. Applicants who have completed all general education hours through an earned AA degree, will complete additional lower level business courses. The BAS degree in Supervision and Management builds upon an associate degree in a business-related field. Students who have earned an AS in a non-business-related field must take additional lower-level business courses.

PROGRAM DESCRIPTION: The Bachelor of Applied Science Degree in Supervision and Management prepares students to assume managerial roles in the public and private sectors. The program provides knowledge and skills in the areas of management, marketing, finance, operations, and strategy. Visit the program's website for more information.

GRADUATION REQUIREMENTS

The Bachelor of Applied Science degree will be awarded to students who meet the following requirements:

- A minimum of 120 semester credit hours in the prescribed coursework comprised of both lower division (AA or AS) and upper division (BAS) credit hours.
- Successful completion of the Capstone course.
- An overall GPA of 2.0.

The State of Florida sets forth the following BAS graduation requirements:

- Satisfy all General Education credits. The amount and area will vary.
- Meet the foreign language requirement.
- Complete two college level math courses.
 - STA2023 (<https://catalog.broward.edu/search/?P=STA2023>) STATISTICS and MAC1105 (<https://catalog.broward.edu/search/?P=MAC1105>) COLLEGE ALGEBRA/MAC1105C (<https://catalog.broward.edu/search/?P=MAC1105C>) COREQUISITE COLLEGE ALGEBRA are recommended.
 - MAC1105C (<https://catalog.broward.edu/search/?P=MAC1105C>) COREQUISITE COLLEGE ALGEBRA is a 5-credit course. Students who register for this course must see an advisor to discuss their academic plan.
 - If students have taken both MGF1106 (<https://catalog.broward.edu/search/?P=MGF1106>) FOUNDATIONS OF MATHEMATICAL REASONING and MGF1107 (<https://catalog.broward.edu/search/?P=MGF1107>) SURVEY OF MATHEMATICS as part of their AS/AA degree programs, QMB2100 (<https://catalog.broward.edu/search/?P=QMB2100>) QUANTITATIVE METHODS IN BUSINESS is required.

PROGRAM COMPETENCIES

Students interested in applying for the Bachelor of Applied Science in Supervision and Management must meet the following program competencies in addition to the BAS required courses (students may be able to complete these requirements as part of their upper division coursework):

Course	Title	Credits
ACG2001	PRINCIPLES OF ACCOUNTING I	3.00
ACG2011	PRINCIPLES OF ACCOUNTING II	3.00
GEB1011	INTRODUCTION TO BUSINESS	3.00
ECO2013	PRINCIPLES OF MACROECONOMICS	3.00

MAN2021	INTRODUCTION TO MANAGEMENT	3.00
MAR1011	PRINCIPLES OF MARKETING FOR THE 21ST CENTURY	3.00
Course	Title	Credits
MAN3240	ORGANIZATIONAL BEHAVIOR & LEADERSHIP	3.00
GE Course or Business Course ¹		3.00
GE Course or Business Course ¹		3.00
GEB3213	BUSINESS COMMUNICATION ²	3.00
GE Course or Business Course ¹		3.00
BUL3130	BUSINESS LAW AND ETHICS	3.00
GE Course or Business Course ¹		3.00
BAS Specialization Course I ³		3.00
GE Course or Business Course ¹		3.00
MAR3802	MARKETING MANAGEMENT	3.00
BAS Elective Course		3.00
MAN3310	HUMAN RESOURCE MANAGEMENT	3.00
FIN3400	PRINCIPLES OF FINANCIAL MANAGEMENT ²	3.00
or FIN3403	MANAGERIAL FINANCE	
MAN4504	OPERATIONS MANAGEMENT ²	3.00
BAS Specialization Course II ³		3.00
MAN4720	STRATEGIC MANAGEMENT AND POLICY ²	3.00
BAS Elective Course		3.00
BAS Specialization Course III ³		3.00
MAN4900	CAPSTONE PROJECT ¹	3.00
GE Course or Business Course ¹		3.00
Total Credits		60

¹ General education (<https://catalog.broward.edu/programs-study/aa-general-education-graduation-requirements/>) or business course. Preferred general education courses include: ECO2013 PRINCIPLES OF MACROECONOMICS; FIN2100 PERSONAL FINANCE. Business courses have the following prefixes ACG, BUL, FIN, GEB, MAN, MNA, MAR, MKA, OST, QMB, REE, RMI, TAX.

² Prerequisites courses are required. For example, FIN3400 PRINCIPLES OF FINANCIAL MANAGEMENT requires two prerequisites ACG2001 PRINCIPLES OF ACCOUNTING I and ACG2011 PRINCIPLES OF ACCOUNTING II. ACG2001 PRINCIPLES OF ACCOUNTING I must be completed prior to ACG2011 PRINCIPLES OF ACCOUNTING II.

³ Project management specialization contains courses that are 4 credits.

BAS Specialization

Track B: Marketing and Sales

Course	Title	Credits
MAR3231	RETAIL MANAGEMENT	3.00
MAR3323	INTEGRATED MARKETING COMMUNICATION	3.00
MAR3524	MARKETING ANALYTICS ¹	3.00
Total Credits		9

¹ Pre-requisite courses are required.

BAS ELECTIVES (students must choose 2 courses from the following):

Course	Title	Credits
ECO3703	INTERNATIONAL ECONOMICS	3.00
MAN3930	SEMINAR IN BUSINESS AND MANAGEMENT	3.00
MAN4102	MANAGING CULTURAL DIVERSITY	3.00
MAN4940	INTERNSHIP	3.00
MAR4840	SERVICES MARKETING	3.00

Notes: See General Education course information here (<https://catalog.broward.edu/programs-study/aa-general-education-graduation-requirements/>).

Students must satisfy the Digital Literacy requirement by testing out, completing a Credit for Prior Learning portfolio, or passing CGS1060C COMPUTER AND INTERNET LITERACY.

In accordance with Florida Statute and Florida Administrative Code, students may need to satisfy the Civic Literacy Graduation Requirement. Visit the Civic Literacy Graduation Requirement page at broward.edu/civic-literacy (<https://students.broward.edu/resources/civic-literacy/>).

Students are strongly encouraged to meet with an advisor (<https://students.broward.edu/resources/advising/>) to create a personalized educational plan.

PROGRAM HIGHLIGHTS

CREDIT FOR PRIOR LEARNING

Accelerate your path to completion with these options:

- Credit by exam
- Earned industry certifications
- Prior Learning Assessment
- And much more...

RELATED INDUSTRY CERTIFICATIONS

Upon completing this program, graduates will be eligible to sit for the following industry certifications/licenses: N/A

GET AN INTERNSHIP

After completing your first year of coursework make sure to visit Employment Solutions (<https://broward.edu/career/>) for internship opportunities and helpful tools like virtual job shadow, to help take your career to the next level!

- Get an Internship (<http://broward.edu/studentresources/career/Pages/Find-a-job-or-internship.aspx>)
- Virtual Job Shadow Tool (<http://www.broward.edu/studentresources/career/Pages/default.aspx>)

MEDIAN WAGE AND JOB GROWTH OUTLOOK

Broward College has Career Coach (<https://www.broward.edu/careercoach/>)! It is designed to help you find a good career by providing the most current local data on wages, employment, job postings, and associated education and training.

FUND YOUR EDUCATION

This program is Financial Aid (<https://www.broward.edu/admissions/financial-aid/>) eligible. Scholarships (<https://www.broward.edu/admissions/financial-aid/scholarships/>) may be available.

PROGRAM LEARNING OUTCOMES

Graduates from this program will:

- Demonstrate effective leadership decision-making that is evidence-based.
- Demonstrate integrated business skills that incorporate leadership, management, finance, and marketing.
- Demonstrate effective oral business communication skills.
- Apply knowledge of principles of supervision and management to real world problem- solving in developing alternative solutions to the problem at hand.