



Monroe Community College

STATE UNIVERSITY OF NEW YORK

Inspiring every day.



SCHOOL OF BUSINESS & ENTREPRENEURIAL STUDIES

Entrepreneurial and Applied Business A.A.S.

IS YOUR DREAM JOB THE ONE YOU CREATE YOURSELF? MCC's Entrepreneurial and Applied Business A.A.S. degree will help you launch your big idea with the business disciplines it takes to succeed. Through a curriculum based on feedback from community entrepreneurs, you'll learn to use sound accounting practices, devise a solid business plan, and develop skills that make you both an effective leader and a valuable team player. Whether you plan to start your own venture, expand your current business, or join a family company, you'll graduate ready to make your mark on the world of commerce.

PROGRAM DESCRIPTION

This degree program helps you develop a solid base of business, personal, analytical, and problem solving skills. Your coursework will encompass the fields of accounting, law, marketing, management, and customer service. You'll learn to apply critical thinking to develop business strategies that grow your business. You'll study effective marketing strategies, and how to communicate within your organization. Your studies will also include discussions about business ethics and social issues you may encounter. The Entrepreneurial and Applied Business A.A.S. is not designed as a transfer program. If you plan to transfer to a four-year college talk to an academic advisor.

A STRONG START—ACADEMICALLY AND FINANCIALLY!

MCC's low tuition plus financial aid opportunities help make a high-quality education affordable. You could qualify for federal grants, workforce grants, scholarships, and more. Visit www.monroecc.edu/go/finaid or call 585.292.2050.

APPLY TODAY!

To learn more about MCC, visit us on the web at www.monroecc.edu. Apply today at admissions.monroecc.edu or contact the Admissions Office at 585.292.2200 to schedule a visit.



GET THE LATEST ON CAREERS IN OUR AREA, INCLUDING EMPLOYMENT PROJECTIONS, EARNINGS, AND JOB OPENINGS AT CAREERCOACH.MONROECC.EDU

WHERE WILL YOU GO?

MCC graduates in Entrepreneurial and Applied Business Management have gone on to create successful companies that provide a wide variety of products and professional services.

- Start a new business selling goods or professional services
- Expand or diversify a current business
- Join or lead a family business

Your job title could be:

- Start a new business selling goods or professional services
- Expand or diversify a current business
- Join or lead a family business

"I always dreamed of starting my own business. With this program, I gained the confidence to do it right."

– John O., MCC Graduate

CURRICULUM OVERVIEW

ENTREPRENEURIAL AND APPLIED BUSINESS STUDIES A.A.S.

This program's design is based on: New MCC General Education

Distribution Requirements	Credit Hours
FIRST SEMESTER	
ENG 101 College Composition OR ENG 200 Advanced Composition	3
MTH 160 Statistics I	3
BUS 104 Introduction to Business	3
SPC 141 Interpersonal Speech Communication	3
MCC GENERAL EDUCATION - HEALTH AND WELLNESS (MCC-HW) ELECTIVE	2
First Semester Total:	14
SECOND SEMESTER	
ENG 250 Professional Communications	3
ACC 130 Introductory Accounting and Financial Analysis*	4
BUS 110 Entrepreneurial Studies I	3
BUS 135 Supervising for the 21st Century	3
BUS 201 Business Law I	3
Second Semester Total:	16
THIRD SEMESTER	
BUS 220 Applied Business Applications	3
ECO 101 Introduction to Economics OR ECO 111 Principles of Microeconomics	3
ECO 103 Personal Money Management	3
MAR 200 Principles of Marketing	3
OPEN ELECTIVE	2-3
Third Semester Total:	14-15
FOURTH SEMESTER	
BUS 207 Human Resources Management	3
BUS 210 Entrepreneurial Studies II	3
BUS 275 Business Cooperative Education	4
MAR 201 Dynamics of Selling	3
MCC GENERAL EDUCATION - GLOBAL UNDERSTANDING (MCC-GLO) ELECTIVE**	3
Fourth Semester Total:	16
TOTAL CREDITS:	60-61

* Students who have completed ACC 101 and ACC 102 may substitute that sequence for ACC 130.

** Choose any MCC-GLO course, except for TVL 275 (does not meet SED definition of a liberal arts course).

Revised: 8/3/2018