

BUSINESS ADMINISTRATION

ASSOCIATE OF APPLIED SCIENCE DEGREE PROGRAM AND GENERAL BUSINESS CERTIFICATE

Strong organizations are built on a solid understanding of how business works. The Business Administration program provides students with a comprehensive foundation in core business principles, including management, marketing, human resources, accounting, and organizational leadership. Coursework emphasizes professional communication, digital tools, and practical problem solving, preparing students to contribute effectively in both entrepreneurial ventures and established workplaces. Through applied learning and real world projects, graduates are equipped for diverse entry level roles and have a clear pathway to bachelor's level study in business.

"When I entered KVCC's Business program, I was not sure what 'business' was even about. Now I want to learn even more. The world is complicated and interesting, and business is everywhere. I plan to get my 4-year degree next, and then I will have the knowledge to open my own business with confidence."



**Preparing tomorrow's
business leaders today**



What Business Administration graduates do:

- Develop marketing tools
- Create business plans
- Operate small businesses
- Interpret & analyze financial data
- Contribute to management decision-making
- Transfer to four-year institutions

Career Opportunities:

- Banking & Financial Services
- Insurance
- Marketing & Social Media Support
- Customer Service
- HR Assistant
- Non-Profit & Government Agencies
- Administrative Support
- Small Business & Entrepreneurial Environments

For further questions about this program,
please contact: kvccadmissions@maineccc.edu

BUSINESS ADMINISTRATION

Associate of Applied Science Degree

First Semester

BUS101*	Principles of Business.	3
COM104	Intro to Communications.	3
CPT115*	Technology for Business	3
ENG101	College Composition	3
MAT111*	Quantitative Reasoning	3

Second Semester

BUS113*	Principles of Marketing.	3
BUS115*	Principles of Management.	3
BUS202	Spreadsheet Analysis.	3
ENG219	Business & Professional Writing	3
MAT225	Math for Business & Economics	3

Third Semester

ACC115*	Accounting for Business	3
BUS116*	Business Law	3
BUS215*	Human Resource Management	3
CPT131	Foundations of Digital Design	3
ECO113	Principles of Macroeconomics.	3

Fourth Semester

BUS213*	Digital Marketing.	3
BUS218*	Small Business Entrepreneurship	3
BUS250*	Internship/Capstone	3
3 ECO114	Principles of	
Microeconomics	3 PHI110	Intro to
Contemporary Ethics	3	

Total Credits	60
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General Business Certificate

First Semester

BUS101*	Principles of Business.	3
CPT115*	Technology for Business	3
ENG101	College Composition	3
MAT111	Quantitative Reasoning	3

Second Semester

ACC115*	Accounting for Business	3
BUS113*	Principles of Marketing.	3
BUS115*	Principles of Management.	3
ECO113	Principles of Macroeconomics.	3

Total Credits	24
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CRITERIA FOR GRADUATION

Students must complete 60 credits in the Business Administration program and achieve a minimum grade of "C" in designated common and program core courses (*). Students must attain a final GPA of 2.0 or higher. (H) Suggested Elective. Please contact your advisor for more information.

This program is accessible 100% online, utilizing synchronous and asynchronous classes including required virtual meetings. Internship hours are excluded from the online format.

BUSINESS ADMINISTRATION

Associate of Applied Science Degree

DESCRIPTION

The Business Administration program provides a strong foundation in business principles and the processes that support them. Students develop practical, marketable skills in management, marketing, accounting, professional communication, and digital tools while gaining an understanding of how organizations operate and make decisions.

The program prepares graduates to enter or advance in a wide range of business settings, explore entrepreneurial opportunities, or continue their education at a four-year college or university. Transfer agreements with several institutions ensure a smooth pathway for students pursuing a bachelor's degree in a business-related field.

PROGRAM MISSION

The mission of the Business Administration program is to prepare students with knowledge, skills, and professional competencies needed to navigate and succeed in today's business world.

EDUCATIONAL OUTCOMES

Upon successful completion of the Business Administration program, the graduate is expected to:

1. Demonstrate effective business communication and interpersonal skills.
2. Analyze data to solve business-related problems.
3. Create a variety of business-related artifacts using appropriate technologies.
4. Evaluate alternatives to implement appropriate business practices and make sound decisions.
5. Demonstrate knowledge of business ethics and social responsibility.

COLLEGE ADMISSION

General admission guidelines can be found on [page 34](#) in the catalog.