Enterprise Management, Bachelor of Applied Science (BAS)

Program Description

The Bachelor of Applied Science in Enterprise Management is a cohort model degree completion program designed for the non-traditional student who is interested in an integrated exposure to business concepts and decision-making processes. The courses are segmented by semester into stackable certifications, ultimately providing four marketable specializations: Accounting and Information Systems, Marketing, Enterprise Management and Entrepreneurship. The fourth semester provides a capstone experience, which incorporates an internship and community experience. For students with an AS degree from a USHE institution, the BAS degree is 62 additional credits if ECON 2010 was not taken as part of the general education requirements. The curriculum is intentional in its preparation, with a focus on employable skills and multi-disciplinary learning. At each level of the program, students will be exposed to a new certification and relevant applications to enhance retention. This degree will include upper division courses in finance, information systems & analytics, management, and marketing. Students will also complete an internship or project and a community experience.

Admission Requirements

- 60 credits including English and Math GE requirements
- Minimum College GPA of 2.5

Program Curriculum

122 credits

Utah Tech General Education Requirements

All Utah Tech General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements, but courses must be equivalent to Utah Tech's minimum General Education standards in American Institutions, English, and Mathematics.

General Education Core Requirements (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)

Code	Title	Hours
English		3-7
Mathematics		3-5
American Institutions		3-6
Life Sciences		3-10
Physical Sciences		3-5
Fine Arts		3
Literature/Humanities		3
Social & Behavioral Sciences		3
Exploration		3-5

Enterprise Management Required Courses

62 credits

Code	Title	Hours
ECON 2010	Micro Economics (SS, GC)	3
MGMT 2600	Entrepreneurship 1	3
MGMT 2640	Small Business Management	3
MGMT 2990R	Seminar in Entrepreneurship	1
MGMT 3050	Business Law I: Law in the Commercial Environment	3
MGMT 3300	Human Resource Management	3

MGMT 3400	Management & Organizations	3
MGMT 3600	Operations and Supply Chain Management (ALPP)	3
MGMT 4000	Intermediate Supply Chain Management	3
MGMT 4040	Quantitative Decision Analysis	3
MGMT 4200R	Business Internship	1
MKTG 3010	Marketing Principles (ALPP)	3
MKTG 4100	Marketing Research	3
MKTG 3500	Digital Marketing	3
MKTG 4700		3
STAT 2040	Business Statistics	3
ACCT 2010	Financial Accounting	3
ISA 2010	Proficiency in Excel & SQL (or CIS 2010)	3
or ISA 2011	Microsoft Office Specialist (MOS) Excel Expert Certification	
ISA 2050	Management Information Systems	3
ISA 4070	Data Visualization and Storytelling	3
FIN 3150	Managerial Finance I	3
Choose one of the following courses:		3
MKTG 4200	Entrepreneurial Marketing	
SE 3500	Tech Entrepreneurship	
FIN 4180	Entrepreneurial Finance	
Total Hours		**62**

Graduation Requirements

1. Complete a minimum of 122 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits (3000 and above).
3. Complete at least 30 upper-division credits at Utah Tech for institutional residency.
4. Maximum 12 upper-division transfer credits may fulfill Utah Tech Business program requirements.
5. Cumulative GPA 2.0 or higher.
6. Minimum C- grade and 2.5 GPA in Required Coursework.