

Business Administration

What type of job could I get?

As Business Administration graduates, students in **marketing** are trained to work in a retail environment, insurance company, or in non-profit organizations. Some positions include Assistant Manager, Sales Associate, Executive Director Assistant, Human Resources Assistant, Customer Service Associate, and Insurance Agent.

Students in **entrepreneurship** will be able to create business ventures for themselves or take over the family business.

Students in **accounting** can hold positions as Accounting Clerk, Accounts Receivable Manager, Billing Clerk, Bookkeeper, and Office Assistant.

Students in the **Information Systems Focus** can hold positions as Business Analyst, working as a liaison with IT and business to design and implement computer systems to support the needs of business.

Students in the **General Business Focus** can hold positions in the marketing, accounting, and business management fields.

Students in the **Nursing Home Administration Focus** or **Assisted Living** classes can hold positions as Nursing Home Administrator and Assisted Living Manager.

Program graduates are working in small and large companies throughout Nebraska and neighboring states. Other graduates are continuing their education.

How much can I earn?

SCC graduates reported in the most recent Placement Report that entry level wage rates averaged \$10.70 per hour. These rates reflect the starting rates of graduates in all companies and facilities. The hourly rates will vary by employer and location. Many employers provide some type of fringe benefits, along with a commission or a bonus structure, which are not included in these rates.

Program overview

The program is available at all three campuses in Lincoln, Beatrice, and Milford. Students may focus in General Business, Accounting, Marketing, Entrepreneurship, Information Systems, or Nursing Home Administration.

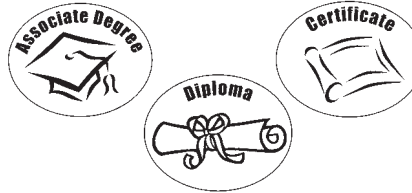


BUSINESS ADMINISTRATION

Beatrice, Lincoln, & Milford Campuses

>ASSOCIATE OF APPLIED SCIENCE DEGREE
>DIPLOMA >CERTIFICATE

Prepares students for careers in business



This program is accredited by the Association of Collegiate Business Schools & Programs. 7007 College Blvd, Suite 420, Overland Park, KS 66211, (913) 339-9356, www.acbsp.org

Credit Hours Required for Graduation:

- **Certificate:** **36.0**
- **Diploma:** **51.0**
- **Associate of Applied Science Degree:**
 - Accounting Focus: 107.0
 - Entrepreneurship Focus: 110.0
 - Marketing Focus: 110.0
 - Information Systems Focus 109.5–112.0
 - General Business Focus: 109.5
 - Nursing Home Administration Focus: 109.5

Students may pursue a basic course of study leading to a certificate, diploma or choose from focus areas, which lead to an associate of applied science degree. The focus areas are accounting, entrepreneurship, marketing, general business, information systems, and nursing home administration. Students who wish to pursue an Associate of Science or Associate of Arts degree should refer to the **Academic Transfer program**. All prerequisite courses must have a grade of "C" or better to continue through the program.

For more information contact:

Sharon Dexter, Co-Chair Beatrice
402-228-8284, 800-233-5027 x1284
sdexter@southeast.edu

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402-228-3468 x1332, 800-233-5027 x1332
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Bill Beltz, Program Chair Milford
402-761-8237, 800-933-7223 x8237
bbeltz@southeast.edu

or the College Admissions Office
Beatrice 402-228-8214, 800-233-5027 x1214
Lincoln 402-437-2600, 800-642-4075 x2600
Milford 402-761-8243, 800-933-7223 x8243

A.A.S. BUSINESS ADMINISTRATION CORE CLASSES:

* Course has prerequisite.
(B=Beatrice, L=Lincoln, M=Milford)

COURSE #	COURSE TITLE	CREDIT HRS
ACCT1200	Principles of Accounting I	4.5
ACCT1210	*Principles of Accounting II	4.5
BSAD1020	*Microsoft Applications II	4.5
BSAD1090	Business Law I	4.5
OFFT1110	Business Communications	4.5
BSAD1050	Introduction to Business	4.5
OFFT2000	*Employment Techniques	3.0
BSAD2310	Business Ethics	3.0
BSAD2540	Principles of Management	4.5
ECON2110	Macroeconomics	4.5
ECON2120	Microeconomics	4.5
		46.5

ACCOUNTING FOCUS: (B/L/M)

This business focus provides the practical skills required for entry-level accounting positions. The following courses must be completed for an A.A.S. Degree.

BSAD2030	*Co-op Supervised Employment	5.0
ACCT2050	*Payroll Accounting	3.0
ACCT2090	*Cost Accounting	4.5
ACCT2100	Individual Income Tax Procedures	4.5
ACCT2130	*Intermediate Accounting I	4.5
ACCT2230	*Computerized Accounting	4.5
BSAD2390	*Small Business Management	4.5
ECON1200	Personal Finance	4.5
		35.0

ADVISER APPROVED ELECTIVES:

ACCT2140	*Intermediate Accounting II	4.5
ACCT2110	*Business Income Tax Procedures	3.0
ACCT2700	*ACAT Preparatory Course	4.5
ACCT2800	*Applied Accounting Capstone	4.5
		3.0
		38.0



PROGRAM OF STUDY

**ENTREPRENEURSHIP FOCUS:
(B/L/M)**

This business focus leads a student toward self discovery and provides a better understanding of who they are and how that relates to entrepreneurship. They will gain a realistic understanding of what is expected as an entrepreneur and gain working knowledge as well as hands-on experience with skills necessary for success in any venture. The following courses must be completed for an A.A.S. Degree.

BSAD2370	Human Resource Management	4.5
ENTR1050	Introduction to Entrepreneurship	4.5
ENTR1060	Entrepreneurship Opportunity Analysis	4.5
ENTR2050	Marketing for the Entrepreneur	4.5
ENTR2060	Entrepreneurship Legal Issues	4.5
ENTR2070	Entrepreneurship Taxes & Financial Topics	4.5
		27.0

(Choose one class from the two options below.)

BSAD2030	Co-op Supervised Employment	5.0
BSAD2365	Leadership Practicum	5.0
		5.0

(Choose one class from the seven options below.)

ACCT2230	Computerized Accounting	4.5
BSAD2270	Professional Selling	4.5
BSAD2390	Small Business Management	4.5
BSAD2400	Principles of Retailing	4.5
BSAD2430	Marketing Communications	4.5
BSAD2470	Electronic Commerce Marketing	4.5
OFFT1680	Web Page Support	4.5
		4.5

The Capstone course listed below:

ENTR2090	*Entrepreneurship Business Plan	4.5
		41.0

MARKETING FOCUS: (B/L/M)

This business focus is designed to develop specific skills in business marketing. The following courses must be completed for an A.A.S. Degree.

BSAD2030	*Co-op Supervised Employment or	
BSAD2365	Leadership Practicum	5.0
BSAD2270	Professional Selling	4.5
BSAD2520	Principles of Marketing	4.5
BSAD2430	Marketing Communications	4.5
ECON1200	Personal Finance	4.5
		23.0

(Choose one class from the two options below.)

BSAD2370	Human Resources Management	4.5
BSAD2390	*Small Business Management	4.5
		4.5

(Choose one class from the two options below.)

OFFT1680	*Web Page Support	4.5
BSAD2460	Electronic Commerce Marketing	4.5
		4.5

(Choose two electives from the options below. Must not have been previously taken for another category.)

BSAD1100	*Business Law II	4.5
BSAD1230	Visual Merchandising	4.5
BSAD2370	Human Resources Management	4.5
BSAD2390	*Small Business Management	4.5
BSAD2400	Principles of Retailing	4.5
BSAD2460	Electronic Commerce Marketing	4.5
BSAD2470	International Marketing	4.5
BSAD2480	Sports Entertainment Marketing	4.5
OFFT1680	*Web Page Support	4.5
BSAD2365	Leadership Practicum	5.0
		9.0
		41.0

* Course has prerequisite.

**GENERAL BUSINESS FOCUS:
(B/L/M)**

This business focus is designed for students to customize their courses and skills in a business degree. Choose from the following approved elective courses (40.5 credit hours) in Business Administration, Business Information Technology, and Visual Publications to complete an A.A.S. Degree.

ACCT2050	*Payroll Accounting	3.0
ACCT2090	*Cost Accounting	4.5
ACCT2100	Individual Income Tax Procedures	4.5
ACCT2110	*Business Income Tax Procedures	3.0
ACCT2130	*Intermediate Accounting I	4.5
ACCT2140	*Intermediate Accounting II	4.5
ACCT2230	*Computerized Accounting	4.5
ACCT2700	*ACAT Preparatory Course	4.5
ACCT2800	*Applied Accounting Capstone	4.5
BSAD1100	*Business Law II	4.5
BSAD1230	Visual Merchandising	4.5
BSAD1730	Quality Management	2.5
BSAD2030	*Co-op Supervised Employment	5.0
BSAD2270	Professional Selling	4.5
BSAD2365	Leadership Practicum	5.0
BSAD2370	Human Resources Management	4.5
BSAD2390	*Small Business Management	4.5
BSAD2400	Principles of Retailing	4.5
BSAD2430	Marketing Communications	4.5
BSAD2460	Electronic Commerce Marketing	4.5
BSAD2470	International Marketing	4.5
BSAD2480	Sports Entertainment Marketing	4.5
BSAD2520	Principles of Marketing	4.5
ECON1200	Personal Finance	4.5
ENTR1050	Introduction to Entrepreneurship	4.5
ENTR1060	Entrepreneurship Opportunity Analysis	4.5
ENTR2050	Marketing for the Entrepreneur	4.5
ENTR2060	Entrepreneurship Legal Issues	4.5
ENTR2070	Entrepreneurship Taxes and Financial Topics	4.5
ENTR2090	*Entrepreneurship Business Plan	4.5
OFFT1680	*Web Page Support	4.5
VPUB1110	Publishing Concepts	4.5
VPUB1111	Platform Manipulation	4.5
VPUB1112	Elements of Design	4.5
	(any other OFFT, VPUB or INFO courses with adviser approval)	9.0
		40.5



**NURSING HOME
ADMINISTRATION FOCUS:
(B/L/M)**

This business focus area allows an individual to work toward licensure in Nursing Home Administration. This person is responsible for planning, organizing, directing, and controlling the operation of a nursing home, a home for the aged or infirm, or an integrated system. Other job opportunities include: Managing Assisted Living Facilities, Director of Senior Center, and Aging Services.

BSAD2370	Human Resources Management	4.5
BSAD2520	Principles of Marketing	4.5
ECON1200	Personal Finance	4.5
HMRS2541	Social Services-Long-Term Care Facility	4.5
HMRS2542	Financial Management for Long-Term Care	4.5
HMRS2544	Patient Care and Services	4.5
HMRS2547	Administration for Long-Term Care Facilities	4.5
HMRS2549	Rules, Regulations, and Standards Relating to the Operation of a Health Care Facility	4.5
HMRS2550	Introduction to Assisted Living	4.5
		40.5

In addition to having an associate degree and the five core educational requirements for nursing home administration, the student/candidate must complete a 640 hour administrator in training (AIT) or mentoring program through and determined by the State of Nebraska. Lastly, the student/candidate will need to pass the NAB (National Association of Boards of Examiners for Long-Term Care Administration) exam. There will be additional fees that will need to be paid to the State of Nebraska and NAB.

Please note: The Nursing Home Administration and Assisted Living classes are also offered through the **Human Services program**. For more information, please contact: Theresa Parker, Nursing Home Administration and Assisted Living Adviser 402-437-2750, 800-642-4075 x2750 tparker@southeast.edu



INFORMATION SYSTEMS FOCUS: (M/L)

This business focus would prepare an individual to research, design and implement computer based or automated business systems. This person would be responsible for researching and gathering business requirements, designing and prototyping application interfaces, reports and documentation. Other job opportunities include: Business Systems Analyst, Software or Application Developer, System Application Specialist and Quality Assurance. Students will need to complete the following courses and then choose one option to complete an A.A.S Degree.

INFO1151	Computer Fundamentals	4.5
INFO1214	Program Design and Problem Solving	4.5
INFO1217	Database Management	5.0
INFO1325	*Internet Scripting	3.0
INFO1431	*Web Page Fundamentals	3.0
		20.0

(Choose one class from the two options below.)

INFO1314	Java	4.5
INFO2564	Visual Basic	4.5
		4.5

(Choose one class from the two options below.)

INFO1414	*Advanced Java	4.5
INFO2664	*Advanced Visual Basic	4.5
		4.5

OPTION 1: SYSTEMS INFRASTRUCTURE

INFO1287	Operating Systems	5.0
INFO1381	*Data Communications & Networking	4.5
ELEC2760	*Networking Infrastructure	3.5
		13.0

OPTION 2: SYSTEM Z (ENTERPRISE SERVER)

INFO1221	*Introduction to the MVS Environment	2.0
INFO1428	*COBOL	8.0
INFO2678	*DB2 Database Applications & SQL	3.5
		13.5

OPTION 3: SYSTEM I (MID-RANGE AS/400)

INFO1337	*Introduction to the iSeries	3.5
INFO1458	*RPG IV	8.0
		11.5

OPTION 4: WEB APPLICATIONS

BSAD2520	Principles of Marketing	4.5
INFO1511	Advanced Database Concepts	3.0
INFO1521	*Web Graphics	2.0
INFO2514	*Java Server Programming	4.5
		14.0
		40.5-43.0



GENERAL EDUCATION REQUIREMENTS: 22.5 HOURS

A student must complete general education credit hours for this program. See page 73. **(One class from each of the following areas)**

- ORAL COMMUNICATIONS
- WRITTEN COMMUNICATIONS
- MATHEMATICS
- SOCIAL SCIENCE

ENGL1010	~Composition I	4.5
BSAD1010	Microsoft Applications I	4.5

No two classes may be selected from the same area.

Students wishing to take advanced level or alternate courses to meet the College's General Education Requirements should **contact their program adviser to ensure that the course/s meet the program requirements.**

BUSINESS ADMINISTRATION DIPLOMA: (B/L/M)

The Diploma in Business Administration is designed to provide a general, but comprehensive study in the basic skills needed for students to obtain entry-level jobs.

DIPLOMA CORE COURSES:

ACCT1200	Principles of Accounting I	4.5
BSAD1010	Microsoft Applications I	4.5
BSAD1020	*Microsoft Applications II	4.5
BSAD1050	Introduction to Business	4.5
BSAD2310	Business Ethics	3.0
BSAD2540	Principles of Management	4.5
OFFT1110	Business Communications	4.5
OFFT2000	*Employment Techniques	3.0

ADVISER APPROVED ELECTIVES:	9.0
(BSAD, ECON, ENTR, ACCT)	42.0

DIPLOMA GENERAL EDUCATION REQUIREMENTS: 9 HOURS

- Written Communications
- Mathematics

ENGL 1010	Composition I	4.5
		4.5
		9.0
		Total 51.0

Please note: All INFO courses are also offered through the **Computer Programming Technology** or **Microcomputer Technology** programs.

For more information please contact:
Computer Programming
 Beth Stutzman, Program Chair
 402-761-8395, 800-933-7223 x8395
 bstuzma@southeast.edu
 or the College Admissions Office
 Milford 402-761-8243, 800-933-7223 x8243

For more information contact:
Microcomputer Technology
 Linda Bettinger, Program Co-chair
 (402) 437-2490, 800-642-4075 x2490
 lbetting@southeast.edu

Jo Schuster, Program Co-chair
 (402) 437-2492, 800-642-4075 x2492
 jschuste@southeast.edu
 or the College Admissions Office
 Lincoln 402-437-2600, 800-642-4075 x2600

* Course has prerequisite.

BUSINESS ADMINISTRATION CERTIFICATE: (B/L/M)

This certificate in Business Administration is designed to provide a comprehensive study in entrepreneurship and the basic skills needed to start a business venture.

CERTIFICATE CORE COURSES:

ENTR1050	Introduction to Entrepreneurship	4.5
ENTR1060	Entrepreneurship Opportunity Analysis	4.5
ENTR2090	*Entrepreneurship Business Plan	4.5
ENTR2050	Marketing for the Entrepreneur	4.5
ENTR2060	Entrepreneurship Legal Issues	4.5
ENTR2070	Entrepreneurship Taxes and Financial Topics	4.5
BSAD2540	Principles of Management Approved General Education Elective	4.5
		Total: 36.0

SPECIAL PROGRAM REQUIREMENTS:

Students who wish to pursue their education in Business Administration must complete the regular College admission requirements and the following special requirements:

1. Students will need previous accounting work experience or course work in accounting, which can be validated from high school and/or college transcripts.
2. Students will need to demonstrate keyboarding skills of at least 30 words per minute minimum.

Students who cannot validate competencies in accounting and keyboarding may take courses in these areas at SCC; credit earned in the courses listed below will not count towards graduation.

- Office Accounting I (OFFT1310)
- Beginning Keyboarding I (OFFT1010)
- Beginning Keyboarding II (OFFT1020)



PROGRAM OF STUDY