



## **PROGRAM INTRODUCTION**

The Bachelor of Applied Science in Applied Management program at Peninsula College is designed to enable applicants with AAS, AAS-T, AA, and AS degrees to combine their lower-division technical or transfer preparation, regardless of the discipline, with upper-division credits in business management, resulting in a practical, application-oriented, four-year degree. The BAS-AM Program has been developed to meet the employment needs of the Olympic Peninsula and to prepare its graduates for entry-level management positions and career advancement in the wide range of fields found on the Peninsula and elsewhere.

A diverse group of BAS Applied Management applicants is sought. In order to meet the needs of working adults, classes will meet primarily evenings and occasionally on weekends. All in-class instruction will take place on Peninsula College's Port Angeles campus. A portion of the course work, however, will be completed online.

In addition to meeting the employment needs of the Olympic Peninsula, the Peninsula College BAS degree is designed with the academic rigor enabling graduates to apply directly to the University of Washington, Washington State, and other university MBA Programs.

The BAS program will have one application period each year, with acceptance decisions made in March or April. Peninsula College will accept 40 students in the first year's class, with that number expanding in subsequent years.

### **Internship: The Program's Signature Feature**

A special feature of the BAS-AM Program is its two-quarter capstone experience, the Internship. Students may participate in a single-site work experience spanning both quarters, or choose to gain experience and exposure in two different work settings. Internships may be selected from the Private, Public and/or Tribal Sectors. Staff is available to assist in the development of these opportunities.

### **Proposed Program of Study**

As is common in Bachelor of Applied Science, Applied Management degrees, the Peninsula College curriculum includes core courses in Accounting, Management Theory, Organizational Behavior, Strategic Management, Business Statistics, and the Legal Environment for Business, and allows for electives drawn from Marketing, Economics, Management Information Systems, Human Resource Management, Technical Writing, Advanced Accounting, and similar courses. Graduates in the Applied Management program can anticipate opportunities in management positions across a wide range of industries, including:

- Retail
- Criminal Justice
- Restaurant
- Chemical Dependency
- Information Technology/Multimedia
- Healthcare
- Government
- Education
- Entertainment
- Manufacturing
- Insurance
- Fisheries
- Construction

### **Proposed Curriculum**

#### **Required Applied Management Courses (60 Credits)**

- **ACCT 301, Managerial Accounting** (in review) (5 credits).
- **ECON 202, Principles of Microeconomics.** Promotes use of critical thinking to explore an individual's relationship to the supply-and-demand of goods and services. Tools of economic analysis are used to investigate management of environmental systems.

- **ECON 305, Managerial Economics.** Focuses on macroeconomics, with some topics from microeconomics. It examines the application of price theory; specifically does one determine an optimal pricing strategy? The course also examines elasticity measures and own-price and cross-price elasticity. Students are provided data, log normalize it, estimate the coefficients, and then use them to identify the optimal pricing strategy. The course also examines how economists model the choice process of individual consumers and firms, and how markets work to coordinate these choices. It also examines how well markets perform this function using the economist's criterion of market efficiency. (5 credits)
- **BAS 310, Foundations of Management Theory and Practice.** Explores organization theory literature focusing on major theoretical perspectives and content area; includes design of organizational structure and control systems; analysis of organization-environment relations, including inter-organizational relationships; managing organizational technology and innovation; information processing and decision making; and organizational culture, conflict, and power. (5 credits)
- **BAS 320, Organizational and Interpersonal Behavior.** Provides the tools for understanding the organizational actions of individuals, groups, and organizations; relates theory and research to organizational problems by reviewing advanced concepts in motivation and perception, decision-making, communication and influence, group behavior, conflict and cooperation, politics, corporate culture, organizational structure, and environmental influences. (5 credits)
- **BAS 325, Legal Environments in Business.** Provides a basic understanding of legal issues that start-ups and small-to-medium-sized enterprises face. The course starts by providing the basic building blocks of business law. We then follow a firm through its life cycle, from its "breakaway" from an established firm through going public. The course seeks to enhance the legal judgment students will bring to their responsibilities as entrepreneurs and managers. (5 credits)
- **ACCT 340, Applied Financial Management.** Examines the elements of entrepreneurial finance, focusing on the early stages of company development. It addresses key questions which challenge all entrepreneurs: how much money can and should be raised; when should it be raised and from whom; what is a reasonable valuation of the company; and how should funding be structured. (5 credits) Prerequisite: BAS 301.
- **BAS 435, Managerial Leadership and Operations Management.** Explores unique aspects of managing and growing small-to-medium-sized businesses, including strategic and operational planning; ethical issues; organizational controls and tools; marketing management and techniques; financial analysis and accounting; risk management; human resource management; and international opportunities. (5 credits) Prerequisite: BAS 301, BAS 310.
- **BAS 485, Organizational Entrepreneurship.** Examines the entrepreneurial process from conception of a business idea to the actual start-up of the venture; environmental scanning for new opportunities; matching individual skills and attributes with the requirements of the venture; evaluating the viability, growth potential and markets for the venture; and writing the business plan, securing financing, and beginning operations. Prerequisite: BAS 301, BAS 310. (5 credits)
- **BAS 490, Strategic Management and Policy.** Explores strategic issues facing organizations, including top management decision making and social responsibility; environmental and industry analysis; establishing organizational mission and objectives; corporate, business and functional level strategy formulation; global and multidomestic strategies; strategic implementation and control; integrating operations, finance, marketing and human resource strategies; case analysis. (5 credits) Prerequisites: BAS 310, BAS 320, BAS 435, BAS 485.

**Select 10 credits from the following**

- BAS 460, 461 Internship in Private Sector. (5 credits)
- BAS 462, 463 Internship in Public Sector. (5 credits)
- BAS 464, 465 Internship in Tribal Sector. (5 credits)

*Math 281, BAS 340, and 490 are prerequisite to all Internship courses. Students accepted into the BAS-Applied Management program MUST complete two semesters of internship during their final 45 credits.*

**Required General Education  
(20 Credit Hours)**

- **ENGL 325, Professional and Organizational Communications.** Professional and Organizational Communications is intended to help students think strategically about communication and aid them in improving their writing, presentation, and interpersonal communication skills within a managerial setting. The course will focus on writing skills. However, we will look at a set of "best practices" or guidelines that give students the opportunity to examine all of their communication skills and provide them with feedback on their work. (5 credits) Must be taken concurrently with BAS 490.
- **MATH 281, Statistics.** Introduction to methods and applications of elementary descriptive and inferential statistics; probability, binomial and normal distributions, hypotheses testing, correlations, t-tests, and chi-squared tests. Prerequisite: 2.0 or better in MATH 099 or equivalent. (5 credits)

**Select two from the following**

- INT 330, Integrative Humanities Seminar. (5 credits)
- INT 350, Integrative Science Seminar. (5 credits)
- INT 360, Integrative IT Seminar. (5 credits)

**Elective Applied Management Courses  
(5 Required Credit Hours)****Select one from the following:**

BA 220, International Business  
BA 251, Principles of Accounting I  
BA 252, Principles of Accounting II  
BA 253, Principles of Accounting III  
BA 270, Management Information Systems  
BA 274, Introduction to E-Commerce  
BA 282, Principles of Marketing  
ECON 201, Principles of Macroeconomics

## **Two-Year Schedule**

### **1st Quarter**

BAS 310, Foundations of Management Theory and Practice  
ACCT 301, Managerial Accounting  
ENGL 325, Professional and Organizational Communication

### **2nd Quarter**

BAS 320, Organizational and Interpersonal Behavior  
ACCT 340, Applied Financial Management  
General Education Elective

### **3rd Quarter**

BAS 325, Legal Environments in Business  
MATH 281, Statistics  
General Education Elective

### **4th Quarter**

BAS 435, Managerial Leadership and Operations Management  
ECON 305, Managerial Economics  
General Education Elective

### **5th Quarter**

BAS 485, Organizational Entrepreneurship  
Internship  
Applied Management Elective

### **6th Quarter**

BAS 490, Strategic Management and Policy  
Internship  
Applied Management Elective

## **Three-Year Schedule**

### **1st Quarter**

BAS 310, Foundations of Management Theory and Practice  
ACCT 301, Managerial Accounting

### **2nd Quarter**

BAS 320, Organizational and Interpersonal Behavior  
ACCT 340, Applied Financial Management

### **3rd Quarter**

BAS 325, Legal Environments in Business  
MATH 281, Statistics

**4th Quarter**

ENGL 325, Professional and Organizational Communication  
ECON 305, Managerial Economics

**5th Quarter**

BAS 485, Organizational Entrepreneurship  
General Education Elective

**6th Quarter**

General Education Elective  
Applied Management Elective

**7th Quarter**

BAS 435, Managerial Leadership and Operations Management  
General Education Elective

**8th Quarter**

Applied Management Elective  
Internship

**9th Quarter**

BAS 490, Strategic Management and Policy  
Internship

**General Education — Select three courses**

Integrative Seminar in Humanities  
Integrative Seminar in Sciences  
Integrative Seminar in Social Sciences  
Integrative Seminar in Information Technology

**Applied Management Electives — Select two courses**

BA 220, International Business  
BA 251, Principles of Accounting I  
BA 252, Principles of Accounting II  
BA 253, Principles of Accounting III  
BA 270, Management Information Systems  
BA 274, Introduction to E-Commerce  
BA 282, Principles of Marketing  
ECON 201, Principles of Macroeconomics