

The Associate of Arts in Business (AAB) program provides students with substantive exposure to the foundational aspects of business education, combined with a broad, globally focused liberal arts core. Students will be able to leverage this base of quantitative and qualitative tools into further business degrees and advancement into managerial positions across a broad range of specializations in today's competitive, service-oriented global marketplace.

For gainful employment disclosures about this program, visit <http://west.edu/content/dam/westedu/gainful-employment/AAB/52.0101-Gedt.html>

Program Learning Outcomes

1. Describe the competitive marketplace and core internal capabilities to identify areas of competitive advantage that can foster a long-term sustainable positioning in today's global, service-oriented environment.
2. Demonstrate a broad understanding of the impact of ethical, political and legal policies on organizational actions.
3. Use research and data analysis to solve business problems and assess business opportunities.
4. Apply theoretical models and frameworks to evaluate customer needs and the competitive marketplace.
5. Analyze key financial measures of efficiency and success.
6. Present problems and solutions professionally and persuasively in a global context using both oral and written communication techniques.
7. Describe the interrelationships among the functional areas and processes of an organization.
8. Describe the theories that explain individual and group behavior in organizations.
9. Evaluate the impact of global environmental and cultural factors on organizational policies, strategies, and operations.
10. Appraise technologies and information systems that can be used to further organizational objectives and increase organizational efficiency.

Required Course of Study

General Education Core Requirements - 51 credits

Major Requirements - 9 credits

Credits Required for Degree: 60

Major Course Descriptions

Major Requirements – 9 credits

INB 200 International Business

This course surveys the financial, socioeconomic, legal, and political factors involved when expanding a business outside national borders. Students analyze the interrelationships between people and cultures when making business decisions and completing transactions. Topics include international trade theories, operational strategies, domestic and foreign economies, and foreign market analysis.

MGT 240 Organization Theory and Behavior

This course introduces the principles, philosophies, and theories of management and organizational behavior as used in both public and private organizations. Students explore these ideas through realistic case studies, group exercises, and self-assessment. Themes include organization theory, individual and group dynamics, conflict resolution, and decision making.

MGT 252 Political, Legal, and Ethical Issues in Business

This course explores how government policies and regulations affect business management, business transactions, and personnel management. Students explore how to balance corporate and community commitments while maintaining a successful business model. Subjects include key legal functions affecting business operations, ethical business practices, contracts, management of business property (personal and intellectual), product liability, labor relations, and personnel management.