The overall mission of Great Basin College is supported by the Business Department’s offering of two main tracks of study. For students who are interested in developing skills that can be immediately applied in the workplace, the Business Department offers five Certificates of Achievement, the Associate of Applied Science degree in Business Administration, and the Bachelor of Applied Science degree in Management and Supervision Emphasis. Each of the Certificate programs is designed to be the first year of coursework for the Associate degree, and the Associate degrees are the first two years of coursework for the Bachelor of Applied Science degree. These applied science programs are depicted in the table to the right.

An alternative track is for students with sights on a traditional bachelor’s degree in Business Administration or a more focused baccalaureate degree in one of the sub-disciplines of accounting, economics, finance, management, or marketing. These students will want to pursue the Business Pattern of Study within the Associate of Arts degree described on page 99 of the catalog. Such a degree is designed to constitute the first two years of study in which the student will transfer to a four-year college or university where the remaining two-years of study will be completed. This pattern of study focuses on a broad background in the arts and sciences with an introduction to the core disciplines of accounting and economics during the first two years of study. In addition to using the Associate of Arts degree as a transfer degree, it can also be used as a stepping stone to the increasing number of bachelor’s degrees at GBC as well.
Associate of Applied Science—
Business Administration
Entrepreneurship Emphasis

Student Learning Outcomes
Starting and operating a new business takes effort and often involves considerable risk. This emphasis provides any potential entrepreneur with an understanding of the startup process and the stages of growing a new venture. Coupled with practical tools, such as the development of business and marketing plans, this knowledge will reduce many of the possible risks. The program is designed to provide business students with mentoring and “real world” experiences of running a business. Particular attention is paid to providing managerial skills that are important for the successful performance and growth of a new venture. Entrepreneurs will become aware of legal issues, financing difficulties, and organizational issues faced when developing a business. Faculty will provide students with research abilities/ experiences that will allow them to develop a network of professionals who can provide capital sources and mentoring services. In fact, this curriculum has three levels: 1) individualized assistance in deciding on a specific venture, 2) an opportunity to “try” the business in a virtual small business world environment, and 3) a cooperative education experience working with a small business manager/consultant. This AAS degree is intended to deliver to the students the excitement and fulfillment that goes with starting a new venture while providing them with the tools for its success.

Graduates of the AAS degree in Entrepreneurship will have the knowledge and skills to:

• Develop an idea for a small business into a quality, workable business plan.
• Apply effective human relations and communications skills.
• Conceptualize venture capitalization, management issues, and marketing problems related to starting a small business.

General Education Requirements
GBC Orientation .............................................................. 0.5
English/Communications .................................................. 6
Mathematics........................................................................ 3
   MATH 126 or higher
Science ................................................................................. 3
   Social Science—PSC 101
Human Relations—MGT 283 (required) ......................... 3
   Humanities or Fine Arts ..................................................... 3
   Technology—IS 101 (required) .......................................... 3

List of courses fulfilling general education requirements is on page 81.

Program Core Requirements
ACC  201 Financial Accounting........................................... 3
BUS  101 Introduction to Business, or
MGT  103 Introduction to Small Business
   Management................................................................... 3
BUS  273 Business Law I..................................................... 3
ECON 102 Principles of Microeconomics or
   ECON 103 Principles of Macroeconomics .................. 3
FIN  101 Personal Finance ................................................... 3

Program Emphasis Requirements
BUS  102 Introduction to Entrepreneurship ........... 3
BUS  201 Entrepreneurship II................................. 3
ECON 104 Current Economic Issues ......................... 3
MGT  201 Principles of Management ....................... 3
MKT  210 Marketing Principles ................................. 3

Program Electives
BUSINESS ELECTIVE (Choose with advisor) .......... 6
(Prefixes are: ACC, BUS, ECON, FIN, MGT, MKT, or RE)

SUGGESTED COURSE SEQUENCE
AAS—Business Administration
Entrepreneurship Emphasis

FALL—1st Semester
INT  100 0.5
BUS 102 3
ECON 102 or 103 3
ENG 100 or 101 3
MATH 126 3
MGT 283 3
TOTAL  15.5

SPRING—2nd Semester
BUS  201 3
ENG  102 3
MGT  103 or BUS 101 3
MGT  201 3
MKT  210 3
TOTAL  15

FALL—3rd Semester
ACC  201 3
ECON 104 3
PSC  101 3
SCIENCE* 3
BUSINESS ELECTIVE** 3
TOTAL  15

SPRING—4th Semester
BUSINESS ELECTIVE** 3
BUS  273 3
FIN  101 3
HUMANITIES/FINE ARTS* 3
IS  101 3
TOTAL  15

*Select from page 81. Minimum Credits: 60.5
**Choose with advisor.

After the AAS in Entrepreneurship, the next step could be the Bachelor of Applied Science in Management and Supervision Emphasis See page 105.