

Grayson College Course Catalog

Overview

An educational background in Business can take many forms, depending on a student's personal goals and plans. Grayson College's Business degrees and certificates have been designed to fit the most popular and offers flexibility to meet individual needs. The coursework is designed to provide individuals with the necessary knowledge and skills to be a successful consumer, an efficient team employee in any business environment, and/or a traditional manager and other information in today's global business environment.

Students will develop a foundation of communication, economic, accounting, and computer application skills. This will enhance their value in the personal or business arena with additional knowledge and skill in the areas of leadership, ethics, business law, marketing, and human resource management.

The **Business Administration Associate of Science (AS) degree** is designed for transfer to four-year institutions. All students are advised to counsel with the university/college of their choice to determine if all courses recommended by Grayson College are applicable to that institution's Bachelor of Science degree in Business Administration.

The **Business and Management Associate of Applied Science (AAS) degree** offers several certificates that may be completed on the way to earning the AAS. The certificates are in **Business Foundation and General Management**.

The **Marketable Skills Award in Marketing** is a sequence of courses (9 credit hours) that may lead to immediate employment or add to a student's marketability.

Many of these courses may also be taken for non-credit through the GC Continuing Education division.

AS Degree Requirements

Associate of Science - Business Administration

Subject	Semester Hours
BCIS 1305 (Business Computer Applications)	3
BUSI 1301 (Business Principles)	3
HIST 1301 (U.S. History I)	3
ENGL 1301 (Composition I)	3
MATH 1314 or MATH 1324	3
BUSI 2305 (Business Statistics)	3
SPCH 1321 (Business & Professional Communication)	3
HIST 1302 (U.S. History II)	3
ENGL 1302 (Composition II)	3
*Component Area Option	1
ACCT 2301 (Principles of Financial Acct.)	3
HUMA 1301 (Intro to Humanities I) or Huma 1302 (Intro to Humanities II)	3
GOVT 2305 (Federal Government)	3
GEOL 1301 (Earth Sciences)	3
GEOL 1101 (Earth Sciences Lab I)	1
ECON 2301 (Principles of Macroeconomics I)	3
ECON 2301 (Principles of Macroeconomics I)	3
ACCT 2302 (Principles of Managerial Accounting)	3
GOVT 2306 (Texas Government)	3
ARTS 1301 or MUSI 1306	3
BIOL 1308 (Biol for Non-Science Majors)	3
BIOL 1108 (Biol Lab for Non-Science Majors)	1

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Note: All science courses at Grayson College must be taken with their corresponding labs.

*Please review your Student Planner or contact your Student Success Coach/Faculty Mentor to review which courses may be used to fill this degree requirement.

All students must meet with a counselor or academic advisor to determine which courses will transfer to the four-year school of their choice.

Please Note: Universities that have adopted the Business field of study require computer programming knowledge for the junior level business core. Students who have never taken a computer programming course are encouraged to take COSC 1336.

AAS Degree Requirements

Associate of Applied Science - Business and Management

Subject	Semester Hours
ACNT 1303 (Intro to Accounting I)	3
BUSI 1301 (Business Principles)	3
BUSG 1304 (Financial Literacy)	3
BMGT 2309 (Leadership)	3
ITSC 1309 (Integrated Software Applications)	3
ACNT 1304 (Intro to Accounting II)	3
BGMT 1305 (Communications in Management)	3
BGMT 1327 (Principles of Management)	3
ECON 2301 (Principles of Macroeconomics)	3
* SPCH 1321 or SPCH 1311 or	3
BUSG 2305 (Business Law/Contracts)	3
* MRKG 1302 , 1311 or 2333	3
HRPO 2301 (Human Resources Management)	3
BUSG 2309 (Small Business Management)	3
ACCT 2302 (Principles of Managerial Acct.)	3
ENGL 1301 (Composition I)	3
ECON 2302 (Principles of Microeconomics)	3
*Mathematics/Life & Physical Sciences Core	3
BGMT 1341 (Business Ethics - Capstone)	3
*Language, Philosophy & Culture Core	3
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Note: All science courses at Grayson College must be taken with their corresponding labs.

*Please review your Student Planner or contact your Student Success Coach/Faculty Mentor to review which courses may be used to fill this degree requirement.

All students must meet with a counselor or academic advisor to determine which courses will transfer to the four-year school of their choice.

Certificate Degree Requirements

Business General Management - Certificate

Subject	Semester Hours
First Semester	
ACNT 1303 (Introduction to Accounting I)	3
BUSI 1301 (Business Principles)	3
BUSG 1304 (Financial Literacy)	3
BMGT 2309 (Leadership)	3
ITSC 1309 (Integrated Software Applications I)	3
ACNT 1304 (Introduction to Accounting II)	3
BMGT 1305 (Communications in Management)	3
BMGT 1327 (Principles of Management)	3
ECON 2301 (Principles of Macroeconomics)	3

SPCH 1311 , 1315 , or 1321	3
BUSG 2305 (Capstone)	3
MRKG 1311 or MRKG 1302 or MRKG 2333	3
HRPO 2301 (Human Resources Management)	3
BUSG 2309 (Small Business Management)	3
ACCT 2302 (Principles of Managerial Accounting)	3
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Courses should be taken in order.

¹This certificate is the second and third semester course work of the Business Management Associate of Applied Science degree plan.

*Please review your Student Planner or contact your Student Success Coach/Faculty Mentor to review which courses may be used to fill this degree requirement.

Business Foundation - Certificate

Subject	Semester Hours
ACNT 1303 (Intro to Accounting I)	3
BUSI 1301 (Business Principles)	3
BUSG 1304 (Financial Literacy)	3
BMGT 2309 (Leadership - Capstone)	3
ITSC 1309 (Integrated Software Applications)	3
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²This is semester one of the Business and Management Associate of Applied Science degree plan.

Occupational Skills Award

Business and Management - Occupational Skills Award

Subject	Semester Hours
MRKG 1302 (Principles of Retailing)	3
MRKG 1311 (Principles of Marketing)	3
MRKG 2333 (Principles of Selling)	3
	9

AGCR 1303 - Crop Science

Fundamentals of the development, production, and management of field crops. Topics include the classification and distribution of field crops, botany, soils, plant breeding, pest management, and harvesting

Grade Basis: L

Credit hours: 3.0

Lecture hours: 2.0

Lab hours: 3.0

AGCR 1407 - Range Management

Practical problems of managing native pastures and rangelands. Includes rangeland ecology, stocking rates, rotation systems, toxic plants, range reseeding, brush control, and ecological and physiological responses of range vegetation to grazing.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 2.0

Lab hours: 4.0

AGMG 1311 - Introduction to Agribusiness

Introduction to agribusiness management, marketing, and sales in the free enterprise system. Topics include economic principles, finance, risk management, record keeping, budgeting, employee/employer responsibilities, communications, human relation skills, and agricultural career opportunities.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 2.0

Lab hours: 3.0

BCIS 1305 - Business Computer Applications

Introduces and develops foundational skills in applying essential and emerging business productivity information technology tools. The focus of this course is on business productivity software applications, including word processing, spreadsheets, databases, presentation graphics, data analytics, and business-oriented utilization of the internet. (BCIS 1305 is included in the Business Field of Study.)

Grade Basis: L

Credit hours: 3.0

Lecture hours: 2.0

Lab hours: 4.0

BMGT 1305 - Communications in Management

Basic theory and processes of communication skills necessary for the management of an organization's workforce.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Lab hours: 1.0

BMGT 1327 - Principles of Management

Concepts, terminology, principles, theories, and issues in the field of management.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Lab hours: 1.0

BMGT 1341 - Business Ethics

Discussion of ethical issues, the development of a moral frame of reference, and the need for an awareness of social responsibility in management practices and business activities. Includes ethical corporate responsibility. (Capstone course for the Business and Management AAS degree. Take during semester of graduation.)

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Lab hours: 1.0

BMGT 2309 - Leadership

Leadership and its relationship to management. Prepares the student with leadership and communication skills needed to motivate and identify leadership styles. (Capstone course for the Business Foundation Certificate.)

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Lab hours: 1.0

BMGT 2370 - Business and Society (Enroll in BMGT1341 - this course will be archived 3-31-2002)

(Enroll in BMGT-1341 - this course will be archived 03/31/2002) Designed to provide students with a Capstone experience associated with the applied science degree in Business and Management. It brings together the various aspects of students' course work from the perspective of business' role in society. Topics include corporate social responsibility, corporate legitimacy and culture, managerial values, business ethics, corporate stakeholders, regulatory and environmental issues, and strategic management.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSG 1302 - E-Business Management

Introduction to business. Includes the internet, infrastructure for electronic commerce, markup languages, web-based tools and software, security issues, and electronic payment systems. Also covers strategies for marketing, sales, and purchasing; legal, ethical, and tax issues; and management functions

Grade Basis: L
Credit hours: 3.0
Lecture hours: 2.0
Lab hours: 3.0

BUSG 1303 - Principles of Finance

Financial dynamics of a business. Includes monetary and credit theory, cash inventory, capital management, and consumer and government finance. Emphasizes the time value of money.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSG 1304 - Financial Literacy

A study of the financial principles when managing financial affairs. Includes topics such as budgeting, retirement, property ownership, savings and investment planning.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 2.0
Lab hours: 3.0

BUSG 2305 - Business Law/Contracts

Principles of law which form the legal framework for business activity including applicable statutes, contracts, and agency. (Capstone Course for the Business and Management Certificate)

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0
Lab hours: 1.0

BUSG 2309 - Small Business Management

Starting, operating, and growing a small business. Includes essential management skills, how to prepare a business plan, accounting, financial needs, staffing, marketing strategies, and legal issues.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0
Lab hours: 1.0

BUSI 1301 - Business Principles

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life. (BUSI 1301 is included in the Business Field of Study.)

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

BUSI 2305 - Business Statistics

Descriptive and inferential statistical techniques for business and economic decision making. Topics include the collection, description, analysis, and summarization of data; probability; discrete and continuous random variables; the binomial and normal distributions; sampling distributions; tests of hypotheses; estimation and confidence intervals; linear regression; and correlation analysis. Statistical software is used to analyze data throughout the course. (BUSI 2305 is included in the Business Field of Study.)

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Lab hours: 1.0

Prerequisites:

- [BCIS 1305](#) - Business Computer Applications
 - [MATH 1314](#) - College Algebra
 - [MATH 1324](#) - Mathematics for Business and Social Sciences I
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HRPO 2301 - Human Resources Management

Behavioral and legal approaches to the management of human resources in organizations.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Lab hours: 1.0

HRPO 2305 - Human Resources Information Systems

An introduction to Human Resource Information Systems (HRIS).

Grade Basis: L

Credit hours: 3.0

Lecture hours: 2.0

Lab hours: 3.0

MRKG 1302 - Principles of Retailing

Introduction to the retailing environment, types of retailers, current trends, the employment of retailing techniques, and the factors that influence retailing.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

MRKG 1311 - Principles of Marketing

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

MRKG 2333 - Principles of Selling

Overview of the selling process. Identification of the elements of the communication process between buyers and sellers and Examination of the legal and ethical issues of organizations which affect salespeople.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

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Grayson College

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