

Commerce- Associate of Applied Business

For information, contact the Department of Commerce at 106 University Hall, 513-785-7706, on Hamilton Campus.

Programs are available in accounting technology, business management technology, digital business systems, and marketing management technology. These programs are for those who want to enter business fields and those who want to improve their career opportunities. The Associate of Applied Business degree requires 62 semester hours.

Associate's degree programs emphasize the development of practical business skills. As a part of the programs, although not required, paying co-op positions are available to provide valuable work experience. Graduates without extensive work experience typically start in entry-level, management-support positions and advance to more responsible positions with experience, motivation, and ability.

Associate Degree Program Requirements

Each degree consists of:

1. A set of core courses that is common to all programs (total of 43 credit hours).
2. A set of four courses that is specifically required for the particular degree program (a total of 12 credit hours).
3. A set of electives that is structured similarly for each program (a total of 7- 8 credit hours).

Specific information on each of these three requirements follows.

Core Requirements for All Associate Degree Programs

CMR 101	Introduction to Accounting I	3
CMR 105	Introduction to Marketing	3
CMR 106	Introduction to Business and the Economy	3
CMR 108	Introduction to Business Law	3
CMR 111	Introduction to Management I	3
CMR 181	Computers and Business	3
CMR 207	Management Planning and Control	3
CMR 282	Computer-Based Business Analysis	3
ENG 111	Composition and Rhetoric	3
EGS 215	Workplace Writing	3
MTH 119 or STA 261	Quantitative Reasoning Statistics	4
STC 136	Introduction to Interpersonal Communication	3
Global Miami Plan Foundation III, IV, or V courses		6

Major

Complete the four specific courses required for completion of each CMR program	12
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Approved Electives for All Programs ¹

Select any CMR or Global Miami Plan courses not required for your program	7
Total Credit Hours	62

¹ Students intending to pursue the Miami Bachelor of Science in Commerce degree should take Miami Plan Foundation (MPF) courses; Miami Plan Thematic Sequence (TS) courses; or other courses required for the Bachelor of Science in Commerce degree. Other substitutions are possible. Consult your CMR faculty advisor to ensure correct selection and approval.

Associate Degree Programs

Accounting Technology: Associate of Applied Business

CMR 102	Introduction to Accounting II	3
CMR 201	Federal Income Tax Procedures I	3
CMR 202	Payroll Records and Accounting	3
CMR 203	Computerized Accounting	3
Total Credit Hours		12

Business Management Technology: Associate of Applied Business

CMR 241	Management of Business Operations	3
CMR 242	Management of Small Business Operations	3
CMR 243	Management of Worker Relations	3
CMR 244	Introduction to Global Business	3
Total Credit Hours		12

Marketing Management Technology: Associate of Applied Business

CMR 261	Customer Service & Satisfaction	3
CMR 263	Sales and Promotions	3
CMR 266	Consumer Behavior	3
CMR 284	Emerging Digital Technologies for Business	3
Total Credit Hours		12

Digital Business Systems: Associate of Applied Business

CMR 281	Business Communication Software	3
CMR 284	Emerging Digital Technologies for Business	3
CMR 285	Business Information Management	3
CMR 286	Digital Commerce	3
Total Credit Hours		12