

Business Leadership Professional

Type

Professional Series

Business Leadership Professional, Professional Series

This series is designed for the person who is transitioning into a supervisory position and does not have a business degree. The series is 4 college classes (12 credits) that will familiarize the student with common business terminology, fundamental business concepts and current business issues and trends. These courses will prepare the student for leadership opportunities within the business world. All courses in the series are offered during the regular semesters in a variety of delivery options. Credits earned can be applied towards the Business Administration, A.S. and A.A.S. degrees.

For information, contact the area coordinator, Dr. Karl Giulian, at (609) 463-4586 or kgiulian@atlanticcape.edu.

Upon completion of this program students will be able to:

- Describe the role of business in society;
- Utilize proper marketing terminology;
- Explain the importance of marketing in for-profit and not-for-profit businesses;
- Identify the different levels, roles and functions of managers;
- Compare and contrast the external and internal environments that impact management;
- Discuss ethical issues more clearly, critically and logically.

(ZBLP)

Courses

Course #	Title	Credits
BUSN101	Introduction to Business	3
BUSN202	Principles of Marketing	3
BUSN106	Business Ethics	3
BUSN222	Principles of Management	3
	Total Credits	12