



Notification of Request for Authorization under the Degree-Granting Institutions Act

Date posted: September 5, 2017
Institution: Everest College - Everett and Tacoma
Current status: Authorized to offer degree programs in Washington State
Nature of request: Authorization to offer additional degree programs at its Everett and Tacoma campuses via blended format and entirely online
Proposed programs: Associate of Applied Science in Accounting
Associate of Applied Science in Business

Locations: Everest College – Everett
906 SE Everett Mall Way, Suite 600
Everett, WA 98208

Everest College – Tacoma
2156 Pacific Avenue
Tacoma, WA 98402

Background:

Everest College is a private, non-profit institution operating as part of the Zenith Education Group with sites in Washington State. They have been authorized to offer degree programs at the Everett and Tacoma campuses since 2015.

Nature of the review:

Prior to granting authorization to offer new degree programs in Washington State, the Washington Student Achievement Council/Degree Authorization reviews elements such as program outcomes, course requirements, method of course delivery, faculty credentials, and student services.

The programs to be offered by Everest College appear to meet the requirements of the Degree-Granting Institutions Act.

Information on the programs can be found at the end of this notice.

NOTE: Conditional authorization shall be granted for the programs pending review by Everest College's accreditor, Accrediting Commission of Career Schools and College (ACCSC).

Timeline:

The WSAC will accept comments on this application until September 19, 2017.

Any individuals with knowledge that may indicate the institution and/or the program does not meet the authorization requirements of WAC 250-61 are requested to submit comments to:

[Degree Authorization](#).

If you would like to know more about the current law and regulations that govern the program, they can be found at the following links: the statute is [Chapter RCW 28B.85](#) and the regulation is [WAC 250-61](#).

Associate of Applied Science in Accounting Draft Catalog

Program Outline

The **Associate of Applied Science in Accounting** is designed to prepare professionals for entry-level accounting positions. A wide knowledge base in accounting, using workplace technology, and business operations knowledge are all incorporated into the program to allow multiple entry points into the job market. Thus, allowing students the ability to build a successful career in an area of personal interest while remaining marketable in an ever changing business environment.

Throughout the Accounting AAS program students will receive the knowledge and skills to prepare for multiple certifications. Certification testing opportunities will be built into designated courses for the following certifications: Microsoft Office Specialist in Word, PowerPoint, Outlook, and Excel Certification, National Association of Certified Bookkeepers (NACPB) Bookkeeping Certification, NACPB's Payroll Certification, and Intuit's QuickBooks Certified User Certification.

The program is a 24 month, 96 quarter credit hour program.

Goals

The Accounting AAS program provides the student with the theory and hands-on applications needed to gain competencies that prepare them for entry level accounting clerk or bookkeeping positions in areas such as payroll, accounts receivable, accounts payable, tax and general bookkeeping.

The major core studies include a study of principles of accounting, computerized accounting, managerial accounting, tax accounting, financial analysis, economics, finance, general business, marketing, human resources, and management information systems. General education studies further broaden student understanding of people, communication, the environment, and reasoning. Software applications are woven throughout the program to provide students the ability to be successful and competitive in the technology-driven field of accounting. Additionally, the program provides the knowledge and skills needed for students to prepare for third party certifications in Excel, Bookkeeping, QuickBooks, and Payroll.

Graduates will:

- Understand the accounting principles that guide the accounting profession
- Examine the accounting process and industry practices
- Prepare and analyze financial statements, payroll records, tax forms, and various other accounting schedules and reports
- Interpret accounting information from a managerial perspective
- Solve problems and make recommendations using decision making strategies
- Utilize accounting software and technology used in the workplace
- Demonstrate general business knowledge to include finance, marketing, management, business law, economics and human resources and additional skills geared toward a professional work environment
- Differentiate, explain and communicate accounting concepts

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Program Outline						
Course	Title	Lecture Hours	Lab Hours	Other Hours	Total Contact Hours	Total Quarter Credits
ACG 2178	Financial Statement Analysis	40	0	0	40	4.0
ACGP 2680	Fraud Examination	40	0	0	40	4.0
ACO 1806	Payroll Accounting	40	0	0	40	4.0
APA 2111	Principles of Accounting I	40	0	0	40	4.0
APA 2121	Principles of Accounting II	40	0	0	40	4.0
APA 2141	Computerized Accounting	30	20	0	50	4.0
APA 2161	Introduction to Managerial Accounting	40	0	0	40	4.0
BUL 2131	Business Law	40	0	0	40	4.0
CGS 2060	Computer Applications	30	20	0	50	4.0
ECOP 2100	General Economics for Business	40	0	0	40	4.0
ENC 1101	Composition I	40	0	0	40	4.0
EVS 1001	Environmental Science	40	0	0	40	4.0
FINP 2205	Introduction to Business Finance	40	0	0	40	4.0
GEBP 2100	Business Analytics	30	20	0	50	4.0
GEBP 2210	Business Presentations and Communications	30	20	0	50	4.0
MAN 1030	Introduction to Business	40	0	0	40	4.0
MANP 2250	Processes, Systems, and Information Management	40	0	0	40	4.0
MAN 2300	Introduction to Human Resources	40	0	0	40	4.0
MAR 1011	Introduction to Marketing	40	0	0	40	4.0
MATP 1023	Quantitative Reasoning	40	0	0	40	4.0
PSY 2012	General Psychology	40	0	0	40	4.0
SLS 1105	Strategies for Success	40	0	0	40	4.0
SPC 2300	Fundamentals of Interpersonal Communication	40	0	0	40	4.0
TAX 2000	Tax Accounting	40	0	0	40	4.0
PROGRAM TOTAL:		920	80	0	1000	96.0

Course Descriptions

ACG2178 - Financial Statement Analysis

4.0 Quarter Credit Hours

This course provides a practical application of financial statement analysis used in decision making. Students will explore the annual report, develop financial analytical skills, evaluate the operational performance of a company, and make future projections.

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Prerequisites: APA2121. Lecture Hrs: 40.0, Lab Hrs: 00.0, Outside Hrs: 20.0

ACGP2680 - Fraud Examination (NEW)

4.0 Quarter Credit Hours

Students will combine the knowledge of previous courses to examine cases involving fraud and examine how to detect, investigate and mitigate fraud. Other course topics include: the role of advancing technology in fraud perpetration, prevention, and detection; understanding who commits fraud and why; and ethics.

Prerequisites: ACG2178, GEB2100, and MAN2200. Lecture Hrs: 40.0, Lab Hrs: 00.0, Outside Hrs: 20.0

ACO1806 - Payroll Accounting

4.0 Quarter Credit Hours

This course provides students with a working knowledge of payroll laws, principles, practices, methods and systems. Students gain hands-on experience performing the payroll function.

Prerequisites: APA2111. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

APA2111 - Principles of Accounting I

4.0 Quarter Credit Hours

Provides an introduction to financial accounting principles for service and retail companies. Includes applying debit and credit rules to analyze transactions, journalizing to the general and special journals, posting to general ledger and subsidiary ledgers, preparing the worksheet, adjusting entries, preparing the balance sheet, statement of owner's equity and income statement, closing entries, preparing post-closing trial balance, payroll, bank reconciliations and controls of cash. Together with Principles of Accounting II, the course provides knowledge and skills needed for students to prepare for the Bookkeeping certification.

Prerequisites: None. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

APA2121 - Principles of Accounting II

4.0 Quarter Credit Hours

Continuation of financial accounting with a focus on retail and corporations. Includes accounting and reporting for a merchandising company, net realizable value of accounts receivable, inventory methods, notes receivable, capital assets including intangible assets, notes payable, bonds payable, and equity transactions, preparing statement of retained earnings and cash flow statement, and performing basic financial statement analysis techniques. Together with Principles of Accounting I, the course provides knowledge and skills needed for students to prepare for the Bookkeeping certification.

Prerequisites: APA2111. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

APA2141 - Computerized Accounting

4.0 Quarter Credit Hours

This course bridges the gap between manual and computerized accounting. Students will use a computerized accounting system to manage daily business operations. Topics include: benefits of automated accounting, company setup and maintenance, customization, list management, sales and purchasing, payroll, general journal transactions, report generation, and report examination. This course provides the knowledge and skills needed for students to prepare for the QuickBooks Online Certified User certification.

Prerequisites: APA2121. Lecture Hours: 30.0; Lab Hours: 20.0; Outside Hrs: 20.0

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APA2161 - Introduction to Managerial Accounting

4.0 Quarter Credit Hours

This course examines managerial accounting concepts. Topics include: cost behavior, job order costing, process costing, standard cost systems, variable and absorption costing methods, budgeting, cost-volume-profit analysis, and capital investment decisions.

Prerequisites: APA2121. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

BUL2131 - Applied Business Law

4.0 Quarter Credit Hours

This Applied Business Law course provides students with essential information specific to the nature of law and the functions of the judicial system that can be applied within a business environment. Students will examine and review the legal characteristics of sole proprietorships, partnerships, and corporations.

Prerequisites: None. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

CGS2060C - Computer Applications

4.0 Quarter Credit Hours

This course introduces the essential concepts necessary to make effective use of the computer. Students achieve an understanding of what a computer can do, how it works, and how it can be used to create documents using word processing and spreadsheet applications for personal and business use.

Prerequisites: None. Lecture Hours: 30.0; Lab Hours: 20.0; Outside Hrs: 20.0

ECOP2100 - General Economics for Business (NEW)

4.0 Quarter Credit Hours

The Economics for Business course provides an overview of changes in economics, how they arise, and their impact on business. Relevant theoretical aspects and real-life applicability will be explored with a focus on essential economic information that impacts business decision making. The economic impact on markets, customers, business policy and strategy, sustainability, and the pros and cons of outsourcing will also be explored.

Prerequisites: ENC1101, MAN1030, MAT1023. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

ENC1101 - Composition I

4.0 Quarter Credit Hours

This course provides instruction and practice in expository writing and emphasizes grammatical and mechanical accuracy and proper essay form. Emphasis is placed on clarity, logical organization, unity, and coherence of central idea and supporting material.

Prerequisites: Successful completion of assessment test or FUN0099. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

EVS1001 - Environmental Science

4.0 Quarter Credit Hours

This non-laboratory course introduces students to environmental issues through an understanding of the interrelationships of humans and their planet. Attention is focused on ecosystems, pollution, energy, and improvement or prevention of problems. Environmental concerns are explored through readings, research, and discussion.

Prerequisites: None. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

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FINP2205 – Introduction to Business Finance (NEW)

4.0 Quarter Credit Hours

This Introduction to Business Finance course examines the basic principles of corporate finance. The topics covered will provide an overview of the tools required to understand and solve financial problems confronting business today. Emphasis is on real-world application to financial issues and decision-making for organizational success.

Prerequisites: MAN 1030; APA 2111 or ACG 2021. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

GEBP2100 – Business Analytics (NEW)

4.0 Quarter Credit Hours

This course develops spreadsheet application skills for use in today's information technology driven business environment to track and analyze information. Course topics include creating and managing worksheets and workbooks, creating charts and tables, applying formulas and functions, formatting cells and ranges, and using analysis tools to organize and communicate data to support business decision-making. This course provides students with the knowledge and skills to prepare for the Microsoft Office Specialist in Excel certification test.

Prerequisites: CGS 2060 and MAN 1030. Lecture Hours: 30.0; Lab Hours: 20.0; Outside Hrs: 20.0

GEBP2210 – Business Presentations and Communications (NEW)

4.0 Quarter Credit Hours

This Business Communications and Presentations course develops computer literacy for use in today's information technology driven business environment to present and communicate information. A practical working knowledge of creating multi-media presentations and using email in a business professional environment is presented. This course provides the knowledge and skills to prepare for the Microsoft Office Specialist Outlook, Word, and PowerPoint certification tests.

Prerequisites: CGS 2060. Lecture Hours: 30.0; Lab Hours: 20.0; Outside Hrs: 20.0

MAN1030 - Introduction to Business

4.0 Quarter Credit Hours

The Introduction to Business course is designed to introduce the terminology, functions, and procedures related to the organization and operation of a business enterprise in an economic-driven and technologically-evolving society. The foundation of business is explored with real-world applicability and career-focused emphasis given to business ethics and social responsibility, management and the organization, and human resources. Additionally, an overview of business ownership, marketing, social media, information management, accounting and financial principles are introduced to build a foundation of business knowledge.

Prerequisites: None. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

MANP2250 - Processes, Systems, and Information Management (NEW)

4.0 Quarter Credit Hours

The Processes, Systems, and Information Management course will introduce the concept of management information systems (MIS) in relation to helping businesses achieve their strategies. Real-time trending topics will demonstrate how information systems are used to support and improve business processes. How people, processes, and systems can be integrated to most effectively achieve organizational objectives will be analyzed.

Prerequisites: CGS 2060 and MAN 1030. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

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MAN2300 - Introduction to Human Resources

4.0 Quarter Credit Hours

This course is an introduction to the workings of the human resources aspect of a business operation. It includes a discussion of wage and salary considerations, performance evaluations, benefits, employee hiring and firing, and policy and procedure implementation.

Prerequisites: MAN 1030. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

MAR1011 - Introduction to Marketing

4.0 Quarter Credit Hours

The Introduction to Marketing course deals with the distribution of goods from producer to consumer and covers such topics as characteristics of markets for consumer goods, marketing functions and the organizations that perform them, marketing methods and techniques, price policies, and the cost of marketing.

Prerequisites: MAN 1030. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

MATP1023 – Quantitative Reasoning (NEW)

4.0 Quarter Credit Hours

This course will introduce students to the skills needed to think critically, make informed decisions, provide reason from evidence, and become numerically literate to understand how numbers are used to communicate in their everyday lives. Emphasis is placed on open-ended exercises that involve reading, writing, calculating, synthesizing, and clearly explaining results using quantitative information.

Prerequisites: Successful completion of assessment test or FUN0099. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

PSY2012 - General Psychology

4.0 Quarter Credit Hours

This course covers the fundamental theories and principles of human psychology with an emphasis on applying the concepts to life and work in order to promote effective critical thinking and learning, understanding of emotions and motivations, positive social and workplace interactions, and the importance of the roles played by the unconscious and subconscious minds. Beginning with the historical foundations of psychology, students will study the groundwork for more contemporary perspectives. Study of the brain and its developmental stages, cognitive, motivational, and emotional functions, as well as disorders and their treatment provide a holistic investigation of the human mind as we know it.

Prerequisites: None. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

SLS1105 - Strategies for Success

4.0 Quarter Credit Hours

This course is designed to equip students with tools and techniques for reaching their goals. The course includes an introduction to the college and its resources and provides insights to the thinking process and how it affects actions. Students will be actively involved in learning how to unlock their potential as they embark on their educational journey.

Prerequisites: None. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

SPC2300 - Fundamentals of Interpersonal Communications

4.0 Quarter Credit Hours

The dynamics of interaction between people in personal, social and workplace situations are explored to better understand how interpersonal communication shapes relationships. Exploration will occur through readings, discussion, and application exercises.

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Prerequisites: None. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

TAX2000 - Tax Accounting

4.0 Quarter Credit Hours

This course provides an overview of the laws, procedures and requirements of the federal tax system, including individual and business tax filing requirements.

Prerequisites: None. Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hrs: 20.0

Facilities

FACILITIES AND EQUIPMENT

The Everett campus facilities consist of a 24,244-square-foot containing lecture classrooms, clinical laboratories and computer labs. Everest College, the facility it occupies and the equipment it uses comply with all federal, state and local ordinances and regulations, including those related to fire safety, building safety and health.

LIBRARY

The library is designed to support the programs offered at the campus. Students and faculty have access to a wide variety of resources such as books, periodicals, audio-visual materials and digital resources to support its curriculum. The library is staffed with librarians or trained professionals to assist in the research needs of students and faculty, and it is conveniently open to meet class schedules.

Textbook List

Please see textbook list attached.

Associate of Applied Science in Accounting Program Textbook Listing

Course Code	Course Title	Textbook	ISBN
ACG 2178	Financial Statement Analysis	Gibson, C. (2013). Financial reporting & analysis: Using financial accounting information. Mason, Ohio: South-Western.	9781285376547
ACGP 2680	Fraud Examination	Jackson, Cecil W. (2015) Detecting Accounting Fraud: Analysis and Ethics. United States: Prentice Hall, Pearson.	9780133078602
ACO 1806	Payroll Accounting	Bieg, B. J., & Toland, J. A. (2016). Payroll Accounting (26th ed.). Mason, OH: Cengage Learning.	9781337268790
APA 2111	Principles of Accounting I	Slater, Jeffrey (2016). College accounting plus new myaccountinglab with pearson eText -- access card package (13th edition.) Pearson.	9780134077307
APA 2121	Principles of Accounting II	Slater, Jeffrey (2016). College accounting plus new myaccountinglab with pearson eText -- access card package (13th edition.) Pearson.	9780134077307
APA 2141	Computerized Accounting	Owen, Glen. (2016) Using QuickBooks Accountant 2015 for Accounting, (14th ed.) Mason, OH, Cengage Learning.	9781305084773
APA 2161	Introduction to Cost/Managerial Accounting	Mowen, M. M., Hansen, D. R., & Heitger, D. L. (2015) Cornerstones of Managerial Accounting, 6th edition. United States: South-Western, Cengage Learning.	9781305734739
BUL 2131	Applied Business Law	Adamson, J. E. (2011). 21st century business, 2nd edition. Mason: OH: South-Western Cengage Learning.	9781285661476
CGS 2060C	Computer Applications	Gaskin, S., Vargas, A. & McLellan, C. (2014). Go! with Microsoft Office 2013. Pearson.	9781323291436
ECOP 2100	General Economics for Business	Miller, R. L., Economics Today, 18th edition (2016). Pearson.	9780133920116
ENC 1101	Composition I	Johnson-Sheehan, Richard. (2016). Writing today with MyWritingLab with eText -- access card package, 3/E (3rd edition.) Longman.	9781323409596
EVS 1001	Environmental Science	Wright, Richard T., & Boorse, Dorothy F. (2016). Environmental Science: Toward a Sustainable Future (13th edition.) San Francisco, CA: Pearson Education, Inc.	9781323333242
FINP2105	Introduction to Business Finance	Gitman, Lawrence J. (2015). Principles of Managerial Finance, Brief, 7th Edition. Pearson.	9780133546408
GEBP 2100	Business Analytics	Microsoft Official Academic Course (2014) Microsoft Excel 2013 Exam 77-420, Wiley.	9781118734902
GEBP 2210	Business Presentations and Communications	Microsoft Office 2013 by Microsoft Official Academic Course, 1st Edition: Wiley.	9781118735077
MAN 1030	Introduction to Business	Pride, W., Hughes, R., Kapoor, J. (2015) Foundations of Business (5th edition). Cengage.	9781337418744
MANP 2200	Processes, Systems, and Information Management	Kroenke, D.M. (2015). MIS essentials, 4th edition. Boston: Pearson.	9780133873535
MAN 2300	Introduction to Human Resources	Snell, Scott A., and Bohlander, George W. Managing Human Resources, 16th Edition. (2012) Cengage Learning.	9781285372532
MAR 1011	Introduction to Marketing	Boone, Louis E., & Kurtz, David L. (2013). Contemporary Marketing (16th ed.). Cengage Learning.	9781305341562
MATP 1023	Quantitative Reasoning	Gaze, Eric. (2016) Thinking Quantitatively: Communicating with Numbers MML Access Code Card. Pearson.	9780133949902
PSY 2012	General Psychology	Feldman, R.S. (2014). Essentials of understanding psychology (11th ed.). New York: McGraw-Hill.	1259816281
SLS 1105	Strategies for Success	None	
SPC 2300	Fundamentals of Interpersonal Communications	Wood, Julia (2016). Interpersonal Communication: Everyday Encounters, 8th ed. Boston, MA: Wadsworth Cengage Learning.	9781305548848
TAX 2000	Tax Accounting	Whittenberg, G., Gill, S. & Buller, M. (2016). Income tax fundamentals 2015 (34th ed.). Boston: Cengage.	9781337250672

Draft Catalog

Applied Associate of Science in Business

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Program Outline

The Applied Associate of Science (AAS) in Business is designed to produce career-prepared graduates responsive to organizational, societal, and economic demands in the ever-evolving technological and increasingly global marketplace. Through curriculum woven with practical application and experience-based learning, students will be prepared to successfully begin and advance in their professional careers.

Throughout the Business AAS program students will receive the knowledge and skills to prepare for multiple certifications. Certification testing opportunities will be built into designated courses for the following certifications: Microsoft Office Specialist in Word, PowerPoint, Outlook, and Excel Certification. Additionally, certification content will be built into designated courses for National Institute for Social Media Strategist Certification, and Microsoft Project Certification.

The program is a 24 month, 96 quarter credit hour program.

Goals

The Business AAS program provides students whose career goals require a broad knowledge of the functional areas of business across all industries. Students will take coursework foundational to business in the areas of accounting, finance, economics, human resources, and general business. Additionally, students will choose an area of concentration that will delve further into business from its respective area preparing them with the knowledge and skills in the areas of administration, management, marketing, and sales.

The major core courses provide the foundation of the major components of business with concentrations of study in administration, management, marketing, and sales. General education studies further broaden student understanding of people, communication, the environment, and reasoning. Software applications are woven throughout the program to provide students the ability to be successful and competitive in the technology-driven field of business. Additionally, the program provides the knowledge and skills needed for students to prepare for third party certifications in Microsoft, PowerPoint, Word, Outlook, Excel, and Project.

Graduates will:

- Define the major components of business necessary for success in a global business environment.
- Exhibit effective communication skills and professionalism in written, electronic, and spoken forms.
- Assess data required for business decision-making and for achievement of company goals.
- Demonstrate the ability to utilize business software programs and technology required for effective communication, research, and analysis.
- Apply critical thinking skills in the identification, analysis, and resolution of business problems.
- Build effective relationships within a diverse business environment.
- Utilize effective workplace decision-making that is legally, ethically, and socially responsible.

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Program Outline

Program Outline						
Code	Course Title	Lecture Hours	Lab Hours	Outside Hours	Total Contact Hours	Total Quarter Credit
College Core Requirements						
SLS 1105	Strategies for Success	40	0	20	40	4.0
Major Core Requirements						
ACG 2021	Introduction to Corporate Accounting	40	0	20	40	4.0
CGS 2060	Computer Applications	30	20	0	50	4.0
ECOP 2100	General Economics for Business	30	20	0	50	4.0
FIN 1103	Introduction to Finance	40	0	20	40	4.0
FINP 2205	Introduction to Business Finance	40	0	20	40	4.0
GEBP 2210	Business Presentations and Communications	30	20	0	50	4.0
MAN 1030	Introduction to Business	40	0	20	40	4.0
MAN 2021	Principles of Management	40	0	20	40	4.0
MANP 2250	Processes, Systems, and Information Management	40	0	20	40	4.0
MAN 2300	Introduction to Human Resources	40	0	20	40	4.0
MANP 2350	Organizational Behavior	40	0	20	40	4.0
MAN 2501	Organizational Strategies	40	0	20	40	4.0
MAN 2727	Strategic Planning for Business	40	0	20	40	4.0
MAR 1011	Introduction to Marketing	40	0	20	40	4.0
General Education Core Requirements						
ENC 1101	Composition I	40	0	20	40	4.0
EVS 1001	Environmental Science	40	0	20	40	4.0
MATP 1023	Quantitative Reasoning	40	0	20	40	4.0
PSY 2012	General Psychology	40	0	20	40	4.0
SPC 2300	Fundamentals of Interpersonal Communication	40	0	20	40	4.0
Core Total		770	60	340	830	80.0
Students must choose one of the following Elective Clusters:						
Business Administration Elective Cluster additional Major Core Requirements						
GEBP 2100	Business Analytics	30	20	0	50	4.0
MANP 2400	Introduction to Process Management	40	0	20	40	4.0
MANP 2582	Introduction to Project Management	30	20	0	50	4.0
MANP 2450	Quality Control Strategies and Implementation	40	0	20	40	4.0
Program Total		910	100	380	1,010	96.0
Management Elective Cluster Additional Major Core Requirements						
MANP 2425	Introduction to Operations Management	40	0	20	40	4.0
MANP 2582	Introduction to Project Management	30	20	0	50	4.0
MANP 2460	Supply Chain Management	40	0	20	40	4.0
SBM 2000	Small Business Management	40	0	20	40	4.0
Program Total		920	80	400	1,000	96.0
Marketing Elective Cluster Additional Major Core Requirements						
MAR 2305	Customer Experience Management	40	0	20	40	4.0

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MAR 2320	Advertising and Social Change	40	0	20	40	4.0
MAR 2720	Marketing on the Internet	40	0	20	40	4.0
MARP 2800	Social Media Marketing	40	0	20	40	4.0
Program Total		930	60	420	990	96.0
Sales Elective Cluster Additional Major Core Requirements						
BULP 2320	Legal and Ethical Issues in Sales	40	0	20	40	4.0
MARP 2355	Fundamentals of Selling	40	0	20	40	4.0
MAR 2720	Marketing on the Internet	40	0	20	40	4.0
MARP 2800	Social Media Marketing	40	0	20	40	4.0
Program Total		930	60	420	990	96.0

Course Descriptions

ACG 2021 - Introduction to Corporate Accounting

4.0 Quarter Credit Hours

This Introduction to Corporate Accounting course defines financial accounting objectives and their relationship to business. Students learn about the fundamental principles of accounting and the accounting cycle as it applies to corporations.

Prerequisites: MAN 1030 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

CGS 2060 - Computer Applications

4.0 Quarter Credit Hours

This course introduces the essential concepts necessary to make effective use of the computer. Students achieve an understanding of what a computer can do, how it works, and how it can be used to create documents using word processing and spreadsheet applications for personal and business use.

Prerequisites: None Lecture Hours: 30.0; Lab Hours: 20.0; Outside Hours: 00.0

ECOP 2100 - General Economics for Business (NEW)

4.0 Quarter Credit Hours

This General Economics for Business course provides an overview of changes in economics, how they arise, and their impact on business. Relevant theoretical aspects and real-life applicability will be explored with a focus on essential economic information that impacts business decision making. The economic impact on markets, customers, business policy and strategy, sustainability, and the pros and cons of outsourcing will also be explored.

Prerequisites: ENC 1101, MAN 1030, MATP 1023 Lecture Hours: 30.0; Lab Hours: 20.0; Outside Hours: 00.0

ENC 1101 - Composition I

4.0 Quarter Credit Hours

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Program Outline

This course provides instruction and practice in expository writing and emphasizes grammatical and mechanical accuracy and proper essay form. Emphasis is placed on clarity, logical organization, unity, and coherence of central idea and supporting material.

Prerequisites: None Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

EVS 1001 - Environmental Science

4.0 Quarter Credit Hours

This course covers environmental issues and illustrates the importance of environmental science in students' daily lives. The relationship between humans and the environment is explored to demonstrate to students their role in the state of the environment. Environmental issues such as invasive species, climate change, pollution, and corrective actions will be studied.

Prerequisites: None Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

FIN 1103 – Introduction to Finance

4.0 Quarter Credit Hours

This Introduction to Finance course explores the significant principles involved in personal finance and the manner in which finance is connected to decision-making throughout life. The real-world applicability and career-impacting decisions of personal and business finance will be explored. Specific concepts related to financial planning will be introduced, including; insurance, banking, credit, and investments.

Prerequisites: MAN 1030 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

FINP 2205 – Introduction to Business Finance (NEW)

4.0 Quarter Credit Hours

This Introduction to Business Finance course examines the basic principles of corporate finance. The topics covered will provide an overview of the tools required to understand and solve financial problems confronting business today. Emphasis is on real-world application to financial issues and decision-making for organizational success.

Prerequisites: MAN 1030, APA 2111 or ACG 2021 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

GEBP 2210 – Business Presentations and Communications (NEW)

4.0 Quarter Credit Hours

This Business Communications and Presentations course develops computer literacy for use in today's information technology driven business environment to present and communicate information. A practical working knowledge of creating multi-media presentations and using email in a business professional environment is presented. This course provides the knowledge and skills to prepare for the Microsoft Office Specialist Outlook, Word, and PowerPoint certification tests.

Prerequisites: CGS 2060 Lecture Hours: 30.0; Lab Hours: 20.0; Outside Hours: 00.0

MAN 1030 - Introduction to Business

4.0 Quarter Credit Hours

This Introduction to Business course is designed to introduce the terminology, functions, and procedures related to the organization and operation of a business enterprise in an economic-driven and

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technologically-evolving society. The foundation of business is explored with real-world applicability and career-focused emphasis given to business ethics and social responsibility, management and the organization, and human resources. Additionally, an overview of business ownership, marketing, social media, information management, accounting and financial principles are introduced to build a foundation of business knowledge.

Prerequisites: None Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MAN 2021 - Principles of Management

4.0 Quarter Credit Hours

This Principles of Management course provides an overview of the four functions of management, with an emphasis on real-world situations and current events. Upon completion of this course, students will understand and apply management fundamentals across several different industries. Specific attention is paid throughout the course to career readiness.

Prerequisites: MAN 1030 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MANP 2250 - Processes, Systems, and Information Management (NEW)

4.0 Quarter Credit Hours

The Processes, Systems, and Information Management course will introduce the concept of management information systems (MIS) in relation to helping businesses achieve their strategies. Real-time trending topics will demonstrate how information systems are used to support and improve business processes. How people, processes, and systems can be integrated to most effectively achieve organizational objectives will be analyzed. While this is not a programming course, students will learn essential technical concepts through lectures, reading and hands-on works.

Prerequisites: CGS 2060 and MAN 1030 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MAN 2300 - Introduction to Human Resources

4.0 Quarter Credit Hours

This Introduction to Human Resources (HR) course will introduce a broad range of topics associated with Human Resources Management (HRM) from the perspective of the HR professional, the manager, and the employee. HRM encompasses several functions including the recruitment, selection, and maintenance of a qualified, motivated, and productive workforce. Through real-world, applicable assignments and activities, students will learn how effective performance of these functions requires understanding of planning, job analysis, recruitment, selection, employee development, performance appraisal, compensation, benefits, safety, and labor relations.

Prerequisites: MAN 1030 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MANP 2350 - Organizational Behavior (NEW)

4.0 Quarter Credit Hours

This Organizational Behavior course provides the basic knowledge and processes required to understand behavior in the workplace and to apply this knowledge to organizational change. Topics include communication and trust, power and leadership, group and inter-group processes, conflict and conflict management, and work and organizational design.

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Prerequisites: MAN 2300 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MAN 2501 - Organizational Strategies

4.0 Quarter Credit Hours

This Organizational Strategies course is a culminating experience in which students refer to previous business courses and apply each operational and strategic component to a real-world business scenario. Knowledge applied will encompass business operations, management, accounting, finance, production, marketing, diversity of human capital, policies and procedures, and defined roles and responsibilities within the workplace. Critical thinking is required to achieve problem resolution in a fast moving and competitive environment where accurate decision-making depends largely on legalities, ethics, and social responsible to the business, and the people that strive for success within it.

Prerequisites: MAN 2300, MAR 1011, ACG 2021 or APA 2121, FIN 1103, MAN 2727 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MAN 2727 - Strategic Planning for Business

4.0 Quarter Credit Hours

This Strategic Planning for Business course focuses on the exploration of the elements of a successful organization including an analysis of the internal environment, processes, external environment, and strategic decision making. Emphasis will be placed on management decisions and actions, strategic considerations, organizational structure and design, marketing and sales of tangible goods and/or services. The impact of the micro/macro external environments will also be analyzed and evaluated.

Prerequisites: MAN 2300, MAR 1011, FIN 1103, ACG 2021 or APA 2121 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MAR 1011 - Introduction to Marketing

4.0 Quarter Credit Hours

This Introduction to Marketing course reviews the fundamentals of the marketing process. Students will examine the factors that influence buyers in multiple markets with respect to product, price, promotion, and distribution. Emphasis will be placed on application and decision-making needed to succeed in today's competitive business environment.

Prerequisites: MAN 1030 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MATP 1023 Quantitative Reasoning (NEW)

4.0 Quarter Credit Hours

This course will introduce students to the skills needed to think critically, make informed decisions, provide reason from evidence, and become numerically literate to understand how numbers are used to communicate in their everyday lives. Emphasis is placed on real world, open-ended exercises that involve reading, writing, calculating, synthesizing, and clearly explaining results using quantitative information.

Prerequisites: Successful completion of assessment test or FUN0099 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

PSY 2012 - General Psychology

4.0 Quarter Credit Hours

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This course covers the fundamental theories and principles of human psychology with an emphasis on applying the concepts to life and work in order to promote effective critical thinking and learning, understanding of emotions and motivations, positive social and workplace interactions, and the importance of the roles played by the unconscious and subconscious minds. Beginning with the historical foundations of psychology, students will study the groundwork for more contemporary perspectives. Study of the brain and its developmental stages, cognitive, motivational, and emotional functions, as well as disorders and their treatment provide a holistic investigation of the human mind as we know it.

Prerequisites: None Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

SLS 1105 - Strategies for Success

4.0 Quarter Credit Hours

This course is designed to equip students with tools and techniques for reaching their goals. The course includes an introduction to the college and its resources and provides insights to the thinking process and how it affects actions. Students will be actively involved in learning how to unlock their potential as they embark on their educational journey.

Prerequisites: None Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

SPC 2300 - Fundamentals of Interpersonal Communications

4.0 Quarter Credit Hours

The dynamics of interaction between people in personal, social and workplace situations are explored to better understand how interpersonal communication shapes relationships. Exploration will occur through readings, discussion, and application exercises.

Prerequisites: None Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

GEBP 2100 – Business Analytics (NEW)

4.0 Quarter Credit Hours

This Business Analytics course develops spreadsheet application skills for use in today's information technology driven business environment to track and analyze information. Course topics include creating and managing worksheets and workbooks, creating charts and tables, applying formulas and functions, formatting cells and ranges, and using analysis tools to organize and communicate data to support business decision-making. This course provides students with the knowledge and skills to prepare for the Microsoft Office Specialist in Excel certification test.

Prerequisites: CGS 2060 and MAN 1030 Lecture Hours: 30.0; Lab Hours: 20.0; Outside Hours:00.0

MANP 2400 – Introduction to Business Process Management (NEW)

4.0 Quarter Credit Hours

This Introduction to Business Process Management course introduces the key concepts and approaches in business process management and improvement. Business process management systems will be introduced to show how they can be used identify, document, model, and assess to improve core business processes. Real-world challenges and approaches to the organizational processes will be explored.

Prerequisites: MANP 2250 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

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MANP 2582 – Introduction to Project Management

4.0 Quarter Credit Hours

This Introduction to Project Management course introduces a practical approach to managing projects with emphasis on organizing, planning, and controlling. The tools used by today's managers will be illustrated through the use of Microsoft Project software. Additionally, project management roles, environments, and the project life cycle will be examined.

Prerequisites: MAN 2021 Lecture Hours: 30.0; Lab Hours: 20.0; Outside Hours: 00.0

MANP 2450 – Quality Control Strategies and Implementation (NEW)

4.0 Quarter Credit Hours

This Quality Control Strategies and Implementation course introduces quality control procedures and concepts for enhancing the entire business environment. Various methods of process control and acceptance sampling will be reviewed, including using control charts and sampling plans. Operational techniques for quality improvement and management strategies for implementation will also be introduced using real-world scenarios.

Prerequisites: GEBP 2100, MAN 2400, MAN 2582 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MANP 2425 – Introduction to Operations Management (NEW)

4.0 Quarter Credit Hours

This Introduction to Operations Management course introduces the disciplines, practices, and strategic tools that are used to efficiently produce goods and services in organizations. Product and service design, capacity planning, and continuous improvement methodologies will be examined. Inventory management, supply chain management, and project management will also be introduced. Lastly, this course utilizes case studies of prominent business to solidify the learning and application of operations management in the real world.

Prerequisites: MAN 2021 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MANP 2460 – Supply Chain Management (NEW)

4.0 Quarter Credit Hours

This Supply Chain Management course provides an overview of the business processes and activities of a supply chain; including sourcing, procurement, sales and operations planning, and distribution and demand management. Emphasis is placed on analytical thinking and identifying problems encountered in practice.

Prerequisites: MAN 2425 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

SBM 2000 - Small Business Management

4.0 Quarter Credit Hours

This Small Business Management course examines the various aspects of starting, acquiring, and operating a small business enterprise. It is a comprehensive discussion of problems encountered by small businesses. A study of management principles and procedures provides methods of resolving these problems.

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Prerequisites: MAN 2021, FIN 1103, MAR 1011 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MAR 2305 - Customer Experience Management

4.0 Quarter Credit Hours

This Customer Experience Management course explores the basic functions relating to customers on a one-on-one basis. It teaches the people skills needed to work with people to enhance the company, its public image, and satisfy the client or customer.

Prerequisites: MAR 1011 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MAR 2320 – Advertising and Social Change

4.0 Quarter Credit Hours

This Advertising and Social Change course is a study of the principles and institutions involved in mass selling techniques. The student is introduced to the role of advertising as a sales and communications tool for business.

Prerequisites: MAR 1011 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MARP 2355 – Fundamentals of Selling (NEW)

4.0 Quarter Credit Hours

This Fundamentals of Selling course introduces the importance of sales in a variety of organizations and industries. It establishes the value of selling skills across numerous roles in today's job market, Business to Business (B2B) and Business to Consumer (B2C). The sales process, including prospecting, qualifying, call planning, effective communication, networking, Customer Relationship Management, and potential compensation will be explored. Each element of the sales process will be addressed in the context of an ethical sales role, which is central to the student's professional brand and which will enhance career preparedness.

Prerequisites: GEBP 2210 and MAR 1011 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

BULP 2320 – Legal and Ethical Issues in Sales (NEW)

4.0 Quarter Credit Hours

This Legal and Ethical Issues in Sales course introduces the legal and ethical challenges involved in sales practice. Emphasis will be on developing strategies needed to conduct ethical business transactions. Ethical practices and sales strategies will be integrated within a variety of industries.

Prerequisites: MARP 2355 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MAR 2720 – Marketing on the Internet

4.0 Quarter Credit Hours

This Marketing on the Internet course is a study of the use of the Internet as a marketing and advertising medium. A study of the types of businesses and services utilizing the medium, as well as the advantages and disadvantages of doing business on the Internet.

Prerequisites: MAR 1011 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

MARP 2800 - Social Media Marketing (NEW)

4.0 Quarter Credit Hours

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This Social Media Marketing course examines the latest strategies for monitoring and engaging consumers in social media from a marketing perspective. Students will explore the use of platforms such as, Facebook, Twitter, LinkedIn, etc., to both understand how to define campaign-specific audiences and to determine which platforms receive the largest participation. From this course, students will be able to craft and execute platform-specific marketing tactics to connect with and analyze target markets in order to optimize consumer recognition and engagement with a brand.

Prerequisites: MAR 2720 Lecture Hours: 40.0; Lab Hours: 00.0; Outside Hours: 20.0

Facilities

FACILITIES AND EQUIPMENT

The Everett campus facilities consist of a 24,244-square-foot containing lecture classrooms, clinical laboratories and computer labs. Everest College, the facility it occupies and the equipment it uses comply with all federal, state and local ordinances and regulations, including those related to fire safety, building safety and health.

LIBRARY

The library is designed to support the programs offered at the campus. Students and faculty have access to a wide variety of resources such as books, periodicals, audio-visual materials and digital resources to support its curriculum. The library is staffed with librarians or trained professionals to assist in the research needs of students and faculty, and it is conveniently open to meet class schedules.

Textbook List

Please see textbook list following this page.

Associate of Applied Science in Business Textbook List

BUSINESS (AAS)

Course	Course Name	Title	Author	ISBN	Publisher	Edition
ACG2021_E	INTRO TO CORPORATE ACCOUNTING	FINANCIAL ACCOUNTING: THE IMPACT ON DECISION MAKERS ETEXTBOOK	PORTER & NORTON	9781337520225	CENGAGE_E	10
BULP2320_E	LEGAL & ETHICAL ISSUES IN SALES	21ST CENTURY BUSINESS: BUSINESS LAW ETEXTBOOK	ADAMSON	9781285661476	CENGAGE_E	2
BULP2320_E	LEGAL & ETHICAL ISSUES IN SALES	SALES ETHICS: HOW TO SELL EFFECTIVELY WHILE DOING THE RIGHT THING ETEXTBOOK	ALEO & ALESSANDRI	NEED EISBN	BUSINESS EXPERT PRESS_E	1
CGS2060C_E	COMPUTER APPLICATIONS	GO! WITH MICROSOFT OFFICE 2016 GETTING STARTED ETEXTBOOK	GASKIN & VARGAS	9781323599297	PEARSON_E	1
ECOP2100_E	GENERAL ECONOMICS FOR BUSINESS	ECONOMICS TODAY ETEXTBOOK	MILLER	NEED EISBN	PEARSON_E	18
ENC1101_E	COMPOSITION I	MYWRITINGLAB LMS ACCESS		9781323500552	PEARSON_E	
ENC1101_E	COMPOSITION I	WRITING TODAY ETEXTBOOK	JOHNSON-SHEEHAN & PAINE	9781323409596	PEARSON_E	3
EVS1001_E	ENVIRONMENTAL SCIENCE	ESSENTIAL ENVIRONMENT: THE SCIENCE BEHIND THE STORIES ETEXTBOOK	WITHGOTT & LAPOSATA	9780321976864	PEARSON_E PDF	5
FIN1103_E	FINANCE	PERSONAL FINANCE: TURNING MONEY INTO WEALTH ETEXTBOOK	KEOWN	9781323476727	PEARSON_E	7
FINP2105_E FINP2205	INTRODUCTION TO BUSINESS FINANCE	PRINCIPLES OF MANAGERIAL FINANCE, BRIEF ETEXTBOOK	GITMAN & ZUTTER	NEED EISBN	PEARSON_E	7
GEBP2100_E	BUSINESS ANALYTICS	MICROSOFT EXCEL 2013 ETEXTBOOK (EXAM 77-420) (uCertify Learning Platform will be used instead of this text. Also, the Microsoft Office Specialist in Excel exam is embedded in this course with the cost covered by tuition.)	MICROSOFT OFFICIAL ACADEMIC COURSE	NEED EISBN	WILEY_E	1
GEBP2210_E	BUSINESS PRESENTATIONS & COMMUNICATIONS	MICROSOFT OFFICE 2013 ETEXTBOOK (uCertify Learning Platform will be used instead of this text. Also, the Microsoft Office Specialist in Word, PowerPoint, and Outlook exams are embedded in this course with the cost covered by tuition.)	MICROSOFT OFFICIAL ACADEMIC COURSE	NEED EISBN	WILEY_E	
MAN1030_E	INTRODUCTION TO BUSINESS	FOUNDATIONS OF BUSINESS ETEXTBOOK	PRICE, HUGHES & KAPOOR	9781337418744	CENGAGE_E	5
MAN2021_E	PRINCIPLES OF MANAGEMENT	EFFECTIVE MANAGEMENT: A MULTIMEDIA APPROACH ETEXTBOOK	WILLIAMS	9781337028011	CENGAGE_E	6
MAN2300_E	INTRO TO HUMAN RESOURCES	MANAGING HUMAN RESOURCES ETEXTBOOK	BOHLANDER & SNELL	9781285372532	CENGAGE_E	16
MAN2727_E	STRATEGIC PLANNING FOR BUSINESS	ESSENTIALS OF STRATEGIC MANAGEMENT: THE QUEST FOR COMPETITIVE ADVANTAGE ETEXTBOOK	GAMBLE, PETERAF & THOMSPON	9781260167825	MCGRAW-HILL_E	5
MANP2200_E MANP2250	PROCESSES, SYSTEMS & INFORMATION MANAGEMENT	MIS ESSENTIALS ETEXTBOOK (W/MYITLAB) (No Lab is being used)	KROENKE	NEED EISBN	PEARSON_E	4
MANP2350_E	ORGANIZATIONAL BEHAVIOR	ESSENTIALS OF ORGANIZATIONAL BEHAVIOR ETEXTBOOK	ROBBINS & JUDGE	NEED EISBN	PEARSON_E	13
MANP2400_E	INTRODUCTION TO PROCESS MANAGEMENT	SUCCESSFUL BUSINESS PROCESS MANAGEMENT ETEXTBOOK	BERMAN	NEED EISBN	AMACOM_E	1
MANP2425_E	INTRODUCTION TO OPERATIONS MANAGEMENT	OPERATIONS MANAGEMENT ETEXTBOOK	STEVENSON	NEED EISBN	MCGRAW-HILL_E	12
MANP2430_E	BUSINESS PROJECT MANAGEMENT	PROJECT MANAGEMENT IN PRACTICE ETEXTBOOK	MEREDITH, MANTEL, SHAFER & SUTTON	NEED EISBN	WILEY NET_E	5
MANP2450_E	QUALITY CONTROL STRATEGIES AND IMPLEMENTATION	QUALITY MANAGEMENT FOR ORGANIZATIONAL EXCELLENCE: INTRODUCTION TO TOTAL QUALITY	GOETSCH & DAVIS	NEED EISBN	PEARSON_E	8
MANP2460_E	SUPPLY CHAIN MANAGEMENT	OPERATIONS & SUPPLY CHAIN MANAGEMENT ETEXTBOOK	JACOBS & CHASE	NEED EISBN	MCGRAW-HILL_E	14
MANP2501_E	CAPSTONE EXPERIENCE (New course title for AAS: Organizational Strategies)	CAREER ADVENTURE: YOUR GUIDE TO PERSONAL ASSESSMENT, CAREER EXPLORATION & DECISION MAKING ETEXTBOOK (New text: William M. Pride; Robert J. Hughes; Jack R Kapoor (2016) Foundations of Business, 5th edition. ISBN: 9781337418744)	JOHNSTON	9781323425220	PEARSON_E	5
MAR1011_E	INTRO TO MARKETING	CONTEMPORARY MARKETING ETEXTBOOK (New text: Grewal & Levy (2016) M: Marketing, 5th edition. Also, we're using McGraw-Hill's Practice Marketing Simulation)	BOONE & KURTZ	9781305341562	CENGAGE_E	16
MAR2305_E	CUSTOMER SERVICE RELATIONS & SERVICING	WORLD OF CUSTOMER SERVICE ETEXTBOOK	GIBSON	9781337028486	CENGAGE_E	3
MAR2320_E	ADVERTISING	ADVERTISING & INTEGRATED BRAND PROMOTION ETEXTBOOK	O'GUINN, ALLEN, SEMENIK & SCHEINBAUM	9781337250580	CENGAGE_E	7
MAR2720_E	MARKETING ON THE INTERNET	INTERNET MARKETING: INTEGRATING ONLINE & OFFLINE STRATEGIES ETEXTBOOK	ROBERTS & ZAHAY	9781285827261	CENGAGE_E	3
MARP2355_E	FUNDAMENTALS OF SELLING	SELL ETEXTBOOK	INGRAM, LAFORGE, AVILA, SCHWEPKER & WILLIAMS	9781337364249	CENGAGE_E	5
MARP2800_E	SOCIAL MEDIA MARKETING	SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH ETEXTBOOK	BARKER, BARKER, BORMANN, ZAHAY & ROBERTS	NEED EISBN	CENGAGE_E	2
MATP1023_E	QUANTITATIVE REASONING	THINKING MATHEMATICALLY PACKAGE ETEXTBOOK (W STUDENT'S SOLUTIONS MANUAL, LEARNING GUIDE & MYMATHLAB)	BLITZER	NEED EISBN	PEARSON_E	6
PSY2012_E	GENERAL PSYCHOLOGY	ESSENTIALS OF UNDERSTANDING PSYCHOLOGY ETEXTBOOK	FELDMAN	1259816281	MCGRAW-HILL_E	11
SBM2000_E	SMALL BUSINESS MANAGEMENT	SMALL BUSINESS MANAGEMENT ETEXTBOOK	LONGENECKER, PETTY, PALICH & HOY	9781305341579	CENGAGE_E	17
SLS1105	STRATEGIES FOR SUCCESS	NO TEXT REQUIRED		NOTEXT	NA	
SPCP2300_E	FUNDAMENTALS OF INTERPERSONAL COMMUNICATION	INTERPERSONAL COMMUNICATION: EVERYDAY ENCOUNTERS ETEXTBOOK	WOOD	9781305548848	CENGAGE_E	8