

Kean-Ocean Marketing – Suggested Guide (courses bold & highlighted are required)

BUSINESS ADMINISTRATION - A.S. Degree Program

Effective Catalog Year 2022-2023

The AS in Business Administration is designed for those students desiring to transfer to a baccalaureate program in business. This degree is a broad program of study that provides students with specific skills as well as a general overview of business topics.

FIRST SEMESTER		
ENGL 151	English I	3 cr.
MATH 161 or higher	College Algebra or higher*	3-6 cr.
ECON 151	Macroeconomic Principles	3 cr.
GHUM	Any Humanities General Education Course	3 cr.
STSC 150	Student Success Seminar	2 cr.
		14-17cr.
SECOND SEMESTER		
ENGL 152	English II	3 cr.
MATH 191 or higher	Precalculus I or higher *	3 cr.
BUSN 134	Principles of Marketing	3 cr.
CSIT 123	Integrated Office Software	3 cr.
ECON 152	Microeconomic Principles	3 cr.
		15 cr.
THIRD SEMESTER		
ACCT 161	Principles of Accounting I	3 cr.
BUSN 251	Business Law I	3 cr.
GHUM/GSOC	Any Humanities or Social Science General Ed Course	3 cr.
GSLC	Any Lab Science General Education Course	4 cr.
	Elective **	3 cr.
		16 cr.
FOURTH SEMESTER		
ACCT 162	Principles of Accounting II	3 cr.
BUSN 271	Principles of Management	3 cr.
COMM 154	Fundamental of Public Speaking	3 cr.
GSOC	Social Science General Education Course	3 cr.
	Elective** (to meet 60 credits)	0- 3 cr.
		15 cr.
Total Credits: 60 cr.		
NOTES: If a different degree is earned, the highlighted course must be taken to receive the Kean Marketing degree.		
cr. (credit) = semester credit hour		

Board of Trustees Approval Date: December 6, 2010

Board of Trustees Approval Date: August 26, 2013

PLT Approval: November 25, 2014

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Board of Trustees Approval Date: December 8, 2014

Board of Trustees Approval Date: December 07, 2017

Board of Trustees Approval Date: December 06, 2018