

Welcome

We appreciate your interest in Ivy Tech Community College and Business Administration Program.

A degree in Business Administration gives you the broad background you will need for general administrative and management positions in a variety of business environments. Our curriculum combines general education courses with a core curriculum that introduces you to all aspects of business: accounting, finance, marketing and management. Our curriculum stresses case analysis, problem solving & the development of oral and written communication skills.

The successes of our graduates in areas such as management, sales/marketing, retail, and human resources demonstrate the benefits to be gained from choosing the Business Administration program. Because we understand the busy lifestyles of our students, we offer you a variety of day, evening and online course scheduling options so you can learn when it's most convenient for you.



Your success is our success.
Best regards,

Jim Heinzen
Business Administration
Program Chair &
Associate Professor

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Business Administration Curriculum and Course Descriptions

Curriculum for Business Administration varies based on the degree or certificate and is subject to change.

Go to ivytech.edu/bloomington and click on **Academics** and then **Business Administration** to find recommended course curriculum and course descriptions.



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SCHOOL OF BUSINESS

BUSINESS ADMINISTRATION

IVY TECH COMMUNITY COLLEGE
BLOOMINGTON





Overview

Business administration is an exciting and diverse field and this program focuses on management, operations, business development, finance, sales/marketing and human resources. It prepares graduates for entry-level and middle management career opportunities in: Banks and other financial institutions, insurance companies, government agencies, nonprofit organizations, retail, hotel and restaurant, business and industry, and small businesses. It also provides the foundation courses for students planning on transferring to a four-year institution to complete their bachelor's degree.

Transfer Options

Graduates of our program may continue on to pursue bachelor's degrees at Indiana State University, Ball State University, Indiana Wesleyan University and IUPUI among others. Transfer students may be required to take a few additional courses to fulfill all transfer requirements.

Careers in Business Administration

- First Line Manager
- Human Resources
- Marketing
- Real Estate
- Restaurant Assistant Manager
- Sales Assistant

Business Administration Degrees and Certificates

ASSOCIATE OF APPLIED SCIENCE (AAS) DEGREE

Areas of Emphasis

Human Resource Management
Management
Marketing

Two-year Associate of Applied Science degree programs prepare students for careers, career changes and career advancement. AAS programs may also prepare students for transfer to four-year institutions. The program content, which is approximately 30 percent general education, provides depth and breadth in conceptual and professional/technical skills. Professional/technical courses equip students with the skills to obtain employment and to advance in the workforce.

ASSOCIATE OF SCIENCE (AS) DEGREE

Two-year Associate of Science programs typically contain 40 percent or more general education, with the balance in technical and profession courses. The coursework provides students with a foundation for transfer to a related baccalaureate program at a four-year institution, and equips students with skills for the job market.

TECHNICAL CERTIFICATE (TC)

One-year Technical Certificate programs provide education in conceptual and technical skills for specific occupations. Each program contains a sequence of required courses in a recognized concentration within a program.

Areas of Emphasis

Human Resource Management

The Human Resource Management area provides students with working knowledge of the functions of a human resource generalist. The curriculum emphasizes human resource planning, recruitment, selection, training, evaluation, and compensation. This area of emphasis is designed to position students for an entry-level position in the field of human resource management.

Management

The Management area of emphasis is designed to provide students with a broad background in business to be successful in a variety of business environments such as retailing, manufacturing, small business, and for general administrative positions. Courses in this specialty include financial accounting, business law, principles of management, techniques of supervision, managerial finance and business development.

Marketing

The Marketing area of emphasis is designed to prepare individuals for careers in marketing management, promotions management, professional sales, retailing, wholesaling, and merchandising. The curriculum includes courses in the principles of marketing, principles of selling, retail management, consumer behavior, promotion management and marketing research.

