GENERAL STUDIES, ENTREPRENEURSHIP PATHWAY

Associate of Arts

The Associate of Arts in General Studies with an Entrepreneurial pathway is a great way to start, manage, and grow your current or future entrepreneurial venture. Ellijay, home of Dalton State College's Mountain Campus, along with other surrounding mountain areas dotting Gilmer County, is a center to a growing ecotourism industry. These industries include outdoor attractions, mountain cabins hosting vacationers, crafts and antique shops, restaurants, vineyards and more. This pathway will improve your entrepreneurial skills with foundations in English and math, speech, the environment of business, and even Appalachian history. Your second year includes courses in micro- and macro-economics, accounting, computer applications, environmental sustainability, and financial and managerial accounting. Not an entrepreneur, yet? Entrepreneurial thinking, or "intrapreneurship," is highly valued inside established businesses that demand insights, innovation, and creativity. Once you complete the AA Entrepreneurship pathway, you are ready to work with local agencies, including the Small Business Administration and Chamber of Commerce, to craft your business plan to launch your new venture. More importantly, the AA Entrepreneurship pathway easily transitions to one of Dalton State College's popular bachelor's degrees in arts and sciences and business when you are ready. Take in the fresh air this degree brings to life.

Area A: Essential Skills		
ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3
MATH 1111	College Algebra	3
Area B: Institutional Options		
COMM 1110	Fundamentals of Speech	3
HIST 1050	Appalachian Hist-Special Topic	1
Area C: Humanities/Fine Arts		
Required ENGL course		
ENGL 2000	Topics in Literature & Culture	3
Required HUMN course		
HUMN 1202	Expressions of Culture II	3
Area D: Science/Mathematics/Technology		
Choose two lab science courses		8
BIOL 1105K	Environmental Studies	
BIOL 1107K	Principles of Biology I	
BIOL 1108K	Principles of Biology II	
Math requirement:		
MATH 1113	Precalculus Mathematics	3
Area E: Social Sciences		
HIST 2111	United States History to 1877	3
or HIST 2112	United States Hist since 1877	
POLS 1101	American Government	3
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Area F: Major Related		
ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
BUSA 2106	The Environment of Business	3
BUSA 2201	Fundamentals of Computer Appli	3
COMM 2000	Intro to Mass Communication	3
SUST 2000	Intro Envir Sustainability	3
Total Hours		**60**

Courses

BUSA 2106. The Environment of Business. 3-0-3 Units.
Introduces the political, social, legal, ethical, environmental, and technological issues that affect or are affected by business decisions. Topics include stakeholder analysis, social responsibility, ethics, globalization, business-government relations, and fair trade. (F, S, and Mountain Campus (Fall))

BUSA 2201. Fundamentals of Computer Appli. 3-0-3 Units.
Assures a basic level of computer applications literacy to include spreadsheet, database, word processing, and presentation software. (F, S, M, and Mountain Campus (S))
Prerequisites: MATH 1101 or higher.

BUSA 2850. Business Statistics. 3-0-3 Units.
Emphasizes applications of statistics in business. Topics include methods of presenting data, numerical measures and correlation, probability theory and probability distributions, sampling distributions, estimation, hypothesis testing, and linear regression. Microsoft Excel is an integral part of the course and is used in all aforementioned topics. (F, S, M) Prerequisite: BUSA 2201

BUSA 3055. Quantitative Analysis Bus Prob. 3-0-3 Units.
Develops analytical skills for business decision making using Microsoft Excel. Topics include time-series forecasting, profit models, optimization, simulation and decision analysis. Excel is used in all of the aforementioned topics extensively.(S)
Prerequisites: ACCT 2102, BUSA 2201, BUSA 2850, and ECON 2106, all with a "C" or better.

BUSA 3060. Business Law. 3-0-3 Units.
Covers the source of law and courts, and introduces tort law along with the historical, economic, political and ethical considerations in business and the impact of regulatory and administrative law on business. Topics include property law, contracts, and environmental issues.(F, S)
Prerequisites: BUSA 2106, ECON 2105, ECON 2106, all with a "C" or better.

BUSA 3070. Business Ethics. 3-0-3 Units.
Defines ethics, explores models of personal ethics, and reviews ethics in a variety of professional fields. In addition the course examines the relationship between business ethics and corporate social responsibility. Topics include corporate governance, trust and honesty in business, the role of ethics in managerial decision-making and behavior, the ethical use of information, and international ethics.(F, S)
Prerequisites: BUSA 2106, ECON 2105, ECON 2106, all with a "C" or better.

BUSA 3301. Business Communications. 3-0-3 Units.
This course is designed to prepare students to write and speak in a variety of business settings; to communicate effectively with business audiences by addressing strategic issues such as crisis communication, management of communication programs in a social media environment; communication skills with new technologies; and building key strategic and interpersonal relationships in business. The course also emphasizes basic skills in report writing and researching for sources, as well as writing effective business memos.(F, S, M)
Prerequisites: BUSA 2106, COMM 1110, and ENGL 1102, all with a "C" or better.

BUSA 3351. International Business. 3-0-3 Units.
This course provides a broad overview of international business and trade, and the impact of the international business environment on management decisions. Topics of the course include international business basics such as trade, barriers to trade, and the relationship between international business and international relations; effects of international business decisions of culture, political, legal, and economic forces; effects of government intervention and the role of social and economic aid organizations.(F, S, M)
Prerequisites: BUSA 2106, ECON 2105, ECON 2106, all with a "C" or better.

BUSA 3531. Data Cleaning & Visualization. 3-0-3 Units.
The course introduces skills for cleaning and restructuring data suitable for visualization using Excel functions and Power Query; for analyzing the data using Pivot Table and Power Pivot; and for visualizing the data using Power BI. A Windows PC is required.(F,S, M)
Prerequisites: ACCT 2102, BUSA 2850, and ECON 2106, all with a C or better.

BUSA 3532. Bus Analytics/Data Mining. 3-0-3 Units.
The course introduces students to business analytics and data mining. Topics include introduction to business analytics, data visualization, data transformation, cluster analysis, association analysis, decision trees, logistics regression, neural network and model performance evaluation. (F)
Prerequisites: BUSA 2850 and BUSA 3531, both with a "C" or better.

BUSA 3701. Prof Development Seminar. 1-0-1 Unit.
This class is designed to aid students in transitioning from the academic world to a professional business work environment. It will provide students with experience in applying for jobs, interviewing, networking, and business etiquette as well as expose them to other relevant and timely topics for advancing in the business world.(F, S)
Prerequisites: BUSA 3301 with a “C” or better.

BUSA 4900. Business Internships. 0-0-3 Units.
Provides students with on-site work experience in Business through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Business internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. By permission of the Internship Coordinator. (F, S) Prerequisite (s): 9 credit hours of upper division in ACCT, BUSA, MARK, MGIS, MNGT, or OPMT of which 3 credit hours must be in BUSA; and all with a "C" or better.