



Degree Guide:

Entrepreneurship and Marketing Specialization, Bachelor of Applied Science in Management

Program

[Entrepreneurship and Marketing Management \(EM-BAS, Bachelor of Applied Science\)](#)

Degree Type

Bachelor's Degree

Offered Online

Yes

Program Coordinator

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Program Description

The Entrepreneurship and Marketing Specialization for the Bachelor of Applied Science (BAS) in Management degree builds on an existing two year degree, adding upper division coursework to complete a four-year degree. Applicants are accepted year-round. The program can be completed in a two or three-year track and online. Students can enter the program in the fall, winter, or spring.

This degree is designed to provide program graduates with the knowledge and skills needed to move into management or supervisory positions or create new employment opportunities and entrepreneurial ventures in a rapidly changing global economy. The Bachelor's curriculum includes a mix of required core management and general studies courses.

Program Code: BAMAMBAS

Career Opportunities and Earnings

Potential careers include:

- Business/management consultant
- Business manager
- Business planner
- Marketer
- Recruiter
- Sales development representative
- Sales manager

For current employment and wage estimates, please visit and search for the relevant occupational term: [bls.gov/oes](https://www.bls.gov/oes)

Program Outcomes

- Demonstrate ability to communicate effectively and use the language, tools, concepts and models of management applicable to the professional/technical discipline
- Demonstrate ability to apply critical thinking and knowledge in a field specific context
- Demonstrate an understanding of management roles and the nature of leadership
- Apply the principles and philosophy of management systems
- Analyze systems for planning and decision-making



- Prepare and complete cost control processes including the ability to establish a budget, prepare cost reports, and forecast expenditures
- Employ new and developing information technologies
- Acquire, organize, analyze, and interpret information and data to make informed, reasoned, equitable decisions
- Identify and describe human behavior in an organizational setting
- Identify and analyze human resource systems for employment, compensation and training
- Institute and facilitate team-based problem-solving environments
- Develop and articulate a statement of values or code of ethics
- Demonstrate a knowledge of the community and an understanding of issues related to diversity

Special Features

- Students in the BAS program have the advantage of a low faculty to student ratio.
- The BAS program does not currently have a waiting list.
- The BAS program curriculum is designed to prepare students for completing a master's degree.

Program Prerequisites

Students entering this program should have basic knowledge of a computer and touch-typing skills. It is recommended that online students complete [HUMDV 101](#). Writing classes are embedded in the program. Excel, Word, PowerPoint, and the use of email are tools BAS students will use throughout the program. Those who are not familiar with or comfortable using those programs should locate online, self-study resources or consider enrolling in courses offered by the college. Students may need to complete prerequisite coursework prior to full admittance to the program.

- 5 credits of [MATH& 107](#) or higher with a GPA of 2.0 or higher
- 5 credits of [ENGL& 101](#) with a GPA of 2.0 or higher
- Completion of a two-year degree, or equivalent junior level standing with a minimum cumulative GPA of a 2.0 or higher

Approximate Additional Costs

- Request official transcripts from outside colleges (estimated): \$20
- Books, supplies and miscellaneous fees: \$2400
- Laptop computer: \$1000
- Personal health insurance (recommended): \$39- \$190 per quarter
- Travel/Transportation: varies

Current tuition and fee information is published on the College website at pencol.edu or by calling the Student Services Office at (360) 417-6340.

Financial aid is available to all students who qualify. To learn more about these opportunities, visit pencol.edu/financial.

Application Process

Applications for admission are accepted year-round. Once accepted into the program, students may take courses fall, winter, or spring quarters. To learn more about the application process, visit pencol.edu/applying-program/bas-application-form.



First Quarter (Fall)

Catalog #	Course Title	Credits
BAS 301	Managerial Accounting	5
BAS 315	Management, Leadership, and Organizations	5
ENGL 325	Professional and Organization Communications	5

Second Quarter (Winter)

Catalog #	Course Title	Credits
BAS 485	Ethics for Managers	5
ECON& 201	Microeconomics	5
BAS 330	Management Information Systems	5

Third Quarter (Spring)

Catalog #	Course Title	Credits
BAS 340	Applied Financial Management	5
BAS 380	Project Management	5
EM-BAS 346	Applied Statistics	5

Fourth Quarter (Fall)

Catalog #	Course Title	Credits
BAS 435	Operations Management	5
CMST& 220	Public Speaking	5
EM-BAS 311	Digital Marketing	5

Fifth Quarter (Winter)

Catalog #	Course Title	Credits
BAS 325	Legal Environments in Management	5
BAS 358	Marketing for Managers	5
EM-BAS 450	Business Launch -1 Entrepreneur	5

Sixth Quarter (Spring)

Catalog #	Course Title	Credits
BAS 490	Strategic Management & Policy	5
EM-BAS 420	Sales and Negotiation and Creative Product Development	5
BAS 461-465 or EM-BAS 460		5





Sample Schedule