

BUSINESS MAJOR: PROFESSIONAL SALES OPTION (A.S.)

<https://cps.unh.edu/online/program/as/business-professional-sales-option>

Description

The Associate in Science degree in Business is designed for students interested in gaining a solid foundation in the field of business. The program includes an overview of general management theory and introduces students to the fundamental concepts of economics, marketing, finance, and organizational behavior. Students are able to further customize their degree by choosing from an array of three-course concentrations to gain specialized knowledge. This degree prepares students for a smooth transition to the B.S. in Business Management or related degree.

Requirements

Degree Requirements

Minimum Credit Requirement: 60 credits

Minimum Residency Requirement: 16 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: General Education Program

Major, Option, and Elective Requirements as indicated.

*Major GPA requirements as indicated.

General Education Program Requirements

A minimum grade of D- is required in all General Education coursework. Students are allowed a maximum of one course overlap between the Major and General Education areas.

Code	Title	Credits
ENG 420	The Writing Process	4
COM 460	Interpersonal Communication and Group Dynamics	4
COM 480	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MTH 402	Math for Our World	
MTH 504	Statistics	
MTH 510	Pre-Calculus	
Knowledge of Human Behavior & Social Systems		4
Knowledge of the Physical & Natural World		4
Knowledge of Human Thought & Expression		4
Total Credits		32

Major Requirements

A minimum grade of C- is required in all Major and Option coursework. Students are allowed a maximum of one course overlap between the Major/Option and General Education areas.

Code	Title	Credits
Major in Business		
APST 405	Career Development and Planning	2
CMPL 402	Excel	2
MGMT 410	Principles of Management	4
MKT 510	Principles of Marketing	4
Select one of the following:		4
ACCT 532	Financial Accounting	
or ECO 470	Principles of Economics	
or HRM 420	Human Resource Management	
or MGMT 569	Budget Management	
Professional Sales Option		
MKT 523	Introduction to Professional Sales	4
MKT 525	Presentation Excellence in Sales	4
Select one of the following:		4
MKT 517	Consumer Behavior	
or MKT 615	Digital Storytelling and Brand Management	
or MKT 618	Sales Management	
Total Credits		28

Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student's general education, major, concentration or minor. Students will need 60 credits total to graduate with an associate degree.

Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH CPS Online undergraduate students should develop individual academic plans with their academic advisor during their first year at UNH.

Sample Course Sequence

First Year		Credits
Fall		
APST 405	Career Development and Planning	2
CMPL 402	Excel	2
COM 460	Interpersonal Communication and Group Dynamics	4
ENG 420	The Writing Process	4
MGMT 410	Principles of Management	4
Credits		16
Spring		
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MTH 402	Math for Our World	
MTH 504	Statistics	
MTH 510	Pre-Calculus	
MKT 510	Principles of Marketing	4
General Education Course		4
Credits		16
Second Year		
Fall		
COM 480	Visual Communication	4

ACCT 532 or ECO 470 or HRM 420 or MGMT 569	Financial Accounting or Principles of Economics or Human Resource Management or Budget Management	4
MKT 523	Introduction to Professional Sales	4
General Education Course		4
Credits		16
Spring		
MKT 525	Presentation Excellence in Sales	4
MKT 517 or MKT 615 or MKT 618	Consumer Behavior or Digital Storytelling and Brand Management or Sales Management	4
General Education Course		4
Credits		12
Total Credits		60

Student Learning Outcomes

- Attain proficiency in the basic concepts, theories, and methods of inquiry in business.
- Evaluate ethical principles that guide businesses.
- Prepare for seamless transition to the Bachelor of Science in Business Management program.