

Business Management & Accounting with an Event Planning emphasis

20

Associate of Applied Science

MONTHS

Available Online: This program is delivered fully online.

Idaho Locations: Boise, Nampa

Utah Locations: Layton, Lehi, Logan, Ogden / West Haven, Provo / Orem, Salt Lake City / Murray

The Business Management and Accounting program prepares students for a variety of responsible managerial positions. Due to the diversity of the program courses, the student will build a strong foundation in accounting, marketing, insurance, finance, electronic commerce, and real estate. Objectives of the program are as follows: providing the student with an integrated understanding of business and economic concepts and how these concepts relate to business and social systems; the recognition of ethical responsibilities and accountability; the development of planning, decision-making, and other management functions; the capacity to implement and adapt to change; and development of analytic thinking and leadership style. Graduates are employed in entry-level positions as bookkeepers, clerical assistants, and personal property professionals.

The Event Planning Emphasis provides students with a comprehensive introduction to the field of event planning, design, and management. Topics presented focus on working with the client to establish goals and objectives, select the most appropriate site, prepare pre-event publicity and marketing, determine audio-visual requirements, manage food and beverage selections and cost, produce a budget, and negotiate contracts. Students will also learn how to develop a business model and to effectively market their skills to potential employers and/or clients. Event planners work in a wide variety of settings, including hotels, resorts, cruise lines, convention centers, nonprofit organizations, corporate venues, and municipal agencies. Successful completion of the program prepares students for an entry-level career as an event coordinator, an event planner, or a conference manager.

May be completed in as few as 15 months under a flexible accelerated schedule.

COURSE NO	COURSE NAME	CREDITS	COURSE NO	COURSE NAME	CREDITS
ACC101	Accounting Fundamentals	6.0	HIS220	American Civilization	4.0
ACC108	Computerized Accounting	3.0	MAN103	Management Principles	4.0
ACC213	Accounting Principles I	6.0	MAN104	Business Practices	4.0
ACC233	Income Tax	3.5	MAN105	Marketing	4.0
APP101	Computer Fundamentals	3.5	MAN210	Entrepreneurship	4.0
APP126	Databases	3.5	MAN224	Business Law	4.0
ECN220	Economics	4.0	MAT220	College Algebra	4.0
ENG101	English Composition	4.0	PHI221	Introduction to Logic	4.0
ENG223	Communication Arts	4.0	PRG101	Solutions Concepts	3.5
EPM210	Fundamentals of Event and Meeting Planning	4.0	PSY101	Psychology of Motivation	4.0
EPM220	Event Marketing and Management	4.0	PSY299	Professional Development	4.0
EPM230	Special Events	4.0			
EPM280	Event Logistics	4.0			
			TOTAL NUMBER OF CREDITS:		97.0

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