

APPLIED MANAGEMENT (BAS) (PLAN CODE: BAMSMBAS)

Academic Plans, known as programs, include an overview description and a summary of program requirements. You can search the online catalog via the Academic Plan links on the right for a desired program or a specific course information.

All BASAM specifically listed courses must be completed with a grade of "C" or higher.

Code	Title	Credits/ Units
General Education Requirements		60
<i>Communication Skills</i>		
CMST 310	Organizational Communication	5
<i>Human Relations</i>		
SOC 315	Organizational Behavior	5
<i>Social Sciences</i>		
ECON 405	Managerial and Global Economics	5
<i>Humanities</i>		
PHIL 420	Ethics In Management	5
<i>Natural Science</i>		
ENVS 430	Sustainability & Environmental Practices	5
Major Area Requirements		
BASAM 301	Foundations of Management	5
BASAM 305	Social Media In Business	5
BASAM 320	Business Research Applications	5
BASAM 325	Business Principles	5
BASAM 330	Accounting Principles for Managers	5
BASAM 335	Legal Issues In Management	5
BASAM 340	Marketing for Managers	5
BASAM 400	Human Resource Management	5
BASAM 410	Principles of Project Management	5
BASAM 415	Financial Management	5
BASAM 425	Operations and Logistics	5
BASAM 440	Capstone: Strategic Management & Policy	5
BASAM 450	Applied Management Internship	5
Additional Requisite Requirements		
Please note that in addition to the 90 credits/units required in upper division courses a student must complete 90 (ninety) additional credits/units from an associate degree for a total of 180 credits/units.		
<i>Communication Skills</i>		
ENGL& 101	English Composition I	5
<i>Quantitative Skills</i>		
MATH& 146	Introduction to Stats (recommended)	5
or		
Any College level Math course (5 credits/units) (https://catalog.clark.edu/degree-certificate-requirements/transfer-degree-distribution-list/#quantitative)		
<i>Social Sciences</i>		
Course Options (https://catalog.clark.edu/degree-certificate-requirements/transfer-degree-distribution-list/#social-sciences)		5

<i>Humanities</i>		
CMST& 210	Interpersonal Communication	5
or CMST& 220 Public Speaking		
or CMST& 230 Small Group Communication		
<i>Natural Sciences</i>		
Course Options (https://catalog.clark.edu/degree-certificate-requirements/transfer-degree-distribution-list/#natural-sciences)		
<i>Additional General Education Requirements</i>		
Select ten (10) additional credits/units from the general education categories above (WC, Q, SS, HA, HB, NS)		10
Total Credits/Units		180

Program Outcomes

Program outcomes are overarching skills that are emphasized and reinforced throughout several courses in a specific program; they are measurable statements that define what students should know or be able to do by the end of a certificate or degree at Clark College. After successful completion of this program, students will be able to:

- Describe the complexities that affect successful trading in domestic and global markets, utilizing information, data, and technologies to support effective decision making.
- Recognize and apply effective communication strategies, appropriate to organizational settings.
- Analyze and apply managerial functions, roles, styles, and effective strategies for stability and change, to be used in various managerial and leadership situations.
- Analyze legal issues for risk management and responsible oversight.
- Interpret financial models for business decision-making to support organizational goals.
- Evaluate and develop organizational structures and operating procedures to foster continuous improvement, innovation, and quality results.
- Balance theoretical and practical strategies and policies for a productive, quality, and motivated workforce, including managing diversity, ethics, and social responsibility.
- Develop and apply a marketing strategy, based on an integrated marketing plan, to produce and distribute products at optimum operational levels.
- Obtain, evaluate, and ethically use information. (GE)
- Articulate well-considered ideas and written claims to an academic audience, using effective rhetorical techniques, properly credited evidence, and a command of Standard English. (GE)
- Analyze and interpret quantitative information presented verbally, graphically, numerically, and/or symbolically. (GE)
- Demonstrate and clearly explain an effective strategy to solve a quantitative problem. (GE)
- Demonstrate progress toward healthier behaviors. (GE)
- Interpret the human experience, within appropriate global and historical contexts, through evaluation, analysis, creation, or performance. (GE)
- Analyze patterns of power, privilege, and inequity in the United States. (GE)
- Evaluate, analyze, and explain events, behaviors, and institutions using perspectives and methods in the Social Sciences. (GE)
- Apply a method of scientific inquiry, valid to the natural sciences, to evaluate claims about the natural world. (GE)

- Apply communication theory to demonstrate effective oral communication skills. (GE)

Program maps are a suggested academic plan and should not be used in the place of regular academic advising appointments. Your student entry method, placement, course availability, and program requirements are subject to change and transfer credit(s)/unit(s) may change your map/plan.

To view the current suggested map for your program please visit our website <https://programmap.clark.edu/academics> (<https://programmap.clark.edu/academics/>)