

BUSINESS

Business Administration AAS

Business Administration AS

Event and Tourism
Management AAS



Gain the confidence and skills needed to start your business career.

A degree in business from Cayuga provides a solid foundation in business theory and practice for students interested in pursuing a career in business, accounting, entrepreneurship, wine studies, sports management, tourism and event management, or further study.

Entrepreneur

- Develop Marketable Skills
- Start your Career in Business
- Build a Foundation for Further Study

Business
Administration
AS Degree

Median Salary

\$58k/yr

www.payscale.com/research/US/Degree=Associate%27s_Degree%2C_General_Business/Salary

Small Class Sizes

**Individualized
Instruction**

Experienced Faculty

**Commitment to
Student Success**

 **CAYUGA**
MEANS BUSINESS



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Business Administration AAS

An associate degree in Business Administration offers a lifetime of benefits. There are many entry-level, technical and professional jobs available with this degree. This degree provides students everything they need to know about basic business processes, systems, standards and technology.

Career Possibilities

- Office Manager
- Human Resource Assistant
- Business Support Representative
- Business Development Coordinator
- Administrative Assistant
- Project Manager



<i>Courses</i>	<i>Credit Hours</i>
First Semester	
ENGL 101 Freshman English I	3
BUS 101 Principles of Accounting I	4
BUS 103 Principles of Business	3
BUS 225 Microcomputer Application Software	3
Math*	3
Health or Physical Education	1
	17
Second Semester	
ENGL 102 Freshman English II	3
BUS 102 Principles of Accounting II	4
BUS 205 Business Law I	3
BUS 150 Business Communications	3
Math/Science	3
Health or Physical Education	1
	17
Third Semester	
BUS 200 Principles of Management	3
BUS 204 Marketing	3
ECON 201 Introduction to Economics I	3
Behavioral/Social Sciences	3
Business**	3
	15
Fourth Semester	
ENGL 221 Effective Speech: Public Address	3
or	
ENGL 270 Technical Writing	
ECON 202 Introduction to Economics II	3
Behavioral/Social Sciences	3
Business**	3
Elective	3
	15
TOTAL CREDIT HOURS	64

* Students may elect to take BUS 105 and 106 to fulfill the 3-credit-hour math elective. If this sequence is elected, the business math courses will not fulfill any other degree requirement.

** Business electives include any BUS, ECON, ENTR, WS or CS course. In addition, PE 170 and PE 270 can be taken as business electives.



Business Administration Concentrations

- Entrepreneurship
- Sports Management
- Wine Studies

Entrepreneurship Concentration

This concentration will help students develop entrepreneurial skills and build confidence in starting their own business or in developing innovative ideas. The three classes listed below constitute an Entrepreneurship Concentration within a Business Administration AAS degree.

Courses		Credit Hours
ENTR 200	The Entrepreneurial Process	3
ENTR 202	Innovation and Creativity	3
ENTR 204	Social Entrepreneurship and Non-Profit Management	3

Sports Management Concentration

The Sports Management Concentration allows students to build business management and marketing skills. By using these courses as business electives and free electives, students can earn a Business Administration AAS degree, and seek employment or transfer to a bachelor's program in Sports Management.

Courses		Credit Hours
BUS 170/PE 170	Sports Management	3
BUS 271/PE 270	Sports Promotions	3
PE 290	Internship in Sports Management	3

Wine Studies Concentration

Students can complete a total of three classes (9 credits) listed below to receive a Wine Studies Concentration within a Business Administration AAS degree. This concentration can be completed fully online. Students must be age 21 or older in order to complete the tasting component of the Introduction to Wines of the World class. Students under age 21 can still register for the classes and concentration, but will not be permitted to taste wine and will be given alternate assignments.

All students must take the following two classes:

Courses		Credit Hours
WS 110	Introduction to Wines of the World <i>(offered in a classroom and online)</i>	3
BUS 250	Wine Business Management, Marketing and Sales <i>(offered online)</i>	3

Students select one class out of the three classes listed below.

BUS 249	Introduction to Tourism <i>(offered online)</i>	3
BUS 275	Business Internship Students electing this class will gain experience learning working at a winery, restaurant, wine store, or wine-related industry.	3
WS 180	Introduction to Enology and Viticulture <i>(Pending sufficient student interest)</i>	3

Career Possibilities

- Entrepreneur • Non-Profit Manager
- Sports Marketer • Sports Agent
- Sports Data Analyst
- Wine Sales and Marketer
 - Vineyard Manager
 - Broker/Retailer
 - Distributor/Importer

Business Administration AS

This program is designed for students interested in transferring to a baccalaureate program in accounting, business administration, secondary business education, marketing, or related fields.



<i>Courses</i>	<i>Credit Hours</i>
First Semester	
ENGL 101 Freshman English	3
BUS 101 Principles of Accounting I	4
BUS 103 Principles of Business	3
Math*	3
Science	4
	17
Second Semester	
ENGL 102 Freshman English II	3
BUS 102 Principles of Accounting II	4
BUS 225 Microcomputer Application Software	3
Math*	3
Physical Education	1
Health	1
	15
Third Semester	
ENGL 221 Effective Speech: Public Address	
or	
ENGL 270 Technical Writing	3
BUS 200 Principles of Management	3
BUS 205 Business Law I	3
ECON 201 Introduction to Economics I	3
Other World Civilizations	
or the Arts General Education**	3
Physical Education	1
	16
Fourth Semester	
BUS 204 Marketing	3
ECON 202 Introduction to Economics II	3
MATH 214 Statistics	3
HIST 101 Western Civilization I	
or	
HIST 102 Western Civilization II	
or	
HIST 103 Pre-History and Early American History	
or	
HIST 104 19th Century American History	
or	
HIST 105 America in the 20th and 21st Centuries	3
Elective	3
	15
TOTAL CREDIT HOURS	63

Career Possibilities

- Business Manager**
- Account Manager**
- Human Resource Manager**
- Public Relations Specialist**
- Finance and Investment Specialist**
- Marketing Manager**
- Retail Manager**
- Business Consultant**

* Completion of this degree requires mathematics competency of at least MATH 106. Completion of MATH 108 is recommended.

** Choose a course from the general education requirements for Other World Civilizations or The Arts



Event and Tourism Management AAS

This program prepares students for fundamental business, economics and accounting operations, develops communication skills, provides event planning experience, expands tourism industry knowledge, offers internship opportunities, and is grounded in a strong liberal arts foundation.

Internships

**The Lodge at Welch Allyn
Generations Bank
Finger Lakes
Musical Theatre Festival
Cayuga Office of
Tourism**

Career Possibilities

**Event Coordinator
Conference Planner
Destination Marketing Specialist
Visitor Center Coordinator
Tour Operator
Travel Promoter
Travel Guide**

<i>Courses</i>		<i>Credit Hours</i>
First Semester		
ENGL 101	Freshman English I	3
BUS 101	Principles of Accounting I	4
BUS 103	Principles of Business	3
BUS 248*	Event Planning	3
BUS 249*	Introduction to Tourism	3
		16

Second Semester		
ENGL 102	Freshman English II	
	or	
ENGL 221	Effective Speech: Public Address	
	or	
ENGL 220	Interpersonal Communication	
	or	
ENGL 270	Technical Writing	3
BUS 204	Marketing	
	or	
BUS 254*	Marketing for Hospitality & Tourism	3
BUS 225	Microcomputer Application Software	3
BUS 150	Business Communications	3
	Math	3
	Health/PE	1
		16

Third Semester		
BUS 200	Principles of Management	
	or	
BUS 206	Human Resource Management	
	or	
BUS 245	Supervisory Management	3
BUS 216*	Personal Selling	3
ECON 201	Introduction to Economics I	3
	Behavioral/Social Sciences	3
	Business Elective**	3
		15

Fourth Semester		
ECON 202	Introduction to Economics II	3
	Science	3
	Business Elective**	3
	Business Elective**	3
BUS 275	Business Internship (<i>NYS residents only</i>)	
	or	
ENTR 200*	The Entrepreneurial Process	3
		15
TOTAL CREDIT HOURS		62

* Indicates that the course is ONLY offered online

**Business electives include BUS 250, BUS 252, BUS 253, BUS 255, BUS 260. WS110 and WS 180 can be taken as business electives.

One-Year Certificate Programs

GENERAL BUSINESS

The program can be completed in a minimum of two semesters.

Courses	Credit Hours
First Semester	
BUS 101 Principles of Accounting I	4
BUS 103 Principles of Business	3
BUS 105 Business Math	3
BUS 150 Business Communications	3
BUS 225 Microcomputer Application Software	3
	16
Second Semester	
ENGL 101 Freshman English I	3
BUS 102 Principles of Accounting II	4
BUS 204 Marketing	3
BUS 205 Business Law I	3
BUS 206 Human Resource Management	
or	
BUS 200 Principles of Management	3
	16
TOTAL CREDIT HOURS	32

EVENT MANAGEMENT

The program must be completed online in a minimum of two semesters. Select degree requirements may be offered on-campus and online.

Courses	Credit Hours
First Semester	
BUS 150 Business Communications	3
BUS 216 Personal Selling	3
BUS 225 Microcomputer Application Software	3
BUS 248 Event Planning	3
BUS 206 Human Resource Management	
or	
BUS 245 Supervisory Management	3
	15
Second Semester	
BUS 252 Convention & Meeting Management	3
BUS 253 Non-Profit Event Management	3
BUS 254 Marketing for Hospitality & Tourism	3
BUS 260 Project Management	3
BUS 275 Business Internship (NYS residents only)	
or	
ENTR 200 The Entrepreneurial Process	3
	15
TOTAL CREDIT HOURS	30



TOURISM MANAGEMENT

The program must be completed online in a minimum of two semesters. Select degree requirements may be offered on-campus and online.

Courses	Credit Hours
First Semester	
BUS 150 Business Communications	3
BUS 216 Personal Selling	
or	
WS 110 Introduction to Wines of the World	3
BUS 248 Event Planning	3
BUS 249 Introduction to Tourism	3
BUS 206 Human Resource Management	
or	
BUS 245 Supervisory Management	3
	15
Second Semester	
BUS 225 Microcomputer Application Software	3
BUS 254 Marketing for Hospitality and Tourism Management	
or	
BUS 250 Wine, Business Management, Marketing & Sales	3
BUS 255 Tourist Destinations	3
BUS 260 Project Management	3
BUS 275 Business Internship (NYS residents only)	
or	
ENTR 200 The Entrepreneurial Process	3
	15
TOTAL CREDIT HOURS	30

Business Microcredentials

- Showcase your accomplishments
- Improve your workplace skills
- Enhance your resume

WHY EARN A MICROCREDENTIAL BADGE?

Microcredentials are in-demand and offer personalized learning experiences. The learning happens online.

A Microcredential Digital Badge may be displayed on resumes, LinkedIn profiles, and digital portfolios.



Accounting and Tax Skills

<i>Courses</i>		<i>Credit Hours</i>
BUS 090	Small Business Accounting	2
BUS 221	Accounting Applications	3
BUS 222	Federal Income Tax	3
BUS 225	Microcomputer Application Software	3

Business Applications

<i>Courses</i>		<i>Credit Hours</i>
BUS 225	Microcomputer Application Software	3
BUS 226	Advanced Micro Application Software	3
CS 219	Database Management Systems	3
BUS 260	Introduction to Project Management	3

Destination Marketing

<i>Courses</i>		<i>Credit Hours</i>
BUS 255	Tourist Destinations	3
BUS 254	Marketing for Hospitality and Tourism	3
BUS 232	Introduction to Social Media Marketing	3

Accounting Fraud Recognition

<i>Courses</i>		<i>Credit Hours</i>
BUS 101	Principles of Accounting I	4
BUS 102	Principles of Accounting II	4
BUS 217	Fraud Examination	3

Introduction to Non-Profit Accounting

<i>Courses</i>		<i>Credit Hours</i>
BUS 101	Principles of Accounting I	4
BUS 102	Principles of Accounting II	4
BUS 246	Non-Profit Accounting	3

Marketing Events

<i>Courses</i>		<i>Credit Hours</i>
BUS 248	Event Planning	3
BUS 254	Marketing for Hospitality and Tourism	3
BUS 232	Introduction to Social Media Marketing	3

Starting an Events Planning Business

<i>Courses</i>		<i>Credit Hours</i>
BUS 248	Event Planning	3
ENTR 200	The Entrepreneurial Process	3
BUS 216	Personal Selling	3

Start Smart
and Save
Thousands

1st
choice

8 out of 10 graduates
said Cayuga was their
first choice

Why Cayuga?

Cayuga is **Affordable**: As a SUNY institution, Cayuga is one of the most affordable institutions in the country.

Cayuga's **Flexible Schedule** meets your needs. Degrees and courses are available in Auburn, Fulton, and online, and staggered start dates enable students to take classes that fit their schedule.

Cayuga is **Student Oriented**: Faculty members help students learn by emphasizing active, collaborative student learning techniques.

Cayuga has **Small Classes**: Low average class size ensures individualized attention and an ideal learning environment.

Cayuga has **Great Professors**: Our faculty hold advanced degrees from universities across the country, and bring a wealth of experience from the world to the classroom.

Cayuga **Prepares Students** for what's next. Over 90% of graduates said Cayuga met their educational needs, and 99% would recommend Cayuga to others.



Contact us for more information

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