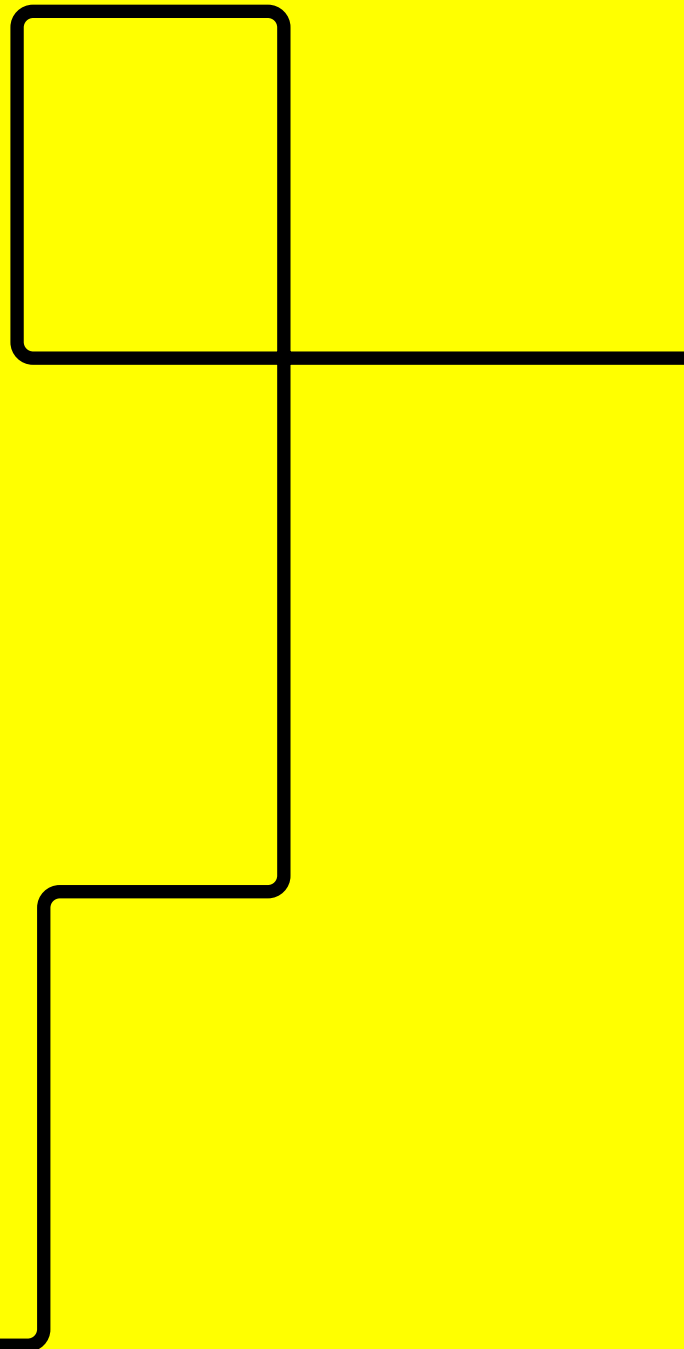
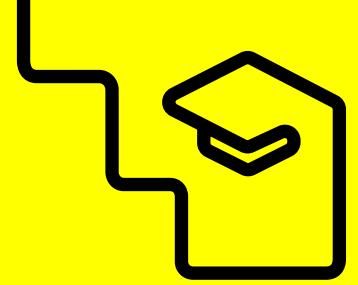
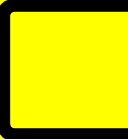


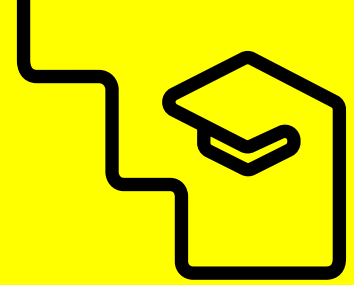
**Associate of Applied
Science in Business (AAS)**





Associate of Applied Science in Business
(AAS) Degree





3.B Associate of Applied Science in Business (AAS) Degree

3.B.1 Program Description

Business touches every facet of today's global society. Business graduates are, therefore, at the frontier. The Nexford University (NXU) Associate of Applied Science in Business (AAS) degree covers practical business skills and serves as a general introduction for new-to-the-workforce graduates. AAS in Business learners begin their guided pathway with the Roadmap for Success course, which promotes a journey of lifelong learning. The curriculum crosscuts essential business and general education topics – ranging from financial management to intercultural communication. At the intersection of real-world skills and career crafting, this degree is an affordable way for learners to enter the workforce at pace.

The university selected the Associate of Applied Science (AAS) in Business degree for two reasons:

- a. The AAS in Business degree is designed to teach real-world skills and competencies for learners who intend to enter the workforce immediately upon graduation
- b. The AAS in Business is one of the fastest ways of preparing for a career and is a lower cost pathway towards a degree for learners who need to enter the workforce rapidly.

3.B.2 Nexford AAS in Business Outcomes

Institutional Level Outcomes for AAS in Business

Digital Fluency

Locate and access digital information efficiently and critique its relevance and accuracy using technologies responsibly and securely.

- a. Level 1: Utilize credible and relevant information for research and recognize the strategic and ethical importance of the digital environment and tools for research, business, and interdisciplinary contexts.
- b. Level 2: Explain the actionable data insights that information analytics provide and the power to transform processes and systems.

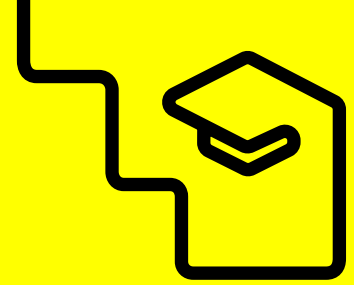
Critical and Creative Thinking

Create connections in a holistic, innovative, and interdisciplinary manner to think unconventionally, question the status quo, and imagine new scenarios.

- a. Level 1: Demonstrate creative thinking by using imagination freely, dreaming of possibilities, combining ideas or information in new ways, and making connections between ideas that seem unrelated.
- b. Level 2: Use problem solving skills to proactively anticipate, recognize and analyze why a problem exists, determine root causes and pinpoint components of the problem.

Information-Driven Decision-Making

Apply tools and skills needed to collect, analyze, interpret, and present data effectively in order to make decisions.



3.B Associate of Applied Science in Business (AAS) Degree

- a. Level 1: Identify the interrelationships and tools needed to inform decision making processes for distinct audiences.
- b. Level 2: Utilize decision making tools to collect sufficient information to make a decision.

Communication & Collaboration

Create written and oral messages by tailoring its content and means of delivery to the needs of the target audience.

- a. Level 1: Identify the core message(s) and intended purpose of the communication in verbal, visual, written, and oral formats.
- b. Level 2: Select the most appropriate form of communication to address problems with collaboration understanding what drives individual and group decision-making (for example, emotions, values, data, and so on).

Civic Responsibility

Use sustainability principles to make a difference in self and the world.

- a. Level 1: Define sustainability principles.
- b. Level 2: Explain how natural, economic and social systems interact to foster or prevent sustainability.

Adaptive Lifelong Learning

Create a continuous learning and self-improvement plan in response to the demands of a situation or conditions.

- a. Level 1: Identify personal interests and career pathways.
- b. Level 2: Use feedback and modify behavior for improvement.

Cultural and Emotional Intelligence

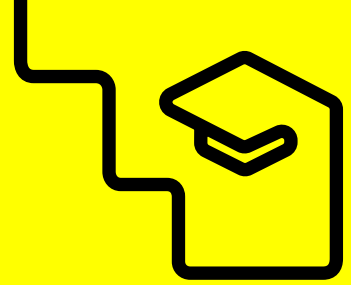
Use cultural and emotional intelligence practices to promote more effective communication and personal relationships.

- a. Level 1: Identify one's own culture, how culture is created and the importance of recognizing the needs of others from multiple worldviews.
- b. Level 2: Describe the differences in cultural, legal, political, economic, and social environments and the impact on the individual and others globally.

Customer-Centric Thinking

Apply customer-centric knowledge and competencies to meet and exceed the needs and expectations of internal and external stakeholders.

- a. Level 1: Identify the challenges of dealing with customers and the innate unpredictability of human beings.
- b. Level 2: Develop different approaches to view situations from the perspective of the internal and external customer.



3.B Associate of Applied Science in Business (AAS) Degree

3.B.3 General Education Program Outcomes (AAS in Business)

Communications

Communicate and comprehend effectively (oral and written).

- a. Level 1: Recognize and apply key components of effective writing skills and APA.
- b. Level 2: Compose written arguments that are coherent, grammatically correct, and for an intended purpose and audience.

Scientific and Quantitative Reasoning

Apply mathematical and scientific principles and methods.

- a. Level 1: Identify the scientific method to help solve problems; not limited to science.
- b. Level 2: Examine how mathematical, scientific, and technological reasoning are integral to communication and use the foundation for further inquiry.

Critical Thinking

Engage in purposeful reasoning to reach sound conclusions.

- a. Level 1: Discriminate among degrees of credibility, accuracy, and reliability of inferences drawn from data, facts, or information given.
- a. Level 2: Analyze interconnections, problems and weight evidence to determine accuracy of data and solutions presented.

Math Fluency

Apply mathematical principles in various business and professional contexts.

- a. Level 1: Describe mathematical concepts, applications, and relations.
- b. Level 2: Explain accurate calculations and the meaning of symbolic operations.

Sustainability

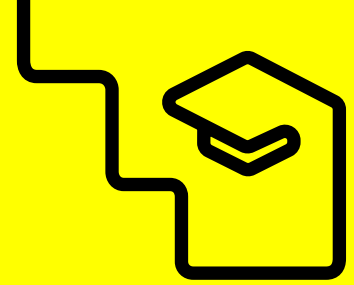
Apply the principles of sustainability in personal and professional scenarios.

- a. Level 1: Explain how to promote sustainability in local, national, and global communities.
- b. Level 2: Discuss how sustainability relates to life, value, and actions and are interrelated.

3.B.4 Core Business Program Outcomes (AAS in Business)

Leadership and Teamwork

Demonstrate effective team, collaboration, and leadership skills in the workplace.



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3.B.4 Core Business Program Outcomes (AAS in Business) (continued)

- a. Level 1: Assess individual, team, leadership, and business professional strengths and weaknesses.
- b. Level 2: Apply tolerance, respect, and team values towards goal achievement.

Technology for Business

Integrate technology in the workplace to support teams in achieving organizational goals.

- a. Level 1: Identify the role of technology, desired outcome from technology, risks, and use (for example, productivity, sales, marketing,) to achieve a business outcome.
- b. Level 2: Analyze appropriate technologies that contribute to the successful achievement of business outcomes.

Corporate Sustainability

Incorporate sustainability principles within organizational decision making processes.

- a. Level 1: Define ethics, integrity, and corporate social responsibility in the context of business and the impact of business decisions globally.
- b. Level 2: Identify ethical dilemmas within a business setting in order to distinguish appropriate ethical courses of action.

Multinational Culture

Design culturally sensitive organizational plans in line with an understanding of the unique characteristics of each market.

- a. Level 1: Describe how culture is created.
- b. Level 2: Identify the importance of cultural sensitivity in business success.

Innovation and Change

Integrate innovation within organizational culture to satisfy specific evolving business needs.

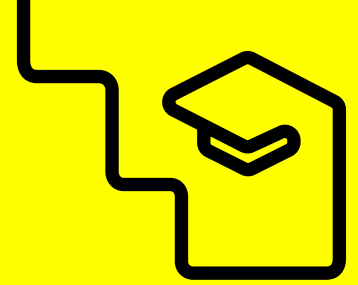
- a. Level 1: Identify drivers, process, and the need for innovation and change including the role individuals and organizations play.
- b. Level 2: Determine the distinction between micro-innovation and macro-innovation.

Information-Driven Decision Making

Support effective decision making processes by extracting information from data.

- a. Level 1: Explain the importance of data-driven insights to drive informed organizational decision making.
- b. Level 2: Identify organizational stakeholder information needs.

Business Operations & Structure



3.B Associate of Applied Science in Business (AAS) Degree

3.B.4 Core Business Program Outcomes (AAS in Business) (continued)

Assess the functions of different units within an organization in relation to one another.

- a. Level 1: Describe the functions/processes and current issues in businesses.
- b. Level 2: Apply major business concepts to real world situations.

Business Foundations and Career Success

Develop a personalized pathway that leverages ongoing academic, business and professional learning experiences to achieve personal success.

- a. Level 1: Define a foundation for academic, business, and career success.
- b. Level 2: Develop a foundational understanding of the core functional areas of business.
- c. Level 3: Demonstrate an understanding of the importance of leadership and team dynamics to achieve organizational excellence.
- d. Level 4: Create a lifelong learning and career development plan including key performance indicators (KPIs) and other accountabilities.

International Business

Make business decisions that are in-tune with the economic, social, geo-political and cultural environments within which global businesses operate.

- a. Level 1: Identify the foundation of institutions and culture across key economic regions of the world and the challenges and opportunities that globalization presents to business.
- b. Level 2: Explain how the economic, social, political, legal, technological, and cultural environments have an effect on how global businesses operate, by using country specific case studies as case studies for their emerging role in the context of international commerce.

Human Resource Management

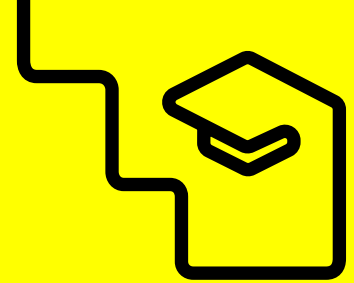
Apply strategic and operational HRM practices to support the needs of global organizations.

- a. Level 1: Describe the functional areas in human resource management.
- b. Level 2: Explain the importance of global human resources and culture in organizations.

Management

Apply creative management and leadership approaches to solve organizational challenges and seize business opportunities.

- a. Level 1: Demonstrate an understanding of organizational behavior factors, processes and concepts as they relate to organizational effectiveness and productivity.



3.B Associate of Applied Science in Business (AAS) Degree

3.B.4 Core Business Program Outcomes (AAS in Business) (continued)

- b. Level 2: Identify the differences between management and leadership in practice.

Marketing

Align marketing strategies with organizational goals based on an in-depth understanding of internal and external stakeholders.

- a. Level 1: Describe the role of marketing in the overall business ecosystem along with fundamental components that define a brand and marketing strategy.
- b. Level 2: Identify the key roles and responsibilities in creating and executing a marketing strategy, branding process, and campaign calendar.

Finance

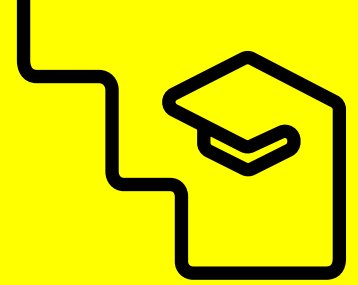
Use financial analysis to inform decision making throughout an organization.

- a. Level 1: Describe traditional finance concepts and tools and techniques used by financial analysts and financial planners.
- b. Level 2: Analyze financial and economic data, generate capital market expectations, understand pro forma financial statements and budget forecasts, and integrate results to form valuation opinions.

Accounting

Use accounting principles to accurately inform timely financial reporting and decision making.

- a. Level 1: Demonstrate an understanding of the major concepts and functions performed by practicing accountants.
- b. Level 2: Identify traditional and technology-focused accounting methods employed by organizational decision makers.



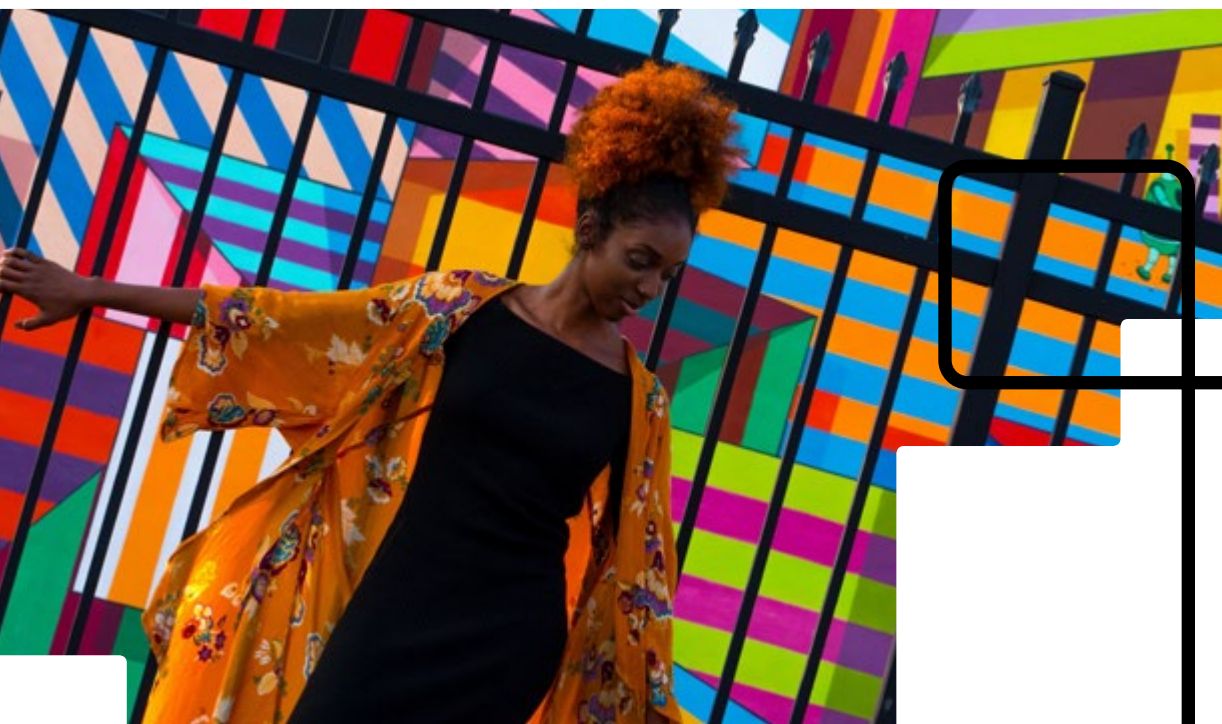
3.B Associate of Applied Science in Business (AAS) Degree

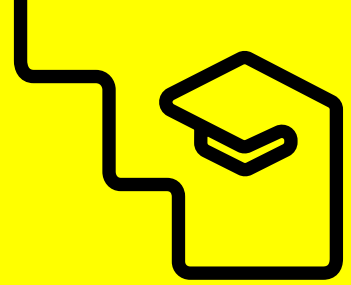
3.B.5 Program Structure

General Education Requirements

1. CUL 1100 American Institutions and Culture (3 Credits)
2. CUL 2200 Intercultural Communication (3 Credits)
3. STA 1300 Statistics (3 Credits)
4. ECO 1250 Micro and Macroeconomics* (3 Credits)
5. SCI 1150 Science of Happiness** (3 Credits)
6. ENV 2150 Environmental Science** (3 Credits)
7. NWL 2100 Nutrition and Wellness** (3 Credits)
8. PBS 2250 Problem Solving and Critical Thinking (3 Credits)

General Education Courses Total – 18 credits





3.B Associate of Applied Science in Business (AAS) Degree

3.B.5 Program Structure (continued)

Core Program Requirements

1. BUS 1100 Roadmap to Success (3 Credits)
2. BUS 2125 The World of Business (3 Credits)
3. BUS 2250 Business Career Branding for Success – Introducing your brand* (3 Credits)
4. HRM 2100 Managing Human Resources (3 Credits)
5. BUS 2100 International Business and Culture* (3 Credits)
6. BUS 2151 Business and Culture in China* (3 Credits)
7. BUS 2150 Introduction to Business Law* (3 Credits)
8. MKT 2100 Marketing Fundamentals (3 Credits)
9. ACC 2100 Financial Accounting* (3 Credits)
10. MKT 2150 Digital Marketing Fundamentals* (3 Credits)
11. ACC 2200 Managerial Accounting and Cost Analysis* (3 Credits)
12. FIN 2100 Financial Management* (3 Credits)
13. DTF 2100 Foundations of Digital Transformation (3 Credits)
14. BUS 2200 Leadership, Management, and Teams* (3 Credits)

Core Program Courses Total – 42 credits

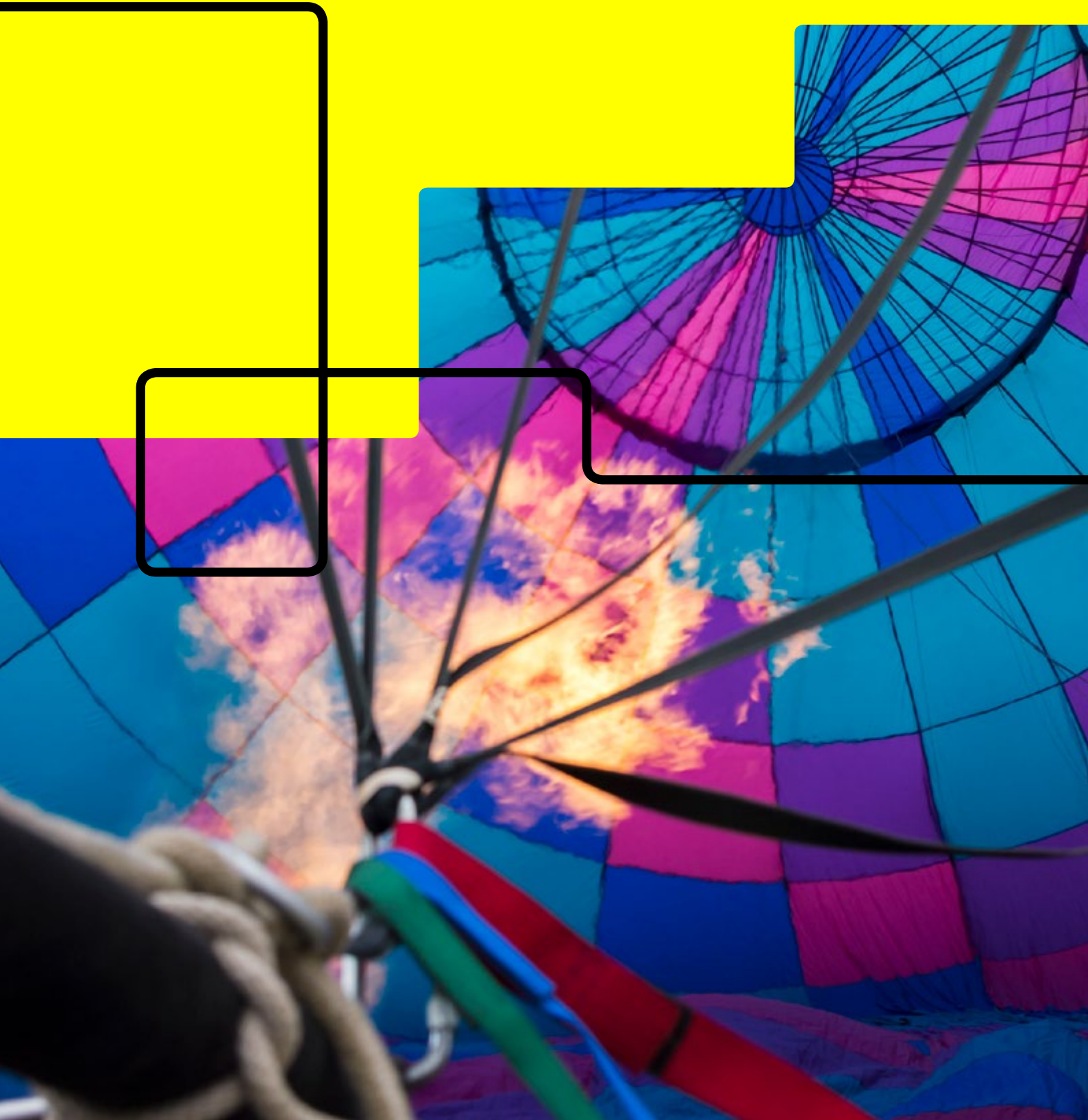
Total Degree Program – 60 credits

* Denotes courses that have prerequisite(s). Refer to the course descriptions for further details

** Learners will choose one of these courses as part of the General Education requirement for the Associates of Applied Science (AAS in Business) degree.

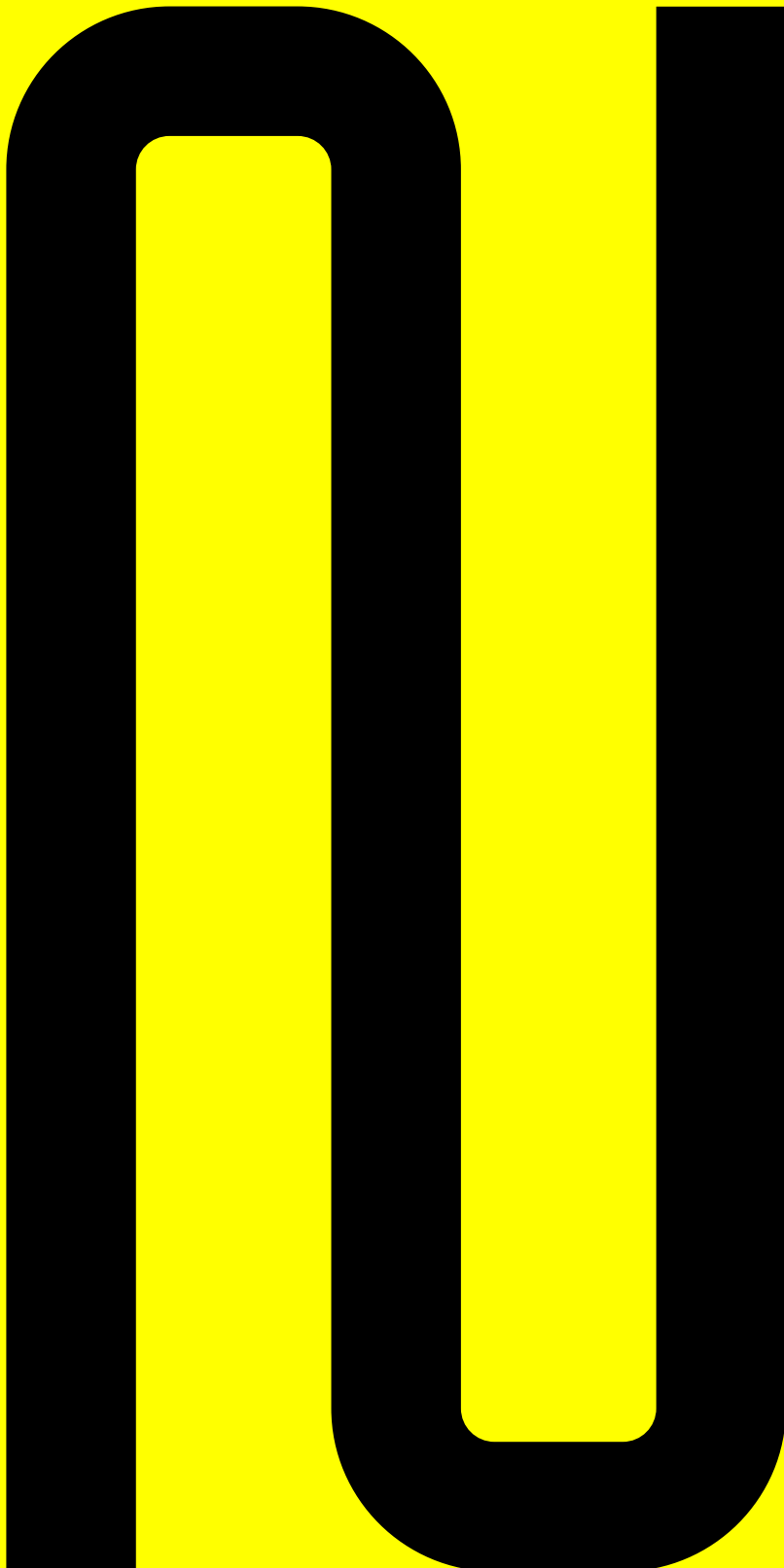


Home





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