

CLARK COLLEGE



Bachelor of Applied Science
in Applied Management



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In Washington, graduates with a BAS degree increase their earnings by an average of

38%


Community surveys conducted by Clark College show that BAS graduates could earn \$25,000 to \$35,000 more annually than with an associate degree.

Ready to Grow Your Career?

You’ve earned your associate degree and have the technical expertise to be successful in your job...but what comes next?

Today’s workplace is changing. As people retire and businesses evolve, successful employees need both technical and managerial skills. More than ever, employers value the ability to think strategically, manage skillfully, and communicate effectively. Whether you want to advance in your current job or dream of someday being your own boss, the new Bachelor of Applied Science (BAS) in Applied Management at Clark College will help you take the next step forward in your career.

Clark’s BAS in Applied Management program was developed with input from local business leaders to ensure it has real-world relevance and meets marketplace demands. Earning a bachelor’s degree can open the door to higher wages and lay the foundation for a multitude of career options to lead and manage projects, finances, and people.



This program provides students who are currently employed with leadership and management skills to move into positions of greater responsibility, such as:

- Small Business Owners
- Project Managers
- Operations Supervisors
- Service Area Directors
- Training Specialists
- Technology Specialists
- Managers & Assistant Managers

Management Skills that Meet Industry Demands

The Applied Management program includes a mix of courses such as Organizational Communication, Organizational Behavior, Operations and Logistics, and Ethics in Management to help prepare you to take on leadership roles and advance your career. Other management courses will develop your skills in technology, the global environment, strategic planning, and research.

The program follows a cohort model. This means you'll take classes with a small group of students who progress together through the program, providing you with a richer and more supportive learning environment as you earn your degree. The courses are offered one night a week and online, enabling students to complete the degree in as little as two years while continuing to work.

Why a BAS in Applied Management?

Like other bachelor programs in management, Clark's BAS in Applied Management prepares you for management and leadership positions. However, while traditional management programs focus on theory, an applied management program emphasizes hands-on applications of management practices and knowledge. In addition to in-class projects, our program includes an internship and capstone course to give you real-world experience using your newly acquired knowledge and skills.

Opening New Doors

Graduates from this BAS program are better positioned to start their own businesses, purchase franchises, and work in managerial and leadership levels at businesses and institutions. Graduates may also continue their education and enroll in graduate programs at transfer institutions.

Two-year Class Schedule

The following are the courses for the BAS in Applied Management educational plan. Courses are five (5) credits each, for a total of 90 credits to complete the program.

Year 1

Quarter 1

BASAM 301	Foundations of Management
BASAM 305	Social Media in Business
CMST 310	Organizational Communication

Quarter 2

PSYC 315	Organizational Behavior
BASAM 325	Business Principles
BASAM 330	Accounting Principles for Managers

Quarter 3

BASAM 320	Business Research Applications
BASAM 335	Legal Issues in Management
BASAM 340	Marketing for Managers

Year 2

Quarter 1

BASAM 400	Human Resource Management
ECON 405	Managerial and Global Economics
BASAM 410	Project Management

Quarter 2

BASAM 415	Financial Management
PHIL 420	Ethics in Management
BASAM425	Operations and Logistics

Quarter 3

ENVS 430	Sustainability and Environmental Practices
BASAM 440	Capstone: Strategic Management & Policy
BASAM 450	Applied Management Internship



This program is perfect for working students.
In-person classes meet once a week on the main campus.

Course Descriptions

BASAM 301 Foundations of Management

This management course serves as the core and foundation for the BAS in Applied Management program. The course stresses good management practices and higher-level decision making. This is done by ensuring current changes in industry and technology are applied to problem solving and innovative sources for the growth and survival of an organization.

BASAM 305 Social Media in Business

With the growth of the internet and the popularity of social media among consumers, companies now communicate with their target markets in challenging new ways within the digital world. The primary focus of this course is to understand how marketing activities can be implemented online and via social media to reach target customers and strategic objectives.

CMST 310 Organizational Communication

This course provides an introduction to the communication dynamics of an organization, including the major theories of organizational communication, identifying and defining primary concepts, and applying them to discussions of real-world situations.

PSYC 315 Organizational Behavior

This course focuses on managing relationships in organizations. Students gain practical experience in managing teams, resolving conflict, and building professional and effective relationships. Special emphasis is placed on managing difficult behavioral human situations, whether among employees within the organization or with external stakeholders.

BASAM 320 Business Research Applications

This hands-on course explores the implementation and application of the business research results in order for managers to make informed and relevant decisions. Ethical standards and research bias also will be examined. This course will heavily use case methods, whereby students apply their knowledge to practical situations.

BASAM 325 Business Principles

This course provides a study of various facets of business, from economic systems to forms of business and considerations for running a business. Financial topics are introduced, including accounting, money and banking, and securities markets.



BASAM 330 Accounting Principles for Managers

This course covers a wide range of accounting principles, including analyzing balance sheets, income statements, cash flow statements, financial analysis, and budgetary control systems. Students also will gain skills in reporting, planning, coordinating, and monitoring the performance of an organization.

BASAM 335 Legal Issues in Management

This course explores the state and federal laws that affect management behavior and organizational practices, including contracts, business organizations, employment law, product liability, safety issues, and environmental regulations. Each student develops a portfolio/notebook of topics related to his/her career choice.

BASAM 340 Marketing for Managers

The course demonstrates how to identify and satisfy customers' needs and wants. Students are introduced to key aspects of marketing, such as market research, target market planning and segmentation, international marketing, and the development of general marketing goals and strategies with a view toward quality societal standards. Students develop a comprehensive marketing plan.



BASAM 400 Human Resource Management

This course presents the fundamental principles and techniques of personnel management and examines the management of human resources from the point of view of the personnel officer, the operational manager, and the employee. Students examine the responsibilities of organizational leadership for incorporating human resource issues into strategic planning and initiatives.

ECON 405 Managerial and Global Economics

This course reviews basic issues in microeconomics, macroeconomics, and global economics. Topics include allocation of resources, economic systems, economic institutions and incentives, market structures and prices, and productivity. Also included are issues related to the global marketplace, aggregate supply and demand, and governmental policy towards business.

BASAM 410 Project Management

Project management is a critical management skill. As such, this course prepares students for managing projects big and small. Topics and applications include project selection, planning, negotiation, budgeting, scheduling, resource allocation, project control, project auditing, and project termination.

BASAM 415 Financial Management

This course shows managers how to interface with accounting and finance departments, facilitating an understanding of how to meet financial objectives, utilizing financial decision making. It also describes financial tools and techniques which can be used to help firms maximize value, by improving decisions relating to capital budgeting, capital structure, and working capital management.

PHIL 420 Ethics in Management

This course enables students to examine the role of ethics and social responsibility in the management of public and private sectors of organizations and businesses. An emphasis on contemporary trends and corporate responsibilities with respect to ethical, legal, economic, regulatory conditions, and the needs of stakeholders in the global marketplace are included. Case studies are used to explore real-world ethical and social responsibility situations.

BASAM 425 Operations and Logistics

This course reviews the physical movement and storage of goods, such as raw materials, semi-finished and finished goods, and associated managerial activities that are important for effective control. Close attention is paid to managerial concepts and responsibilities such as transportation, inventory, warehousing, packaging, materials handling, network design, and customer service. This course also covers the importance of interrelationships between logistics and production, marketing, financial management, and quality control.

ENVS 430 Sustainability and Environmental Practices

Investigate how environmental problems have arisen due to human activities and their impact on corporate practices. Regulations and permits will be reviewed from the perspective of local planning departments. Changes to the environment by using resources at rates that exceed the system's ability to replenish them will also be covered. This course will have a one credit lab component.

BASAM 440 Capstone: Strategic Management & Policy

This capstone course focuses on the key aspects that must be addressed for sustained organizational success, effective problem-solving, and the capture of opportunities from the perspective of the general manager or entrepreneur. Students are graded on the basis of the quality of documented learning acquired through hands-on, new, and/or managerial experiences in an actual work setting. The course-related outcomes are designed and agreed upon by the student, the organization providing the internship, the faculty member teaching this course, and the BASAM program director. Topics also include financial analysis, decision-making, communications, as well as the leadership required to affect and sustain positive organizational change. Complex case studies of both commercial and non-profit entities will be used to immerse the students in the integrated complexities that general managers face.

BASAM 450 Applied Management Internship

This course is designed to provide students with major-related, supervised, and evaluated practical training work experiences which may be paid or voluntary. Students are graded on the basis of the quality of documented learning acquired through hands-on, new experiences in an actual work setting. The course-related outcomes are designed and agreed upon by the student, the organization providing the internship, the faculty member teaching this course, and the BASAM program director.

Faculty

This program and its courses were developed and will be taught by qualified, full-time and part-time faculty members of Clark College who possess real-world experiences in their various disciplines, including environmental science, law, communication studies, economics, psychology, ethics, and business administration.

Accreditation Statement

Clark College is accredited to offer the Bachelor of Applied Science in Applied Management program by the Northwest Commission on Colleges and Universities.

Application Checklist

Use this checklist to assemble your application packet. All forms and application materials are available online at www.clark.edu/cc/basam.

- ☐ Complete the Clark College online application (if not previously completed).
- ☐ Complete the placement test if you have not already completed a college-level math and English course.
- ☐ Complete the BASAM application form.
- ☐ Pay the \$75 nonrefundable application fee.
- ☐ Submit official transcripts from all previous colleges attended. If you earned your degree or credits at Clark, you do not need to include a transcript.

Submit completed application materials to:

Clark College
Enrollment Services Office
Gaiser Hall, Room 128
1933 Fort Vancouver Way
Vancouver, WA 98663

Admission Requirements:

Associate degree or higher from an accredited domestic college or university, or international equivalent, with a minimum cumulative GPA of 2.0.

A minimum of 30 credits of general education requirements, with a minimum of 5 credits in each of the following areas: communication studies, quantitative skills, humanities, social science, and natural science.

Completion of the following courses:

- English composition (5 credits) at a 100 college-level or higher.
- College-level math (5 credits) Math&146, or Math 203 and 204, or equivalent math course.
- BTEC 149 or 150 or an equivalent computer literacy course (3-5 credits).

Clark College Information

Program Costs & Financial Aid

Students in the BAS in Applied Management program are eligible for financial aid and scholarships. **For current tuition rates and details on applying for financial aid, visit www.clark.edu/finaid.**

Our Border Waiver: Students who live in Oregon counties bordering Washington State may qualify for in-state tuition at Clark.

Get Support

At Clark, we offer a variety of support services to help you succeed. From technology assistance and veteran's resources to advising and tutoring; we can help you with any challenges you encounter. Our Career Services center can connect you with local employers and resources, provide resume support, and more. All students also have access to the campus library, bookstore, computer labs, study areas, the Writing Center, and academic advising.

About Clark

Located in Vancouver, Washington, our beautiful main campus is easily accessible by car, public transportation, or bike. Visiting a campus is one of the best ways to see if that college is the right fit for you. Our tours, led by our Student Ambassadors, take you around our beautiful 101-acre main campus, showing you all the classrooms, landmarks, and resources that are available to students. To schedule a campus tour, call 360-992-2078 or email campusvisits@clark.edu.

Learn More

The BAS in Applied Management is open to students who have already earned a technical or associate degree and have met basic course requirements. To learn more about specific program requirements and enrollment deadlines, visit www.clark.edu/cc/basam.

Contact

Advising Services

Gaiser Hall, Room 108

1933 Fort Vancouver Way

Vancouver, WA 98663

www.clark.edu/advising

360-992-2345 or basam@clark.edu



CLARK COLLEGE

Bachelor of Applied Science
in Applied Management (BASAM)



Clark College does not discriminate on the basis of race, color, national origin, sex, disability, age, religion, sexual orientation, gender identity, gender expression, political affiliation, creed, disabled veteran status, marital status, honorably discharged veteran or Vietnam-era veteran status in its programs and activities, in accordance with state and federal laws. The responsibility for and the protection of this commitment extends to students, faculty, administration, staff, contractors and those who develop or participate in college programs. It encompasses every aspect of employment and every student and community activity. The following person has been designated to handle inquiries regarding non-discrimination policies: Associate Vice President of Diversity, Equity, and Inclusion, Gaiser Hall, 360-992-2355, or 360-991-0901 (video phone).

Alternate format of this document is available upon request. Please contact Disability Support Services at 360-992-2314, or 360-991-0901 (video phone)