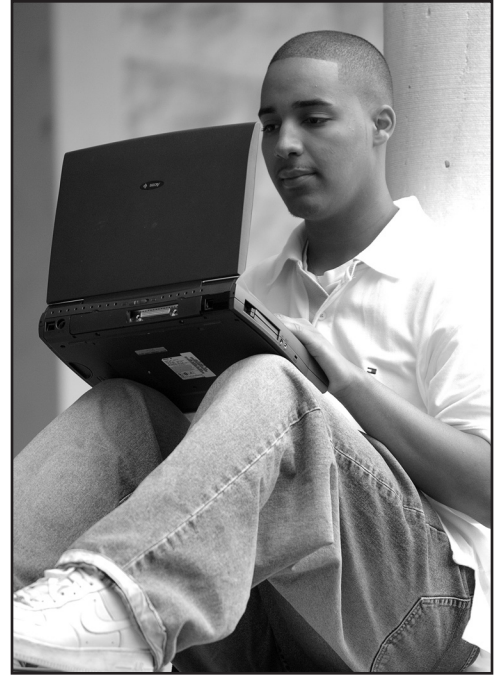


# BUSINESS

“Through the experience of my internship, I quickly became prepared for the business world. The internship program helped me to bridge the gap from the theories and cases I was learning in class to what really happens in the workplace. SUNY Orange helped me sort out what I want and don’t want to do with my future.”

Heidi Grodecki



## Why Business?

In a global marketplace, knowledge is your strongest asset. SUNY Orange is your resource. Of the leading projected jobs in 2010 for the Hudson Valley region, according to New York State Department of Labor statistics, the top four occupations with the largest number of openings were in business and service-related fields. Whether you want to advance your career, start a new career, improve your job skills, or meet that long-held goal of earning a degree, the Business Management department has a program to meet your needs.

## Why Business at SUNY Orange?

In our business administration (A.S.) program, we place a strong emphasis on preparing our students for transfer to a four-year degree program. We also prepare students for a dynamic and evolving workplace. Students develop their strategic management and marketing skills in our business management (A.A.S.) and marketing (A.A.S.) programs. If your goal is to work after a shorter period of education, our A.A.S. degrees in business management or marketing can both lead to immediate employment. Business faculty members teach students the programs and procedures needed for today’s business world. Many have owned and operated their own businesses or worked for a Fortune 100 company. They bring a lifetime of knowledge to the classroom.

## TOP 5 REASONS YOU SHOULD STUDY Business AT SUNY ORANGE

- ⇒ Small classes with individual attention.
- ⇒ Day, evening and online coursework available with credentialed faculty.
- ⇒ Nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP).
- ⇒ Graduates can transfer to accredited business programs at Franklin University to pursue an online bachelor's degree while still working and learning in Orange County.
- ⇒ The Hudson Valley is home to more than 100 Fortune 500 companies—all looking for educated workers!



At SUNY Orange, we are passionate about teaching and we are committed to providing a friendly and supportive environment for you. If you are equally passionate about your future, you may want to investigate all that SUNY Orange has to offer.

**“If you have the dream, we have the way.”**

# **BUSINESS DEGREE PROGRAMS**

## **BUSINESS ADMINISTRATION**

### **Associate in Science (A.S.)**

The Associate in Science degree in business administration is a 68 or 72-credit program designed to prepare you for transfer to a four-year institution after having the first two years of your curriculum.

After transfer, graduates may major in areas such as management, marketing, finance or human resource management. Because degree requirements vary at transfer institutions, students are urged to see their faculty advisors and to contact the admissions office of your desired transfer institution.

SUNY Orange remains among the top community colleges in the SUNY system in terms of graduate retention rates following transfer to a four-year college or university. More than 85 percent of SUNY Orange students who transfer to a four-year institution either graduate or are still pursuing that degree!

## **BUSINESS MANAGEMENT**

### **Associate in Applied Science (A.A.S.)**

The Associate in Applied Science degree in the business management program is a 65-credit program designed to provide you with the necessary knowledge and skills to gain immediate employment and to enable you to advance in positions of increasing responsibility once you've entered the workforce.

Alternate classes and electives should be selected carefully to complement your chosen program only after counsel from your faculty advisor. A.A.S. degrees are primarily intended to prepare students for immediate employment. However, many A.A.S. graduates transfer to four-year institutions.

Emphasis is placed on developing interpersonal and conceptual skills such as motivation, communication, performance appraisal, decision making and problem solving. Focus is also placed on entrepreneurship for those interested in operating their own business or applying this managerial approach in a medium or large organization or in the public sector.

## **MARKETING**

### **Associate in Applied Science (A.A.S.)**

The Associate in Applied Science degree in marketing is a 64-credit program designed to provide you with necessary knowledge and skills to gain immediate employment and to enable you to advance in positions of increasing responsibility once you've entered the workforce.

Alternate classes and electives should be selected carefully to complement your chosen program only after counsel from a faculty advisor. A.A.S. degrees are primarily intended to prepare students for immediate employment. However, many A.A.S. graduates transfer to four-year institutions.

Emphasis is placed on developing such skills as communication, decision making and problem solving. Attention is given to such core business tools as accounting and computer information systems as well as liberal arts courses. Topics discussed include strategic planning, selling principles, advertising procedures and international marketing.