



Trinity Valley Community College

MANAGEMENT



Trinity Valley Community College
100 Cardinal Drive
Athens, Texas 75751



The Management and Marketing program at Trinity Valley Community College is designed to develop fundamental skills, knowledge, and experience to qualify students for first line supervisory positions, or upgrade the skills of those already in a management position. The program also assists entrepreneurs with developing managerial skills for success.

Management Certificate Program

This program is designed to provide core courses in a program that specifically and directly relates to competencies needed for employment and potential advancement in a career field.

COSC 1401	Microcomputer Applications	4
BMGT 1303	Principles of Management	3
BMGT 1301	Supervision	3
HRPO 2301	Human Resource Management	3
MRKG 1311	Principles of Marketing	3
HRPO 2307	Organizational Behavior	3
ACNT 1303	Introduction to Accounting*	3
POFT 1301	Business English.....	3
POFT 1321	Business Math	3
BMGT 2368	Management Practicum/Seminar	3
BMGT 2369	Management Practicum/Seminar	3
	Elective**	3
	Elective**	3

Total Semester Hours 40

This program is designed for students who plan to enter into employment upon completion. However, if a student plans to transfer to a four-year college or university, he or she should contact the Guidance Center to determine the transferability of specific Courses included in this program curriculum.

* Students will receive credit for ACNT 1303 if they have taken ACCT 2401.

** Electives must be selected from MRKG 2349, ACCT 2401, ACCT 2402, BUSI 1301, BUSI 1307, BUSI 2301, POFI 2401, ECON 2301, BMGT 1325, POFT 1429, BUSG 2309, SPAN 1411.

Administrative Offices

Admissions	903/675-6357
Business and Computer Science Division	903/675-6332
Counseling	903/675-6350
Dean, Occupational Education.....	903/675-6266
Financial Services	903/675-6233
Housing	903/675-6220
Veteran's Office	903/675-6228

For More Information

Check the boxes below to receive:

- College Catalog Admission Application Schedule of Classes

Fill in the information below:

Name _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Email _____

Clip and mail to: Trinity Valley Community College
 Management Dept. • 100 Cardinal Drive • Athens, TX 75751
 dhinds@tvcc.edu • www.tvcc.edu • 1-866-882-TVCCYES (2937)

Trinity Valley Community College is an affirmative action/equal opportunity institution which provides educational and employment opportunities on the basis of merit and without discrimination or harassment because of race, color, religion, sex, national origin, age, or disability.

MRKG 1311. (MGMT 2371) Principles of Marketing. (3-3-0)

As an introduction to marketing, studies are made to relate the principles of marketing to marketing management situations. A brief analysis will be made of some of the economic, psychological and sociological factors which influence marketing activities.

MRKG 2349. (BMGT 1349) Advertising & Sales Promotion. (3-3-0)

A course designed to provide the student with the opportunity to examine the advertising field not only as a consumer but as a potential advertiser. It enables the student to become acquainted with the basic elements of advertising and sales promotion and to relate sales promotion to the total economy. In addition it provides the student with an understanding of the accepted tools, plans, and procedures in advertising and helps to distinguish between mediocrity and excellence in sales promotion and advertising.

HRPO 2301. (MGMT 2372) Human Resource Management. (3-3-0)

This course includes the study of personnel policies and administration, education, training, job classification and analysis, labor supply, employment and testing, hours of work, labor union relations, and employee safety and health problems.

HRPO 2307. (MGMT 1373) Organizational Behavior. (3-3-0)

This course presents a study of accepted principles of present day psychology that will be of practical value in business, personal efficiency, human relations and morale, personality and emotional health, personal leadership and teamwork exercises.

BUSG 2309. Small Business Management. (3-3-0)

A course on how to start and operate a small business. Topics include facts about a small business, essential management skills, how to prepare a business plan, financial needs, marketing strategies, and legal issues.

BMGT 2368, 2369. (MGMT 2374, 2375) Management Practicum/Seminar. (3-1-20)

Prerequisite: Sophomore standing

Students may receive credit for only one co-op seminar per semester.

The co-op seminar is a course through which the student earns college credit for his or her on-the-job training. Those students wishing to receive the Associate in Applied Science in Management must complete two co-op seminars. The Management co-op seminar can only be taken while enrolled in a management course. The actual work experience for each individual will be developed by the employer and the coordinator. The co-op seminar will be planned to prepare the student to think creatively, critically, and productively. Lab Fee: \$10.00

Management Career Opportunities

Earning an Associate of Applied Science Degree in Management, Certificate in Management or a Certificate in Small Business Management can enable the student to work in many fields.

- Manufacturing
- Entrepreneurship
- General Office
- Hotel Industry
- Restaurant
- Retail
- Service

Management is an element common to all organizations. As a result, jobs will always be available in many fields, including government and public service.

Small Business Management Certificate

This program offers a unique opportunity for the student to generate ideas, identify and resolve business problems and develop an entrepreneurial management style. Topics include how to prepare a business plan, raise capital, plan cash flow requirements, develop marketing programs and establish rewarding employee benefit plans. Small businesses create over 80 percent of all new jobs in the United States.

MRKG 1311	Principles of Marketing	3
ACNT 1303	Introduction to Accounting*	3
COSC 1401	Microcomputer Applications	4
BUSG 2309	Small Business Management	3
BMGT 1301	Supervision	3
BUSI 1301	Business Principles	3
BUSI 2301	Business Law	3
MRKG 2349	Advertising and Sales Promotion	3
HRPO 2301	Human Resource Management	3
BMGT 2368	Management Practicum/Seminar	3
BMGT 2369	Management Practicum/Seminar	3
	Elective**	3
	Elective**	3

Total Semester Hours 40

This program is designed for students who plan to enter into employment upon completion. However, if a student plans to transfer to a four-year college or university, he or she should contact the Guidance Center to determine the transferability of specific Courses included in this program curriculum.

* Students will receive credit for ACNT 1303 if they have taken ACCT 2401.

** Electives must be selected from ACCT 2401, ACCT 2402, BMGT 1303, ECON 2301, ECON 2302, BMGT 1325, POFT 1302, SPAN 1411.

Associate in Applied Science in Management

This program provides a 2-year curriculum, consisting of core program courses, related courses, and general studies courses. It is designed to provide skills and qualifications essential to becoming a productive manager in today's changing environment.

FIRST SEMESTER

BMGT 1301	Supervision	3
BMGT 1303	Principles of Management.....	3
POFT 1301	Business English.....	3
ECON 2301	Principles of Macroeconomics	3
POFT 1127	Introduction to Keyboard**	1
	Elective	3
		Semester Hours 16

SECOND SEMESTER

HRPO 2307	Organizational Behavior	3
ECON 2302	Principles of Microeconomics	3
ENGL 1301	Composition & Rhetoric	3
COSC 1401	Microcomputer Applications	4
	Elective	3
		Semester Hours 16

THIRD SEMESTER

ACNT 1303	Introduction to Accounting*	3
MRKG 1311	Principles of Marketing	3
BMGT 2368	Management Practicum/Seminar	3
BUSI 2301	Business Law	3
MATH 1332	College Math	3
	Humanities/Fine Arts	3
		Semester Hours 18

FOURTH SEMESTER

HRPO 2301	Human Resource Management	3
BMGT 2369	Management Practicum/Seminar	3
PSYC 2301	General Psychology	3
SPCH 1321	Business & Professional Speaking	3
MRKG 2349	Advertising & Sales Promotion	3
		Semester Hours 15
		Total Semester Hours 65

This program is designed for students who plan to enter into employment upon completion. However, if a student plans to transfer to a four-year college or university, he or she should contact the Guidance Center to determine the transferability of specific Courses included in this program curriculum.

* ACCT 2401 may be taken in lieu of ACNT 1303.

** POFT 1127 may be waived upon recommendation of instructor and approval of division chairperson.



Course Descriptions for Management

BMGT 1194, 1294, 1394. Current Issues in Management.

1194. (1-1-0)

1294. (2-2-0)

1394. (3-3-0)

Topics address recently identified current events, skills, knowledge, and/or attitudes and behaviors pertinent to the technology or occupation and relevant to the professional development of the student.

BMGT 1301. (MGMT 1372) Supervision. (3-3-0)

This course is a study of today's supervisors and their problems. The practical concepts of modern-day, first-line supervision are described. Emphasis is on the supervisor's major functions, such as facilitating relations with others, leading, motivating and communicating.

BMGT 1303 (MGMT 1371) Principles of Management. (3-3-0)

This course emphasizes the managerial functions of planning, organizing, staffing, directing, and controlling. Communication, motivation, leadership, and decision making are included.