

## Accounting

Transfer Program

Degree Offered: Associate in Science

Credits Required: 62

Contact: Jennifer Brewer, Lead Instructor,  
at 316.322.3242

### Program Information

This program prepares students for a major in business. The courses will prepare students for advanced study at a four-year institution or assist students in preparation for a business career. Courses in business administration will prepare students for advanced study or a career in middle management

### Accreditation

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP). According to the ACBSP website, "The Association's educational standards reflect its strong commitment to the enhancement of student learning; the advancement of teaching excellence; the measurement of program effectiveness through outcomes assessment; the preparation of students careers; and the recognition of unique organizational missions."

### Requirements

All students who have not taken the ACT or SAT within the last 3 years or have had no previous college English or math courses are required to take the ASSET placement test prior to enrolling in English or mathematics courses.

### Online

The Business Administration/Accounting degree program is also available online.

### Articulation Agreements

Northwest Missouri State

### After Butler

Students can gain immediate, entry-level employment in the accounting field, or if already employed, obtain career advancement opportunities. Students can transfer to a university or college to pursue a bachelor's degree.

**Median Wage** for Bookkeeping, Accounting, and Audit Clerks in South Central Kansas is \$24,252 per year. (Source: Workforce Planning Guide & Wage Survey, Local Area IV 2003 Edition, KDHR.)



# BUSINESS & PROFESSIONAL

## ACCOUNTING

### Associate in Science

Your Butler experience will prepare you to plan, organize, direct and control the functions and processes of a firm or organization and to obtain entry-level positions in accounting.

A total of 62 credit hours is required for this degree. In addition to the 33 credit hours of general education requirements and 23 credit hours of required courses, choose 6 credit hours from the list of related electives below.

If Required Courses are used to fulfill General Education Requirements, Related Electives must be used to fulfill equivalent number of hours.

### General Education Requirements

Course	Hours
<b>Communications</b>	<b>9</b>
___English Comp I (EG 101)	
___English Comp II (EG 102)	
___Public Speaking or Interpersonal Communications (SP 100, SP 102)	
<b>Science, Math and Computer Requirement</b>	<b>11</b>
___Math Requirement (MA 131 or above)	
___Lab Science Requirement	
___Computer Science Requirement (BA 104 Information Processing Systems suggested)	
<b>Social/Behavioral Science Requirement</b>	<b>6</b>
___One Social Science Course	
___One Behavioral Science Course	
<b>Humanities/Fine Arts</b>	<b>6</b>
___Humanities Requirement	
___Fine Arts Requirement	
<b>Physical Education</b>	<b>1</b>
___Physical Education Requirement	
<b>Required Courses</b>	<b>Hours</b>
___Accounting I (BA 126)	3
___Accounting II (BA 127)	3
___Managerial Accounting (BA 204)	3
___Principles of Microeconomics (EC 200)	3
___Principles of Macroeconomics (EC 201)	3
___Calculus with Applications (MA 148)	3
___Statistics for Management, Life and Social Sciences (MA 220)	5

### Related Electives

	Hours
___Small Business Management (BA 109)	3
___Introduction to Business (BA 110)	3
___Personal Finance (BA 112)	3
___Business Law I (BA 115)	3
___Business Law II (BA 116)	3
___Writing a Business Plan (BA 129)	2
___Introduction to Marketing (BA 140)	3
___Human Resource Management (BA 184)	3
___Intermediate Accounting (BA 206)	3
___Principles of Management (BA 210)	3
___Microcomputer Accounting Apps. (BA 211)	3
___Personal Selling (BA 215)	3
___Cyber Marketing (BA 219)	3
___Business Ethics (BA 220)	3
___Introduction to Insurance (BA 222)	3
___Special Topics (BA 253/254)	3
___Internship I, II (BA 193-194)	1-3
___Cooperative Education I, II, III, IV (BA 197, 198, 297, 298)	2-6



## ADVERTISING

### ASSOCIATE IN APPLIED SCIENCE

Your Butler experience will prepare you to acquire skills to focus on the creation, execution, transmission and evaluation of commercial messages in various media intended to promote and sell products, services and brands; and to function as advertising assistants, technicians, and managers.

#### General Education Requirements

Course	Hours
<b>Communications</b>	<b>6</b>
___English Comp I (EG 101)	
___One other course (EG 102, SP 100, SP 102, EG 112)	
<b>Science, Math and Computer Science</b>	<b>9</b>
___Math Requirement (MA 114 or above)	
___Lab Science Requirement	
___Computer Science Requirement	
<b>Social/Behavioral Science Requirement</b>	<b>3</b>
___One course from either Social or Behavioral Science	
<b>Humanities/Fine Arts</b>	<b>3</b>
___One course from either Humanities or Fine Arts	
<b>Physical Education</b>	<b>1</b>
___Physical Education Requirement	



#### Required Courses

	Hours
___Two-Dimensional Design (AR 121)	3
___Principles of Advertising (BA 103)	3
___3-D Computer Animation I (BA 128)	3
___3-D Computer Animation II (BA 228)	3
___Intro to Marketing (BA 140)	3
___Personal Selling (BA 215)	3
___Computer Advertising Design (BA 225)	3

A total of 62 credit hours is required for this degree. In addition to the 22 credit hours of general education requirements and 21 credit hours of required courses, choose 19 credit hours from the list of related electives below:

#### Related Electives

	19
___Computer Graphics I (AR 185)	3
___Computer Graphics II (AR 275)	3
___Accounting I (BA 126)	3
___Accounting II (BA 127)	3
___Hypertext Markup (IN 112)	3
___Dreamweaver (IN 114)	3
___Logo Design w/Illustrator (IN 123)	3
___Intro to Multimedia Design (IN 124)	3
___Business Websites w/Frontpage (IN 137)	3
___Exploring Leadership (LS 150)	3
___The Emerging Leader (LS 160)	3
___Team and Community Building (LS 220)	3
___Leadership Development (Capstone) (LS 230)	3
___Photography I (MC 100)	3
___Television Production I (MC 175)	3
___Cooperative Education I* (BA 197)	2-6
___Cooperative Education II* (BA 198)	2-6
___Cooperative Education III* (BA 297)	2-6
___Cooperative Education IV* (BA 298)	2-6

\* Maximum of 8 credit hours of Cooperative Education may be applied.

#### Advertising

Career Program  
Degree Offered: Associate in Applied Science  
Credits Required: 62  
Contact: Jared McGinley, Lead Instructor at 316.322.3240

#### Program Information

Students can develop leadership skills through their association with the most progressive marketing student organization in America, Delta Epsilon Chi. Students are also able to participate in competition at state and national levels and receive recognition and awards for their efforts.

#### Accreditation

Accredited by the Association of Collegiate Business Schools and Programs (ACBSP). The Association's educational standards reflect its strong commitment to the enhancement of student learning; the advancement of teaching excellence; the measurement of program effectiveness; the preparation of students careers; and the recognition of organizational missions."

#### Related Programs

Management and Marketing, Starting and Managing a Business, Radio Shack Partnership (For present and past Radio Shack employees only)

#### Requirements

All students who have not taken the ACT or SAT within the last three years or have had no previous college English or math courses are required to take the ASSET placement test prior to enrolling in English or mathematics courses.

#### Articulation Agreements

Northwest Missouri State

#### After Butler

Students can obtain a variety of entry-level positions within the advertising industry including design work, account management and production. Students can transfer to a university or college to pursue a bachelor's degree.

**Median Wage** for Advertising Sales Agents in South Central Kansas is \$31,138 per year.  
Median Wage for Advertising and Promotions Managers in South Central Kansas is \$44,803 per year.  
(Source: Workforce Planning Guide & Wage Survey, Local Area IV 2003 Edition, KDHR.)

## Business Administration

Transfer Program

Degree Offered: Associate in Science

Credits Required: 62

Contact: Jennifer Brewer, Lead Instructor,  
at 316.322.3242

### Program Information

This program is designed to prepare students for a major in business. The courses will prepare students for advanced study at a four-year institution or assist students in preparation for a business career.

### Accreditation

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP). According to the ACBSP website, "The Association's educational standards reflect its strong commitment to the enhancement of student learning; the advancement of teaching excellence; the measurement of program effectiveness through outcomes assessment; the preparation of students careers; and the recognition of unique organizational missions."

### Requirements

All students who have not taken the ACT or SAT within the last 3 years or have had no previous college English or math courses are required to take the ASSET placement test prior to enrolling in English or mathematics courses.

### Online

The Business Administration/Accounting degree program is also available online.

### Articulation Agreements

Northwest Missouri State  
Friends University

### After Butler

Students can gain immediate, entry-level employment in the accounting field, or if already employed, obtain career advancement opportunities. Students can transfer to a university or college to pursue a bachelor's degree.

### Median Wage for First Line

Supervisors/Managers in South Central Kansas is \$24,794 per year.

(Source: Workforce Planning Guide & Wage Survey, Local Area IV 2003 Edition, KDHR.)

## BUSINESS ADMINISTRATION

### ASSOCIATE IN SCIENCE

Your Butler experience will prepare you to plan, organize, direct and control the functions and processes of a firm or prepare you for transfer to a four-year institution.

### General Education Requirements

Course	Hours
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#### Communications

___English Comp I	(EG 101)
___English Comp II	(EG 102)
___Public Speaking or Interpersonal Communications	(SP 100, SP 102)

#### Science, Math and Computer Requirement

___Math Requirement	(MA 131 or above)	11
___Lab Science Requirement		
___Computer Science Requirement	(BA 104 Information Processing Systems suggested)	

#### Social/Behavioral Science Requirement

___One Social Science Course	6
___One Behavioral Science Course	

#### Humanities/Fine Arts

___Humanities Requirement	6
___Fine Arts Requirement	

#### Physical Education

___Physical Education Requirement	1
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#### Required Courses

	Hours
___Accounting I	3
___Accounting II	3
___Introduction to Business	3
___Principles of Microeconomics	3
___Principles of Macroeconomics	3
___Calculus with Applications	3
___Statistics for Management, Life and Social Sciences	5

A total of 62 credit hours is required for this degree. In addition to the 33 credit hours of general education requirements and 23 credit hours of required courses, choose 6 credit hours from the list of related electives below:

If Required Courses are used to fulfill General Education Requirements, Related Electives must be used to fulfill equivalent number of hours.

### Related Electives

___Small Business Management	(BA 109)	3
___Introduction to Business	(BA 110)	3
___Personal Finance	(BA 112)	3
___Business Law I	(BA 115)	3
___Business Law II	(BA 116)	3
___Writing a Business Plan	(BA 129)	3
___Introduction to Marketing	(BA 140)	3
___Human Resource Management	(BA 184)	3
___Principles of Management	(BA 210)	3
___Microcomputer Accounting Apps	(BA 211)	3
___Personal Selling	(BA 215)	3
___Cyber Marketing	(BA 219)	3
___Business Ethics	(BA 220)	3
___Introduction to Insurance	(BA 222)	3
___Special Topics	(BA 253/254)	3
___Exploring Leadership	(LS 150)	3
___The Emerging Leader	(LS 160)	3
___Team and Community Building	(LS 220)	3
___Leadership Development (Capstone)	(LS 230)	3



		<b>ECONOMICS</b>		
		<b>ASSOCIATE IN SCIENCE</b>		
Course		Hours		6
<b>Communications</b>				
___English Comp I	(EG 101)	9	<b>Humanities/Fine Arts</b>	
___English Comp II	(EG 102)		___Humanities Requirement	
___Public Speaking	(SP 100)		___Fine Arts Requirement	
<b>Science and Math</b>				
___Math Requirement	(MA 131 or above)	11	<b>Physical Education</b>	1
___Lab Science Requirement			___Physical Education Requirement	
___Calculus with Applications	(MA 148)		<b>Required Course</b>	3
			___Principles of Macroeconomics (EC 201)	
<b>Social/Behavioral Science</b>				
___Principles of Microeconomics	(EC 200)	6	<b>Related Electives, see below</b>	26
___Behavioral Science Requirement				

		<b>ECONOMICS</b>		
		<b>ASSOCIATE IN ARTS</b>		
Course		Hours		1
<b>Communications</b>				
___English Comp I	(EG 101)	9	<b>Physical Education</b>	
___English Comp II	(EG 102)		___Physical Education Requirement	
___Public Speaking	(SP 100)		<b>Required Course</b>	3
			___Calculus with Applications (MA 148)	
<b>Science and Math</b>				
___Math Requirement	(MA 131 or above)	7	<b>Related Electives</b>	24
___Lab Science Requirement			___AG 120	___BA 206
			___BA 110	___BS 105
			___BA 112	___EC 193/194
			___BA 115	___EC 197/198
			___BA 116	___EC 297/298
			___BA 126	___HS 121
			___BA 127	___HS 122
			___BA 140	___HS 123
			___BA 204	___HS 131
<b>Social/Behavioral Science</b>				
___Principles of Microeconomics	(EC 200)	9		___MA 220
___Principles of Macroeconomics	(EC 201)			___PO 141
___Behavioral Science Requirement				___PO 142
				___PO 201
<b>Humanities/Fine Arts</b>				
___Humanities Requirement		9		
___Fine Arts Requirement				
___One additional course				

**Economics**  
 Career Program  
 Degree Offered: Associate in Science and Associate in Arts  
 Credits Required: 62  
 Contact: Dr. Rodney Hiser, Lead Instructor, at 316.322.3165

**Program Information**  
 Everyone is an economist. We all have definite opinions about prices, taxes, minimum wage, interest rates and big corporations. Unfortunately, too often our opinions are uninformed. Are high prices really bad? Should the Federal Reserve keep interest rates low so we can buy more houses and cars? Does minimum wage really help people? Can big oil companies charge any price that they want for gasoline? If you want informed answers to these and other economic questions, join Butler Community College's Economics Program. When you join this program you will learn to think like an economist and see the world around you in a whole new way.

**Recommended Course Sequence**  
 Micro and macroeconomics courses are structured so that either course may be taken first.  
 Semester 1: EG 101, SP 100, Physical Education Requirement, Behavioral Science Requirement, Humanities Requirement, Related Elective  
 Semester 2: EG 102, MA 131 or above, Fine Arts Requirement, Related Electives  
 Semester 3: EC 200, Lab Science Requirement, Related Electives  
 Semester 4: MA 148, EC 201, Humanities or Fine Arts Requirement, Related Electives

**After Butler**  
 The Associate in Arts degree is designed for students planning to transfer to a four-year college.

**Career opportunities** include actuary, economist, financial manager, loan officer, and marketing research analyst

## Hotel Management

Career Program  
Degree Offered: Associate in  
Applied Science  
Credits: 63

Contact: Nancy Hansen, Lead Instructor,  
at 316.218.6236

### Program Information

Develop skills for a career in one of the world's largest and fastest growing industries. Classes explore various types of lodging facilities with special emphasis in operations and management. Classes include an in-depth study of rooms management, food and beverage management, hospitality marketing, hospitality law, hospitality human resources, sanitation and maintenance. Hands-on experiences and networking opportunities are available through cooperative education opportunities with internships, job-shadowing, and field experiences available as part of the educational experience.

### Articulation Agreements

Friends University, Southwestern College

### Accreditation

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

### After Butler

Students can transfer to a university or college to pursue a bachelor's degree in business or Hospitality Management. Employment opportunities are available world-wide in a variety of entry-level positions including front desk management, housekeeping management, food and beverage supervision, reservations, and other operation divisions.

### Starting Salary: \$18,000 – \$39,000

Median Wage for Lodging Managers in South Central Kansas is \$30,721 per year. (Source: Workforce Planning Guide & Wage Survey, Local Area IV 2003 Edition, KDHR.)

## Hotel Management

Career Program  
Certificate in Hotel Management  
Credits: 30

Contact: Nancy Hansen, Lead Instructor,  
at 316.218.6236

### After Butler

After receiving the certificate, students can complete the Associate degree program then transfer to a university or college to pursue a bachelor's degree in business or Hospitality Management. Employment opportunities (see above)

## HOTEL MANAGEMENT

### ASSOCIATE IN APPLIED SCIENCE

Your Butler experience in the hotel management programs prepare you to manage operations and facilities that provide lodging services to the traveling public. Instruction will be provided in hospitality industry principles; supplies purchasing, storage and control; hotel facilities design and planning; hospitality industry law; personnel management and labor relations; financial and revenue management; marketing and sales promotion; convention and event management; front desk operations; and applications to specific types of hotels, motels and other lodging operations.

### General Education Requirements

Course	Hours
<b>Communications</b>	<b>6</b>
___English Comp I (EG 101)	
___Public Speaking (SP 100)	
or Interpersonal Communication (SP 102)	
<b>Science, Math and Computer Requirement</b>	<b>6</b>
___Math Requirement (MA 114 or above)	
___Computer Science Requirement (BA 104)	
<b>Social/Behavioral Science Requirement</b>	<b>3</b>
___Sociology (BS 105)	
or	
___General Psychology (BS 160)	

### Required Hospitality Courses

	Hours
___Career Planning for Hospitality (HM 100)	1
___Hospitality Human Resources (HM 115)	3
___Culinary Lab I (HM 120)	3
___Intro. to Hospitality Management (HM 180)	3
___Internship I (HM 193)	2
___Facilities & Sanitation Mgmt (HM 201)	3
___Quality Mgmt./Customer Service (HM 202)	3
___Catering Management (HM 215)	3
___Hospitality Law (HM 255)	3
___Hospitality Marketing (HM 258)	3

### Required Hotel Courses

___Food & Beverage Management (HM 190)	3
___Beverage Control (HM 195)	3
___Rooms Management (HM 203)	3
___Convention Management (HM 217)	3
___Culinary Lab II (HM 220)	
OR Culinary Lab III (HM 222)	3
___Hotel / Motel Operations (HM 256)	3
___Hospitality Financial Management (HM 260)	3

A total of 63 credit hours is required for this degree.

## HOTEL MANAGEMENT

### CERTIFICATE

Your Butler experience in the hotel management programs prepare you to manage operations and facilities that provide lodging services to the traveling public. Instruction will be provided in hospitality industry principles; supplies purchasing, storage and control; hotel facilities design and planning; hospitality industry law; personnel management and labor relations; financial and revenue management; marketing and sales promotion; convention and event management; front desk operations; and applications to specific types of hotels, motels and other lodging operations.

### Required Courses

Course	Hours
___Career Planning for Hospitality (HM 100)	1
___Internship I (HM 193)	2
___Rooms Management (HM 203)	3
___Convention Management (HM 217)	3
___Hotel Motel Operations (HM 256)	3
___Hospitality Financial Management (HM 260)	3

### Related Electives

	Hours
___Culinary Lab I (HM 120)	3
___Food & Beverage Management (HM 190)	3
___Facilities & Sanitation Mgmt (HM 201)	3
___Quality Mgmt. /Customer Srv (HM 202)	3
___Hospitality Law (HM 255)	3
___Hospitality Marketing (HM 258)	3

Certificate requires 30 credit hours. The Hospitality Hotel Management Certificate is designed for returning adults who are changing careers and have a 4-year degree.



## MARKETING & MANAGEMENT

### ASSOCIATE IN SCIENCE

Your Butler experience will prepare you to manage the process of developing consumer audiences and moving products from producers to consumers. This A.S. degree allows you the flexibility to design your program to a transfer institution.

#### General Education Requirements

Course	Hours
<b>Communications</b>	<b>9</b>
___English Comp I (EG 101)	
___English Comp II (EG 102)	
___Public Speaking or Interpersonal Communications (SP 100, SP 102)	
<b>Science, Math and Computer Science</b>	<b>11</b>
___Math Requirement (MA 131 or above)	
___Lab Science Requirement	
___Computer Science Requirement (Highly suggest BA 104)	
<b>Social/Behavioral Science Requirement</b>	<b>6</b>
___One Social Science Course (In addition to EC 200 & 201)	
___One Behavioral Science Course (Highly suggest BS 160)	
<b>Humanities/Fine Arts</b>	<b>6</b>
___Humanities Requirement	
___Fine Arts Requirement	
<b>Physical Education</b>	<b>1</b>
___Physical Education Requirement	



#### Required Courses

	Hours
___Accounting I (BA 126)	3
___Accounting II (BA 127)	3
___Principles of Microeconomics (EC 200)	3
___Principles of Macroeconomics (EC 201)	3
___Calculations with Applications (MA 148)	3
___Statistics for Management, Life and Social Sciences (MA 220)	5

A total of 62 credit hours is required for this degree. In addition to the 33 credit hours of general education requirements and 20 credit hours of required courses, choose 9 credit hours from the list of related electives below:

#### Related Electives

	Hours
___Principles of Advertising (BA 103)	3
___Introduction to Business (BA 110)	3
___Business Law I (BA 115)	3
___Business Law II (BA 116)	3
___3D Computer Animation I (BA 128)	3
___Writing a Business Plan (BA 129)	3
___Introduction to Marketing (BA 140)	3
___Human Resource Management (BA 184)	3
___Merchandising (BA 203)	3
___Managerial Accounting (BA 204)	3
___Intermediate Accounting (BA 206)	3
___Principles of Management (BA 210)	3
___International Marketing (BA 212)	3
___Personal Selling (BA 215)	3
___Cyber Marketing (BA 219)	3
___Mgmt. Information Systems (BA 221)	3
___Computer Advertising Design (BA 225)	3
___3D Computer Animation II (BA 228)	3
___Business Ethics (BA 220)	3
___Internship I, II (BA 193, 194)	1-3
___Cooperative Education I, II, III, IV (BA 197, 198, 297, 298)	2-6
___Exploring Leadership (LS 150)	3
___The Emerging Leader (LS 160)	3
___Team and Community Building (LS 220)	3
___Leadership Development (Capstone) (LS 230)	3

#### Marketing & Management

Transfer Program  
Degree Offered: Associate in Science  
Credits Required: 62  
Contact: Jared McGinley, Lead Instructor, at 316.322.3240

#### Program Information

Students can develop leadership skills through their association with the most progressive marketing student organization in America, Delta Epsilon Chi. Students are also able to participate in competition at state and national levels and receive recognition and awards for their efforts.

#### Online

The Marketing & Management degree program is available online.

#### Related Programs

Management and Marketing, Starting and Managing a Business, Radio Shack Partnership

#### Requirements

All students who have not taken the ACT or SAT within the last 3 years or have had no previous college English or math courses are required to take the ASSET placement test prior to enrolling in English or mathematics courses.

#### Accreditation

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

#### Articulation Agreement

Northwest Missouri State  
Friends University

#### After Butler

Students can gain employment in advertising, retail management, wholesale management, merchandising management, or they may become employed as a marketing director or entrepreneur. Students may transfer to a four-year university to obtain a career in marketing management.

**Median Wage** for Marketing Managers in South Central Kansas is \$67,912 per year. Median Wage for First Line Supervisors/Managers in South Central Kansas is \$24,794 per year. Median Wage for First Line Supervisors/Managers of Retail Employees in South Central Kansas is \$24,794 per year. (Source: Workforce Planning Guide & Wage Survey, Local Area IV 2003 Edition, KDHR.)

## Marketing & Management

Career Program

Degree Offered: Associate in

Applied Science

Credits Required: 62

Contact: Jared McGinley, Lead Instructor,  
at 316.322.3240

### Program Information

Students can develop leadership skills through their association with the most progressive marketing student organization in America, Delta Epsilon Chi. Students are also able to participate in competition at state and national levels and receive recognition and awards for their efforts.

### Online

The Marketing & Management degree program is available online.

### Related Programs

Management and Marketing, Starting and Managing a Business, Radio Shack Partnership

### Requirements

All students who have not taken the ACT or SAT within the last 3 years or have had no previous college English or math courses are required to take the ASSET placement test prior to enrolling in English or mathematics courses.

### Articulation Agreement

Northwest Missouri State  
Friends University

### Accreditation

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

### After Butler

Students can gain employment in advertising, retail management, wholesale management, merchandising management, or they may become employed as a marketing director or entrepreneur. Students may transfer to a four-year university to obtain a career in marketing management.

**Median Wage** for Marketing Managers in South Central Kansas is \$67,912 per year. Median Wage for First Line Supervisors/Managers in South Central Kansas is \$24,794 per year. Median Wage for First Line Supervisors/Managers of Retail Employees in South Central Kansas is \$24,794 per year. (Source: Workforce Planning Guide & Wage Survey, Local Area IV 2003 Edition, KDHR.)

# MARKETING & MANAGEMENT

## ASSOCIATE IN APPLIED SCIENCE

Your Butler experience will prepare you to manage the process of developing consumer audiences and moving products from producers to consumers. This program includes learning in buyer behavior and dynamics, principles of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

### General Education Requirements

Course	Hours
<b>Communications</b>	<b>6</b>

___English Comp I	(EG 101)
___One other course	(EG 102, SP 100, SP 102, EG 112)

<b>Science, Math and Computer Science</b>	<b>9</b>
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___Math Requirement	(MA 114 or above)
___Lab Science Requirement	
___Computer Science Requirement	(BA 104 suggested)

<b>Social/Behavioral Science Requirement</b>	<b>3</b>
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___One course from either Social or Behavioral Science	(EC 200 suggested)
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<b>Humanities/Fine Arts</b>	<b>3</b>
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___One course from either Humanities or Fine Arts	
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<b>Physical Education</b>	<b>1</b>
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___Physical Education Requirement	
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### Required Courses

		Hours
___Principles of Advertising	(BA 103)	3
___Business Law I	(BA 115)	3
___Accounting I	(BA 126)	3
___Accounting II	(BA 127)	3
___Introduction to Marketing	(BA 140)	3
___Merchandising	(BA 203)	3
___Principles of Management	(BA 210)	3
___Personal Selling	(BA 215)	3
___Cooperative Education I, II, III, IV	(BA 197, 198, 297, 298)	8

A total of 62 credit hours is required for this degree. In addition to the 22 credit hours of general education requirements and 32 credit hours of required courses, choose 8 credit hours from the list of related electives below:

### Related Electives

		Hours
___Introduction to Business	(BA 110)	3
___Business Law II	(BA 116)	3
___3D Computer Animation I	(BA 128)	3
___Writing a Business Plan	(BA 129)	3
___Human Resource Management	(BA 184)	3
___Managerial Accounting	(BA 204)	3
___Intermediate Accounting	(BA 206)	3
___International Marketing	(BA 212)	3
___Cyber Marketing	(BA 219)	3
___Mgmt. Information Systems	(BA 221)	3
___Computer Advertising Design	(BA 225)	3
___3D Computer Animation II	(BA 228)	3
___Business Ethics	(BA 220)	3
___Principles of Microeconomics	(EC 200)	3
___Principles of Macroeconomics	(EC 201)	3
___Exploring Leadership	(LS 150)	3
___The Emerging Leader	(LS 160)	3
___Team and Community Building	(LS 220)	3
___Leadership Development (Capstone)	(LS 230)	3
___Calculations with Applications	(MA 148)	3
___Statistics for Management, Life and Social Sciences	(MA 220)	5

## MARKETING & MANAGEMENT - RADIO SHACK PARTNERSHIP

### ASSOCIATE IN APPLIED SCIENCE

Your Butler experience will prepare you to manage the process of developing consumer audiences and moving products from producers to consumers. This program includes learning in buyer behavior and dynamics, principles of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

#### General Education Requirements

Course	Hours
<b>Communications</b>	<b>6</b>
___English Comp I (EG 101)	
___One other course (EG 102, SP 100, SP 102, EG 112)	

#### Science, Math and Computer Science

9	
___Math Requirement (MA 114 or above)	
___Lab Science Requirement (CH 105 available on-line)	
___Computer Science Requirement (BA 104 suggested)	

#### Social/Behavioral Science Requirement

3	
___One course from either Social or Behavioral Science (EC 200 Suggested)	

#### Humanities/Fine Arts

3	
___One course from either Humanities or Fine Arts	

#### Physical Education

1	
___Physical Education Requirement	

#### Required Courses

Course	Hours
___Principles of Advertising (BA 103)	3
___Business Law I (BA 115)	3
___Accounting I (BA 126)	3
___Accounting II (BA 127)	3
___Introduction to Marketing (BA 140)	3
___Merchandising* (BA 203)	3
___Principles of Management* (BA 210)	3
___Personal Selling* (BA 215)	3
___Cooperative Education I, II, III, IV** (BA 197, 198, 297, 298)	8

A total of 62 credit hours is required for this degree. In addition to the 22 credit hours of general education requirements and 32 credit hours

of required courses, choose 8 credit hours from the list of related electives below or any American Management Association (AMA)\*\*\* courses:

#### Related Electives

Course	Hours
___Small Business Management (BA 109)	3
___Introduction to Business (BA 110)	3
___Business Law II (BA 116)	3
___3D Computer Animation I (BA 128)	3
___Managerial Accounting (BA 204)	3
___Intermediate Accounting (BA 206)	3
___Cyber Marketing (BA 219)	3
___Business Ethics (BA 220)	3
___Mgmt. Information Systems (BA 221)	3
___Computer Advertising Design (BA 225)	3
___3D Computer Animation II (BA 228)	3
___Principles of Microeconomics (EC 200)	3
___Principles of Macroeconomics (EC 201)	3
___Exploring Leadership (LS 150)	3
___The Emerging Leader (LS 160)	3
___Team and Community Building (LS 220)	3
___Leadership Development (Capstone) (LS 230)	3
___Calculations with Applications (MA 148)	3
___Statistics for Management, Life and Social Sciences (MA 220)	5

This program is for employees of Radio Shack in a partnership with Butler.

\*Credit will be awarded at the conclusion of the Radio Shack Training Program for these three courses when the student has accumulated 15 hours of Butler courses. No charge will be assessed Radio Shack or the student for these 9 hours when transcribed.

\*\*Cooperative Education courses must be completed through Butler, but students do not need to come onto a Butler campus to take the courses.

\*\*\*AMA courses are available at Butler's Business Performance Group. Courses taken at other locations can be transferred in with proper credentials.

Courses in the sequence may be taken from any accredited college. The degree will be awarded from Butler if the student completes at least 15 credit hours from Butler Community College.

#### Marketing & Management via Radio Shack Partnership

Career Program  
Degree Offered: Associate in Applied Science  
Credits Required: 62  
Contact: Jim Edwards, Dean of Business, Technology and Workforce Development, at 316.322.3128

#### Program Information

This program is designed for current or past Radio Shack employees only. Students will be awarded credit at the conclusion of the Radio Shack Training Program. Cooperative education courses must be completed through Butler Community College, but students do not need to come onto the Butler campus for the courses. AMA courses are available through Butler's Business Performance Group.

#### Accreditation

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP). According to the ACBSP website, "The Association's educational standards reflect its strong commitment to the enhancement of student learning; the advancement of teaching excellence; the measurement of program effectiveness through outcomes assessment; the preparation of students careers; and the recognition of unique organizational missions."

#### After Butler

Students will be able to progress within the management system at Radio Shack.

## Restaurant Management

Career Program  
Degree Offered: Associate in Applied Science  
Credits: 63  
Contact: Nancy Hansen, Lead Instructor, at 316.218.6236

### Program Information

Develop skills for a career in one of the world's largest and fastest growing industries. Classes explore various types of restaurant facilities with special emphasis in operations and management. Classes include an in-depth study of food, beverage, and labor cost management, catering management, food production and menu planning, hospitality marketing, hospitality law, hospitality human resources, sanitation and maintenance. Hands-on experiences and networking opportunities are available with hospitality industry leaders through cooperative education opportunities with internships, job-shadowing, and field experiences available as part of the educational experience.

### Articulation Agreements

Friends University, Southwestern College

### Accreditation

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

### After Butler

Students can transfer to a university or college to pursue a bachelor's degree in business or Hospitality Management. Employment opportunities are available world-wide in a variety of entry-level positions including restaurants, caterers, managed service operations, and lodging facilities.

### Median Wage for Food Service

Managers in South Central Kansas is \$31,532 per year. (Source: Workforce Planning Guide & Wage Survey, Local Area IV 2003 Edition, KDHR.)

## Restaurant Management

Career Program  
Certificate in Restaurant Management  
Credits: 30  
Contact: Nancy Hansen, Lead Instructor, at 316.218.6236

### After Butler

After receiving the certificate, students can complete the Associate degree program then transfer to a university or college to pursue a bachelor's degree in business or Hospitality Management. Employment opportunities (see above)

# RESTAURANT MANAGEMENT

## ASSOCIATE IN APPLIED SCIENCE

Your Butler experience in the restaurant management program will prepare you to plan, manage, and market restaurants, food services in hospitality establishments, food service chains and franchise operations. Included in the instruction are topics in hospitality administration, food services management, cost controls, catering, franchise operations, business networking, personnel management, culinary arts, business planning and capitalization, food industry operations, marketing and retailing, business law and regulations, finance, and professional standards and ethics.

### General Education Requirements

Course	Hours
<b>Communications</b>	<b>6</b>
___English Comp I (EG 101)	
___Public Speaking (SP 100)	
or Interpersonal Communication (SP 102)	
<b>Science, Math and Computer Science</b>	<b>6</b>
___Math Requirement (MA 114 or above)	
___Computer Science Requirement (BA 104)	
<b>Social/Behavioral Science Requirement</b>	<b>3</b>
___Sociology (BS 105)	
or	
___General Psychology (BS 160)	

### Required Hospitality Courses

	Hours
___Career Planning for Hospitality (HM 100)	1
___Hospitality Human Resources (HM 115)	3
___Culinary Lab I (HM 120)	3
___Intro. to Hospitality Management (HM 180)	3
___Internship I (HM 193)	2
___Facilities & Sanitation Mgmt (HM 201)	3
___Quality Mgmt./Customer Service (HM 202)	3
___Catering Management (HM 215)	3
___Hospitality Law (HM 255)	3
___Hospitality Marketing (HM 258)	3

### Required Restaurant Courses

___Food & Beverage Management (HM 190)	3
___Beverage Control (HM 195)	3
___Culinary Lab II (HM 220)	3
___Culinary Lab III (HM 222)	3
___Hospitality Financial Management (HM 260)	3

### Related Electives

___Event Planning I (HM 116)	3
___Event Planning II (HM 216)	3
___Hotel Motel Operations (HM 256)	3

A total of 63 credit hours is required for this degree.

# RESTAURANT MANAGEMENT

## CERTIFICATE

Your Butler experience in the restaurant management program will prepare you to plan, manage, and market restaurants, food services in hospitality establishments, food service chains and franchise operations. Included in the instruction are topics in hospitality administration, food services management, cost controls, catering, franchise operations, business networking, personnel management, culinary arts, business planning and capitalization, food industry operations, marketing and retailing, business law and regulations, finance, and professional standards and ethics.

### Required Courses

	Hours
___Career Planning for Hospitality (HM 100)	1
___Culinary Lab I (HM 120)	3
___Food & Beverage Management (HM 190)	3
___Internship I (HM 193)	2
___Facilities & Sanitation Mgmt (HM 201)	3

___Catering Management (HM 215)	3
___Culinary Lab II (HM 220)	3
___Culinary Lab III (HM 222)	3
___Hospitality Financial Management (HM 260)	3

### Related Electives

___Hospitality Human Resources (HM 115)	3
___Intro. to Hospitality Management (HM 180)	3
___Beverage Control (HM 195)	3
___Quality Mgmt./Customer Service (HM 202)	3
___Hospitality Law (HM 255)	3
___Hospitality Marketing (HM 258)	3

Certificate requires 30 credit hours. The Hospitality Restaurant Management Certificate is designed for returning adults who are changing careers and have a four-year degree.

## TOURISM

### ASSOCIATE IN APPLIED SCIENCE

Your Butler experience in the tourism program will prepare you to manage tourism-related enterprises and events with a major emphasis on event planning, convention operations and/or tourism services. Instruction in the program includes principals of operations in the travel and tourism industry; hotel and lodging facilities; food services; catering; hospitality marketing strategies; hospitality planning; convention planning, management, and execution; special event planning, management, and execution; tourism marketing and promotion strategies; hospitality law; international and domestic operations; and travel and tourism policy

#### General Education Requirements

Course	Hours
<b>Communications</b>	
___English Comp I (EG 101)	6
___Public Speaking (SP 100) or Interpersonal Communication (SP 102)	
<b>Science, Math and Computer Science</b>	
___Math Requirement (MA 114 or above)	6
___Computer Science Requirement (BA 104)	
<b>Social/Behavioral Science Requirement</b>	
___Sociology (BS 105) or ___General Psychology (BS 160)	3

#### Required Hospitality Courses

___Career Planning for Hospitality (HM 100)	1
___Hospitality Human Resources (HM 115)	3
___Culinary Lab I (HM 120)	3
___Intro. to Hospitality Management (HM 180)	3
___Internship I (HM 193)	2
___Facilities & Sanatation Mgmt (HM 201)	3
___Quality Mgmt./Customer Service (HM 202)	3
___Catering Management (HM 215)	3
___Hospitality Law (HM 255)	3
___Hospitality Marketing (HM 258)	3

#### Required Tourism Courses

___Event Planning I (HM 116)	3
___Tourism Topics (HM 118)	3
___Event Planning II (HM 216)	3
___Convention Management (HM 217)	3
___Event Planning III (HM 225)	3
___Event Planning IV (HM 226)	3

#### Related Electives

___Food & Beverage Management (HM 190)	3
___Beverage Control (HM 195)	3
___Hotel/Motel Operations (HM 256)	3
___Hospitality Financial Management (HM 260)	3

A total of 63 credit hours is required for this degree.

## TOURISM

### CERTIFICATE

Your Butler experience in the tourism program will prepare you to manage tourism-related enterprises and events with a major emphasis on event planning, convention operations and/or tourism services. Instruction in the program includes principals of operations in the travel and tourism industry; hotel and lodging facilities; food services; catering; hospitality marketing strategies; hospitality planning; convention planning, management, and execution; special event planning, management, and execution; tourism marketing and promotion strategies; hospitality law; international and domestic operations; and travel and tourism policy

#### Required Courses

Course	Hours
___Career Planning for Hospitality (HM 100)	1
___Event Planning I (HM 116)	3
___Tourism Topics (HM 118)	3
___Culinary Lab I (HM 120)	3

___Internship I (HM 193)	2
___Catering Management (HM 215)	3
___Event Planning II (HM 216)	3
___Convention Management (HM 217)	3

#### Related Electives

___Hospitality Human Resources (HM 115)	3
___Intro. to Hospitality Management (HM 180)	3
___Facilities & Sanatation Mgmt (HM 201)	3
___Quality Mgmt./Customer Service (HM 202)	3
___Hospitality Law (HM 255)	3
___Hospitality Marketing (HM 258)	3

Certificate requires 30 credit hours. The Hospitality Tourism Certificate is designed for returning adults who are changing careers and have a four-year degree.

#### Hours

#### Tourism

Career Program  
Degree Offered: Associate in Applied Science  
Credits: 63  
Contact: Nancy Hansen, Lead Instructor, at 316.218.6236

#### Program Information

Develop skills for a career in one of the world's largest and fastest growing industries. Classes explore various facets of the tourism industry, with emphasis in travel services and tourism management. Classes include an in-depth study of conducting tours, event planning, leisure travel reservations and hemisphere destinations, hospitality marketing, hospitality law, hospitality human resources, and quality management/customer service. Hands-on experiences and networking opportunities are available with hospitality industry leaders through cooperative education opportunities with internships, job-shadowing, and field experiences available as part of the educational experience.

#### Articulation Agreements

Friends University, Southwestern College

#### Accreditation

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

#### After Butler

Students can transfer to a university or college to pursue a bachelor's degree in business or Hospitality Management. Employment opportunities are available world-wide in a variety of entry-level positions including travel agents, travel companies, tour operators, convention bureaus, meeting and convention planners.

#### Median Wage for First-Line

Supervisors/Managers in South Central Kansas is \$28,454 per year. (Source: Workforce Planning Guide & Wage Survey, Local Area IV 2003 Edition, KDHR.)

#### Tourism

Career Program  
Certificate in Tourism  
Credits: 30  
Contact: Nancy Hansen, Lead Instructor, at 316.218.6236

#### After Butler

After receiving the certificate, students can complete the Associate degree program then transfer to a university or college to pursue a bachelor's degree in business or see above.

## Starting and Managing a Business

Certificate of Completion in Starting and Managing a Business

Credits Required: 30

Contact: Jared McGinley, Lead Instructor, at 316.322.3240

### Program Information

Students will complete courses in all aspects of managing a business from marketing and advertising to accounting to writing a business plan.

### Accreditation

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP). According to the ACBSP website, "The Association's educational standards reflect its strong commitment to the enhancement of student learning; the advancement of teaching excellence; the measurement of program effectiveness through outcomes assessment; the preparation of students careers; and the recognition of unique organizational missions."

### After Butler

Students will be able to develop and manage independent small businesses.

## STARTING and MANAGING a BUSINESS

### CERTIFICATE

Your Butler experience will prepare you to develop and manage independent small businesses. Your experience includes instruction in business administration, enterprise planning and entrepreneurship, start-up, small business operations and problems, personnel supervision, capitalization and investment, taxation, business law and regulations, e-commerce, and applications to specific sectors, products, and services.



### Required Courses

		Hours
___Principles of Advertising	(BA 103)	3
___Small Business Management	(BA 109)	3
___Business Law I	(BA 115)	3
___Accounting I	(BA 126)	3
___Writing a Business Plan	(BA 129)	2
___Introduction to Marketing	(BA 140)	3
___Merchandising	(BA 203)	3
___Principles of Management	(BA 210)	3
___Personal Selling	(BA 215)	3
___Cyber Marketing	(BA 219)	3
___Microcomputer App.-Quickbooks or Applications Elective	(BE 182)	1

Certificate requires 30 credit hours.