BUSINESS MANAGEMENT: MOBILE APPLICATION DEVELOPMENT AND MARKETING - DEGREE

Associate of Applied Science Degree Program

General Business Advising and Information

Business Department: 503-491-7515 | Room AC2555 | Business.Advising@mhcc.edu

Faculty Advisers

Stephen Konrad, MBA: 503-491-7342 | Room AC2664 | Stephen.Konrad@mhcc.edu

According to Data.ai (formerly known as App Annie), people in the Top 10 Mobile Markets spend 4.9 hours per day using mobile apps. MHCC's program teaches students to develop mobile apps, and list them world-wide in Apple's mobile app store. In addition, students will learn to monetize their apps, so they can earn a living and stay ahead of their competitors.

Please note: All core (BA, BUS, CIS, ISTM) courses must be completed within 5 years of starting the program.

Program Outcomes

At the completion of this program, students should be able to:

- Create mobile applications
- Demonstrate an understanding of business fundamentals
- Develop an effective business plan to monetize the mobile applications (e.g., identify funding options)
- Meet entry-level requirements for software developers

General education courses (such as math, writing, health, etc.) can be taken during any term, or before starting the program.

First Quarter		
Fall		**Credits**
BA101Z	Introduction to Business ★	4
BA131	Introduction to Business Computing ★	4
WR121Z	Composition I ★	4
MTH065 or MTH058	Beginning Algebra II ★ (or higher) or Quantitative Reasoning I	4-6
	Credits	**16-18**
Second Quarter		
Winter		
BA205	Business Communications ★	4
BA111	Introduction to Accounting ★	4
BA223	Principles of Marketing ★	4
HUM202	Ethics in the Workplace ★ 🌐	3
	Credits	**15**
Third Quarter		
Spring		
BA206	Management Fundamentals ★	4
BA213Z	Principles of Managerial Accounting ★	4
BA239	Advertising and Promotion	4
CIS195	Interface Design for Interactive Applications ★	3
CIS197HTM	Web Authoring: HTML5 and CSS3 ★	3
	Credits	**18**
Fourth Quarter		
Fall		
BA203	Introduction to International Business	4
BA249	Retail Management	3
BUS286	Career Management	4
CIS197CSP	Web Authoring: Client-Side Programming ★	3
ISTM133P	Introduction to Python ★	4
	Credits	**18**
Fifth Quarter		
Winter		
BA226	Introduction to Business Law ★	4
BA238	Professional Sales	4
BA267	Business Project Management	3
ISTM235MA	Mobile Apps 1: Introduction to iOS Mobile Applications Development	3
WE280	Internship or adviser-approved elective	2
	Credits	**16**
Sixth Quarter		
Spring		
BA250	Small Business Management ★	4
BA285	Leadership and Human Relations	3
BUS219	Entrepreneurial Funding	4
ISTM235MB	Mobile Apps 2: Intermediate iOS Mobile Applications Development	3
Health and Physical Education requirement (https://catalog.mhcc.edu/degree-certificate-requirements/aas/#health)		3
	Credits	**17**
	Total Credits	**100-102**