

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
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Faculty Advisers

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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 Beginning Algebra II ★ (or higher) or MTH058 or Quantitative Reasoning I	4-6
Credits	16-18

Second Quarter

Winter	Credits
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	Credits
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	Credits
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	Credits
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	Credits
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