

BACHELOR OF APPLIED SCIENCE

APPLIED SCIENCE - BUSINESS

ASPIRE

EXPERIENTIAL MAJOR MAP

BUSINESS RETURN ON INVESTMENT

Turn technical expertise into leadership opportunity. Today's workforce demands professionals who can do more than perform technical tasks. Organizations need leaders who can manage people, oversee operations, make strategic decisions, and drive growth. The Bachelor of Applied Science in Business helps students build on their existing education and experience while developing the business skills needed to move into supervisory, management, and ownership roles.

THE WHO...

- Technical Professionals Seeking Advancement
- Entrepreneurial Builders
- Skilled Trades & Technical Leaders
- Returning Adult Learners

THE SKILLS ...

- Leadership & Team Management
- Strategic Decision Making
- Organizational Problem Solving
- Business Innovation & Communication

THE JOBS ...

- Operation Manager
- Small Business Owner
- Project Leader or Team Supervisor
- Business Development Coordinator
- Technical Services Manager
- Industry-Specific Management Positions

WHAT YOU'LL LEARN

Graduates are prepared to advance within their current profession or transition into broader business leadership roles. The degree combines technical expertise with business knowledge, creating opportunities across a wide range of industries and organizational settings. The BAS in Business provides practical business knowledge designed to complement technical skills, helping graduates qualify for higher-level positions, increased responsibility, and long-term professional growth across a variety of career paths.

HILLTOP ADVANTAGE

The Hilltop Advantage is a structured, student-centered approach that ensures every student graduates with not only a degree, but also meaningful experiences, career-ready skills, and a clear post-graduation plan.

THE PROGRAM

- Degree Completion Design
- Career-Focused Curriculum
- Experienced Faculty
- Applied Learning Approach
- Transfer Friendly Structure

College of Business - Bachelor of Applied Science - Business

	FIRST / SECOND YEAR COMMUNITY COLLEGE	FIRST YEAR - WLU	LAST YEAR - WLU	GRADUATE PROGRAMS - Master of Business Administration (MBA) Industry Sectors - Manufacturing & Industrial - Technical & Information Systems - Construction & Skilled Trades Management - Energy, Utilities, Transportation & Logistics - Public Safety & Emergency Services Career Opportunities - Operations Supervisor or Manager - Small Business Owner or Entrepreneur - Project Leader or Team Supervisor - Business Development Coordinator - Technical Services Manager - Industry-Specific Management Positions
A ACADEMIC MASTERY	- Complete foundational community college coursework - Develop an understanding of the technical aspects of the selected field. - Build the foundation of the skills necessary for success in the technical area of specialization. - Investigate the transfer process to WLU for completion of the Bachelor of Applied Science in Business.	- Complete business core coursework - Apply critical thinking to complex business challenges. - Utilize technology and analytics tools to inform marketing decisions. - Hone the business skills that will complement the technical skills necessary for success.	- Complete advanced and integrative business coursework - Demonstrate mastery of strategic and analytical concepts related to managing a technical business. - Integrate technical and business knowledge to solve organizational challenges.	
S SELF-DISCOVERY & STRENGTHS	- Explore career pathways - Complete career and strengths assessments. - Reflect on personal interests, creativity, communication style, and career goals. - Identify areas of business that align with personal strengths.	- Clarify career goals and professional interests. - Develop a personal brand and professional identity. - Assess strengths as a technical business professional, communicator, and problem-solver. - Explore graduate school or professional certification opportunities	- Articulate professional strengths, values, and career aspirations. - Develop a personal leadership and career growth plan. - Reflect on growth as a professional. - Establish goals for lifelong learning and professional development	
PI PROFESSIONAL PREPARATION INTEGRATIVE & EXPERIENTIAL LEARNING	- Draft an initial professional résumé and LinkedIn profile. - Attend career panels and employer presentations. - Conduct informational interviews with business professionals. - Begin building a professional portfolio. - Participate in introductory projects and case analyses.	- Complete an internship or co-op experience or a consulting project. - Identify and participate in business competitions, business challenges, or consulting project challenges. - Build a professional portfolio showcasing campaigns, projects, and analytics work - Gain experience using business technologies and analytics platforms - Refine the professional résumé and LinkedIn profile.	- Complete a capstone consulting, research, or strategic marketing project. - Present recommendations to industry professionals, faculty, or community partners. - Finalize a professional portfolio. - Secure employment, graduate school admission, or entrepreneurial opportunities. - Pursue professional certifications	
RE RELATIONSHIPS & LEADERSHIP ENGAGEMENT & WELL-BEING	- Join an organization related to area of technical expertise. - Build relationships with faculty, peer mentors, and professionals. - Attend campus and community events focused on communication and business - Develop effective study habits, organization, and wellness practices	- Serve in leadership roles within student organizations. - Mentor first- and second-year students. - Attend professional conferences, networking events, and employer site visits. - Strengthen project leadership and teamwork skills	- Strengthen mentoring relationships with faculty and industry professionals. - Serve as a mentor or student leader. - Engage with professional associations within the field. - Develop strategies for maintaining career success, resilience, and personal well-being.	