# **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Introduction to Accounting

#### SECOND SEMESTER

- English Composition II
- General Education Elective (Science 100-200 Level)
- Introduction to Business
- Principles of Accounting I
- Principles of Accounting II

#### **THIRD SEMESTER**

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Principles of Marketing
- Personal Finance or Principles of Finance\*\*
- Microeconomics

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*
- Social Impact of Technology
- Intermediate Accounting II
- Elective
- Elective

\*U.S. Department of Labor, 2011

\*\*If students expect to complete a bachelor's degree, Principles of Finance and College Algebra are required.

ELECTIVES: See a listing and description of all electives on page 48.



# Associate of Science Degree in Accounting

The Bureau of Labor Statistics projects a 16% increase in accounting jobs by the year 2018,\* so now is the right time to enter this respected field. In this comprehensive program, you'll learn how to maintain financial records and prepare and analyze financial reports pertaining to assets, liabilities, profit and loss, tax liability and more.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

### Career Profile

As an accounting professional, you might be asked to:

- Prepare and analyze accounting records
- Prepare tax returns and compute taxes owed
- Analyze business operations, trends, cost revenues, financial commitments and obligations to project future revenues
- Maintain, analyze and provide advice on budgets and expenses
- Develop, implement and modify recordkeeping and accounting systems

# **Employment Opportunities**

Accounting careers are plentiful and are becoming increasingly diversified with greater financial rewards. Popular positions for accounting specialists include:

- Public accountant
- Management accountant
- Internal auditor

- Cost accountant
- Government accountant
- Budget analyst

### What You Need

The prerequisite for this degree is a high school diploma or GED.

#### What You Get

Academic support, textbooks, eBooks and other online course materials are included in your **low tuition** at no **additional cost**. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- Access to Ashworth's active social community

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# Associate of Science Degree in Computer Information Systems

Get set to enter a booming profession. Jobs for computer professionals will grow an average of 17% from 2008 to2018.\* Learn programming, networking and Windows® operation, how to maintain and repair PCs, design websites, and create and maintain databases. Gain insight into business principles, communication, management methods and more.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# Career Profile

Enjoy a respected and challenging career. Computer information managers are part specialist, programmer, and problem solver. They often:

- · Select, install and maintain hardware
- Direct data communications and software purchases
- Set up networks
- · Monitor Internet and Intranet sites
- Manage backups and help desk
- Supervise systems analysts and programmers
- Provide for data security and programmers and web designers
- Plan for disaster recovery

# **Employment Opportunities**

Technological advancements continue to boost the employment of both computer systems workers and their managers. Popular career paths include:

- IT manager
- Database administrator
- PC operations manager
- Technical support/help desk manager
- Network administrator
- E-commerce manager
- Web designers and developers

#### What You Need

The prerequisite for this degree is a high school diploma or GED.

## What You Get

Academic support, textbooks, eBooks and other online course materials are included in your **low tuition** at no **additional cost**. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- Access to Ashworth's active social community

### **Program Outline**

#### FIRST SEMESTER

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Windows Operating Systems

#### SECOND SEMESTER

- English Composition II
- General Education Elective (Science 100-200 Level)
- MS Office Applications I
- MS Office Applications II
- Database Processing

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Computer Programming I
- Computer Programming II
- Web Site Design

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*
- Social Impact of Technology
- Systems Analysis and Design
- Elective
- Elective

\*U.S Department of Labor, 2011

\*\*If students expect to complete a bachelor's degree College Algebra is required.

# Associate of Science Degree in Construction Technology

#### **Program Outline**

#### FIRST SEMESTER

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Introduction to Construction

#### **SECOND SEMESTER**

- English Composition II
- General Education Elective (Science 100-200 Level)
- Construction Methods and Materials
- Drawings and Specifications
- · Safety Planning and Administration

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Construction Survey Fundamentals
- Cost Estimating
- Project Scheduling

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*
- Social Impact of Technology
- Construction Management
- Elective
- Elective

Unravel the complex components of commercial and residential construction projects while you develop the management techniques and leadership skills you'll need to manage a job site. You'll learn to survey and select sites, estimate costs and write project bids, read blueprints, select materials, and much more.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

### Career Profile

As a construction manager, you'll be in charge of coordinating the design and construction processes for all types of projects. You'll juggle multiple tasks, deal with and/or supervise many people, and make quick decisions. You'll often be required to:

- Prepare bids and project estimates
- Ensure specifications are met
- · Hire and oversee subcontractors
- Monitor code and safety compliance
- Present change orders

- Negotiate contracts
- Track schedules
- Monitor budgets and costs
- Supervise materials purchases
- Submit progress reports to owners

# **Employment Opportunities**

The employment outlook for someone with an **Associate Degree in Construction Management** can be substantial and can open up a wide range of construction management jobs. In 2010, 61% of construction managers were self-employed. The rest worked mainly in the construction industry where, for example, the median income for residential building construction managers was over **\$79,000\***. Popular construction management careers include:

- Residential and commercial construction
- · Remodeling and renovation

# What You Need

The prerequisite for this degree is a high school diploma or GED.

# What You Get

Academic support, textbooks, eBooks and other online course materials are included in your **low tuition** at no **additional cost**. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- · Access to Ashworth's active social community

\*U.S. Department of Labor, 2011

\*\*If students expect to complete a
bachelor's degree College Algebra
is required.

# Associate of Science Degree in Criminal Justice

From the fundamental principals governing criminal law and the penal system, to the Constitution and ethics in criminal justice, this degree provides the knowledge you need to take a leading role in criminal justice. You'll learn about policing, investigation, juvenile justice, domestic violence, parole and probation, and much more.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# Career Profile

Provide vitally important services while enjoying a career that's challenging, respected, and worthwhile. You'll enjoy a sense of pride as you help protect fellow citizens from harm. You might be asked to:

- Become an agent for FBI, CIA or U.S. Customs
- Study and apply penal code law
- Perform coroner duties
- Develop a security consultancy firm
- Specialize in victim advocate services
- Investigate complex crime scenes
- Administer a rehabilitation facility
- Perform community social work
- · Counsel drug abusers

# **Employment Opportunities**

The growing emphasis on homeland security has created an unprecedented demand for criminal justice professionals. A variety of opportunities exist in:

- Police forces
- Courts and prosecutor's offices
- Community and youth centers
- Private investigation firms
- Correctional facilities
- Social service agencies

# What You Need

The prerequisite for this degree is a high school diploma or GED.

# What You Get

Academic support, textbooks, eBooks and other online course materials are included in your low tuition at no additional cost. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- Access to Ashworth's active social community



# **Program Outline**

#### FIRST SEMESTER

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Introduction to Criminal Justice

#### SECOND SEMESTER

- English Composition II
- General Education Elective (Science 100-200 Level)
- Criminal Law
- Criminal Procedure
- Criminal Investigation

#### THIRD SEMESTER

- General Education Elective
- (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Ethics in Criminal Justice
- Policing
- Corrections

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*
- Social Impact of Technology
- Juvenile Justice
- Elective
- Elective

<sup>\*</sup>If students expect to complete a bachelor's degree College Algebra is required.

# Associate of Science Degree in

# Early Childhood Education

# **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Careers in Early Childhood Education

#### **SECOND SEMESTER**

- English Composition II
- General Education Elective (Science 100-200 Level)
- Child Development
- Curriculum Development
- Guidance and Discipline

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Early Childhood Literacy
- Health, Safety and Nutrition
- Creative Expression and Play

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*
- Social Impact of Technology
- . Home, School and Community
- Elective
- Elective

\*U.S. Department of Labor, 2011

\*\*If students expect to complete a
bachelor's degree College Algebra
is required.

ELECTIVES: See a listing and description of all electives on page 48.

Receive in-depth instruction in the principles and procedures of supervising youngsters from newborn through age eight. Discover how they develop, explore cultural differences, and learn activities and games to enrich their knowledge of specific subjects. You'll also gain essential business skills needed in educational administration and operations.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# **Career Profile**

Contribute to the care, education, social development, and happiness of infants, toddlers and pre-school children. Depending on where you work you may:

- Teach in the classroom
- Tell Stories
- Supervise infants
- Assist in administration

- Tutor students individually
- Plan curricula
- Coordinate art projects
- Consult with parents

# **Employment Opportunities**

64% of mothers with children between the ages of 1 and 6 years work outside the home and with renewed emphasis on kindergarten and first-grade readiness, **employment in child care will continue to grow\***. Opportunities exist in:

- Preschools
- Special education
- Elementary schools
- Day care facilities
- After-school programs
- Tutoring services

# What You Need

The prerequisite for this degree is a high school diploma or GED.

# What You Get

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- Access to Ashworth's active social community

# Associate of Science Degree in Finance

Get ready to succeed! The Bureau of Labor Statistics ranks financial advisor among the 10 fastest growing occupations\*. This course covers the fundamental principles and procedures of accounting, economics and financial statement analysis. You'll learn about money markets, financial institutions, investing, managing household finances, evaluating global economic trends and much more.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# **Career Profile**

Use your expertise in finance and money management to help individuals and businesses make responsible decisions. You'll be able to assist families to:

- · Develop cash management strategies
- · Prepare financial reports
- Improve net worth
- Monitor investment activities

# **Employment Opportunities**

The increasing complexity of financial transactions combined with greater affluence and the aging of baby boomers continue to broaden the demand for sound money management advice. Excellent career opportunities exist in:

· Banks and loan companies

- Insurance companies
- Financial planning and stock brokerage firms
- Accounting firms

#### What You Need

The prerequisite for this degree is a high school diploma or GED.

# What You Get

Academic support, textbooks, eBooks and other online course materials are included in your **low tuition** at no **additional cost**. You'll also receive:

- · Self-paced, step-by-step program
- Online assignments and multiple choice exams
- · Expert tutorial and technical assistance
- Access to Ashworth's active social community

# **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Introduction to Business

#### SECOND SEMESTER

- English Composition II
- General Education Elective (Science 100-200 Level)
- Principles of Finance
- Microeconomics
- Introduction to Accounting or Principles of Accounting I\*\*

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- · Money and Banking
- Financial Institutions and Markets
- Financial Statement Analysis

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*
- Social Impact of Technology
- Investments
- Elective
- Elective

\*U.S. Department of Labor, 2011

\*\*If students expect to complete a bachelor's degree, Introduction to Accounting/Principles of Accounting I sequence and College Algebra are required.

# Associate of Science Degree in General Business

# **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Principles of Management

#### **SECOND SEMESTER**

- English Composition II
- General Education Elective (Science 100-200 Level)
- Business Communication
- Business Ethics
- Introduction to Accounting or Principles of Accounting I\*\*

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Principles of Marketing
- Personal Finance or Principles of Finance\*\*
- Microeconomics

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*
- Social Impact of Technology
- Business Law
- Elective
- Elective

\*Bureau of Labor Statistics

\*\*If students expect to complete a bachelor's degree, Introduction to Accounting/Principles of Accounting I sequence, Principles of Finance and College Algebra are required.

ELECTIVES: See a listing and description of all electives on page 48.

Develop the skills you need to thrive in a world of globalization and business innovation. You'll learn to plan, organize and direct others from a team or department to a branch office or complete organization. This in-depth curriculum teaches the principles of entrepreneurship, marketing, finance, money management, human resources and more.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# **Career Profile**

Get ready to have a major impact on the productivity and profitability of your organization. Your skills will be needed everywhere, from marketing to manufacturing; retail to finance.

- Create business plans
- Manage a sales and marketing department
- Supervise sales support and customer service
- Handle industrial relations

- Manage retail stores
- · Develop marketing research plans
- Train & hire staff
- Own your own business

# **Employment Opportunities**

There is not a business or organization that can't benefit from a trained business manager. According to the Bureau of Labor Statistics\*, occupations in which an Associate Degree is required are growing faster than occupations that require other types of training – and that makes this degree especially practical. There will be increased demand in:

- Human resources and industrial relations
- Information systems and technology
- Purchasing, general and administrative services
- Sales support and customer service
- Sales, marketing, public relations and advertising

# What You Need

The prerequisite for this degree is a high school diploma or GED.

# What You Get

- · Self-paced, step-by-step program
- · Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- · Access to Ashworth's active social community

# Associate of Arts Degree in General Studies

Ashworth's General Studies Associate Degree program is designed to provide you with a flexible, well-rounded online education that combines core general education courses with several elective options. What better way to customize an associate degree program that will meet your personal and professional goals.

Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could **graduate in less time for less money.** And like all our associate degree programs, our General Studies Associate of Arts Degree is "transfer-ready" into our bachelor's degree program in general studies.

### Career Profile

Depending on your personal and professional goals, a General Studies Associate Degree can help set the stage for your current career, a new career path or further education.

Because you will have chosen a combination of courses from a variety of career-related disciplines, you're sure to graduate with a well rounded general education and a specialized foundation built by you, for you. And this will help give you the confidence and knowledge to advance your career.

# **Employment Opportunities**

While most General Studies graduates go on to pursue a bachelor's degree, if you're formal education stops here or if you take a break and work for a while first, you can still demonstrate to employers that you have the self-discipline and intelligence to work through a college-level program.

Entry level jobs, internships, coordinator and administrator roles, and sales jobs are just some of the places you might immediately apply your education, especially when the focus is on general skills rather than specialized knowledge.

# What You Need

The prerequisite for this degree is a high school diploma or GED.

# What You Get

Academic support, textbooks, eBooks and other online course materials are included in your **low tuition** at no **additional cost**. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- · Expert tutorial and technical assistance
- · Access to Ashworth's active social community

### **Program Outline**

#### FIRST SEMESTER

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- General Education Elective (Math/Computer Science 100-200 Level)

#### **SECOND SEMESTER**

- English Composition II
- General Education Elective (Science 100-200 Level)
- General Education Elective (Behavioral/Social Science 100-200 Level)
- Elective (100-200 Level)
- Elective (100-200 Level)

#### THIRD SEMESTER

- Social Impact of Technology
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Elective (100-200 Level)
- Elective (100-200 Level)
- Elective (100-200 Level)

#### **FOURTH SEMESTER**

- College Algebra
- Elective (100-200 Level)
- Elective (100-200 Level)
- Elective (100-200 Level)
- Elective (100-200 Level)

# Associate of Science Degree in Health Care Administration

### **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Medical Terminology

#### SECOND SEMESTER

- English Composition II
- General Education Elective (Science 100-200 Level)
- Medical Office Management I
- Medical Office Management II
- Health Records Management

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Anatomy and Physiology I
- Anatomy and Physiology II
- Medical Coding I

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*
- Social Impact of Technology
- Human Resource Management
- Elective
- Elective

Acquire the skills you need to take a leadership role in a field that's growing faster than average for all occupations. You'll learn human anatomy and physiology, medical records and office management, medical assisting and patient relations, medical coding and insurance claims. You'll also gain essential business and communication skills.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# **Career Profile**

Human resource managers spend a significant amount of time interacting with a wide variety of people. So if you're good at listening, are well organized and consider yourself to be a team player, this may be the ideal career for you.

- · Administer medical staffing
- Help create and market health care services
- Utilize patient data for accessibility
- Examine and respond to latest health care legislation
- Prepare safety procedures
- Develop effective public relations
- Manage dynamic web technology

# **Employment Opportunities**

You're entering a booming field. The U.S. Department of Labor expects the need for health services management professionals to **grow by more than 16 percent** through 2018. Managers will be needed to improve the quality and efficiency of health care while controlling costs and complying with higher accountability standards. Job opportunities include:

- Medical records specialist
- Medical office manager
- Insurance claims specialist
- Medical coder
- Medical assisting

### What You Need

The prerequisite for this degree is a high school diploma or GED.

#### \*If students expect to complete a bachelor's degree College Algebra is required.

**ELECTIVES:** See a listing and description of all electives on page 48.

# What You Get

Academic support, textbooks, eBooks and other online course materials are included in your **low tuition** at no **additional cost**. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- · Access to Ashworth's active social community

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# Associate of Science Degree in Human Resource Administration

Welcome to a multi-faceted discipline that encompasses recruitment, training, career development, human and labor relations, compensation and benefits, employment law, psychology, communications, ethics, and so much more. Human resource management is essential in all aspects of business, from day-to-day operations to strategic planning.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# Career Profile

Human resource managers spend a significant amount of time interacting with a wide variety of people. So if you're good at listening, are well organized and consider yourself to be a team player, this may be the ideal career for you.

- Recruit and hire new employees
- Manage compensation and benefits
- Identify health, safety and security concerns
- Train and develop existing staff
- Develop employee and labor relations
- Resolve disputes

# **Employment Opportunities**

Demand for human resource managers is increasing faster than average and the the field is expected to grow by 22% between 2008-2018\*, much faster than other occupations. Most jobs are in the private sector. You could find yourself in almost any industry and involved in:

- · Hiring and recruitment
- Compensation and benefits
- Employee relations and dispute resolution
- Training and development
- . Health, safety and security

# What You Need

The prerequisite for this degree is a high school diploma or GED.

# What You Get

Academic support, textbooks, eBooks and other online course materials are included in your **low tuition** at no **additional cost**. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- Access to Ashworth's active social community

\*U.S. Department of Labor, 2011

#### **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Introduction to Business

#### **SECOND SEMESTER**

- English Composition II
- General Education Elective (Science 100-200 Level)
- Human Relations
- Principles of Management
- Human Resource Management

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Business Ethics
- Employment Law
- Training and Development

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*
- Social Impact of Technology
- Compensation and Benefits
- Elective
- Elective



<sup>\*\*</sup>If students expect to complete a bachelor's degree College Algebra is required.



# Associate of Science Degree in Marketing

Get involved in an exciting field that requires a broad grasp of many subjects. Marketers need to know about advertising, sales promotion, retail merchandising, corporate communications, and much more. This career-focused curriculum covers it all in fascinating detail, including how to take a product from concept to distribution.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# **Career Profile**

Marketing is a career that's challenging, creative, and highly valued by businesses of all kinds. You could manage sales efforts, develop marketing strategies and make advertising decisions or oversee corporate communications and public relations. Your talents could take you into:

- Determine demand for products and services
- · Develop pricing strategies
- Monitor trends

- Identify potential customers
- Ensure customer satisfaction
- Oversee product development

# **Employment Opportunities**

From account executive to creative director to sales manager, there are many exciting opportunities in marketing. Jobs are expected to increase by 13% between 2008 and 2018\* depending on the specialty. You'll find opportunities in:

- Advertising agencies
- Public Relations firms
- Non-profits

- Marketing firms
- Corporate marketing departments
- Government agencies

# What You Need

The prerequisite for this degree is a high school diploma or GED.

### What You Get

Academic support, textbooks, eBooks and other online course materials are included in your **low tuition** at no **additional cost**. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- Access to Ashworth's active social community



# **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Introduction to Business

#### **SECOND SEMESTER**

- English Composition II
- General Education Elective (Science 100-200 Level)
- Principles of Marketing
- Business Communications
- Business Ethics

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Principles of Professional Selling
- · Principles of Retailing
- Consumer Buying Behavior

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*
- Social Impact of Technology
- Integrated Marketing Communications
- Elective
- Elective

\*U.S. Bureau of Labor Statistics
\*\*If students expect to complete a
bachelor's degree College Algebra
is required.



### **Program Outline**

#### FIRST SEMESTER

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Introduction to Business

#### SECOND SEMESTER

- English Composition II
- General Education Elective (Science 100-200 Level)
- Business Law
- Introduction to Paralegalism I
- Introduction to Paralegalism II

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- · Legal Research and Writing
- Criminal Law and Procedure
- Tort Law

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*
- Social Impact of Technology
- Law Office Management
- Elective
- Elective

\*If students expect to complete a bachelor's degree College Algebra is required.

ELECTIVES: See a listing and description of all electives on page 48.

# Associate of Science Degree in Paralegal Studies

Enter a growing field. Paralegal jobs are increasing much faster than average. Study Constitutional law and the legal system. Get practical lessons on how to conduct legal research, interview clients and witnesses, and draft legal documents. Cover key specialty areas including family, corporate and tort law, litigation, real estate law, estates, wills, and trusts.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to **75% in transfer credits, there are more opportunities** to transfer existing college-level credits into your program. This means you could **graduate in less time for less money.** And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

#### Career Profile

As a paralegal, you'll work closely with attorneys in law firms, government agencies, and non-profit organizations as an integral part of the legal team. Challenging assignments can take you from the office to the courtroom to the field. Be prepared to:

- Assist lawyers in the courtroom
- Research laws, articles, and judicial history
- Prepare written reports
- Prepare legal documents and motions
- Analyze and organize research and information
- Draft contracts, divorce agreements, and tax returns

# **Employment Opportunities**

The **need for paralegals is expected to grow by 28**% between 2008 and 2018\* as law firms try to reduce costs by hiring paralegals to perform tasks formerly carried out by lawyers. Your associate degree may help you advance to positions with greater responsibility and higher pay. You may specialize in a specific area such as:

- Litigation
- Real estate
- Tax law
- Corporate law
- Labor law
- Probate law
- Laboriavv
- Intellectual property law
- Bankruptcy lawFamily law
- Environmental law

#### What You Need

The prerequisite for this degree is a high school diploma or GED.

#### What You Get

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- Access to Ashworth's active social community

# Associate of Science Degree in Psychology

Get a competitive edge in a variety of careers or take your very first step into a fascinating field. You'll learn what makes people "tick" as you gain a practical understanding of personality, development, cognitive, age and sex-specific disorders, abnormal behaviors, treatments, testing, substance abuse, and more.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

## Career Profile

You don't need to pursue psychology as your primary profession to apply your knowledge in a variety of meaningful ways. Relevant to many careers, you might be asked to:

- Counsel individuals from diverse backgrounds
   Analyze problems
- Determine how certain problems occur
- Communicate research findings
- Administer questionnaires and surveys
- Write a logically developed report
- · Examine human mental processes
- Apply your talent in many other areas

# **Employment Opportunities**

The economy may have taken a hit, but the average salary offer for psychology majors is up by 1.4%.\* There are plenty of academic opportunities as well. 40 percent of undergraduates in the field eventually going on to law school, business school or some other professional program.\*\* Here are just a few career paths you can follow:

- Social work or community service
- Health care and rehabilitation services
- Human resources
- Marketing

- Education
- Project management
- Health care

# What You Need

The prerequisite for this degree program is a high school diploma or GED.

# What You Get

Academic support, textbooks, eBooks and other online course materials are included in your low tuition at no additional cost. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- Access to Ashworth's active social community

#### **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Human Relations

#### SECOND SEMESTER

- English Composition II
- General Education Elective (Science Level 100-200)
- Introduction to Psychology I
- Introduction to Psychology II
- Social Psychology

#### **THIRD SEMESTER**

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Human Growth and Development I
- Human Growth and Development II
- Abnormal Psychology

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*\*
- Social Impact of Technology
- Psychology of Personality
- Elective
- Elective
- \* National Association of Colleges and Employers (NACE), 2009
- \*\* Money.com
- \*\*\*If students expect to complete a bachelor's degree College Algebra is required.

# Associate of Science Degree in Retail Administration

# **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Introduction to Business

#### SECOND SEMESTER

- English Composition II
- General Education Elective (Science 100-200 Level)
- Introduction to Retailing
- Principles of Marketing
- Retail Supply Chain Management

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Microeconomics
- Retail Buying
- Introduction to Accounting

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*\*
- Social Impact of Technology
- Retail Employee Management
- Elective
- Elective

\*Bureau of Labor Statistics, 2011
\*\*If students expect to complete a
bachelor's degree College Algebra
is required.

ELECTIVES: See a listing and description of all electives on page 48.

Get a broad foundation in essential business techniques and then learn to apply them to a retail environment. In this in-depth degree program you'll not only acquire essential management, accounting and marketing skills. You'll also arm yourself with the strategic thinking and problem-solving skills that can turn you into an outstanding retail manager.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# Career Profile

A fast-paced retail environment is a great place for a high-energy "people person." As a retail manager you'll be on your way to career opportunities in:

- Oversee staff
- Interview, hire, and train employees
- Prepare work schedules
- Focus on broad managerial issues of planning and strategy
- Ensure customers receive satisfactory service and quality goods
- · Handle purchasing, budgeting, and accounting

# **Employment Opportunities**

Retail managers held 2.1 million jobs in 2008 and approximately 34 percent were self-employed, mostly as store owners.\* This means the range of career options in retail is wide. But job candidates with a specialized degree in retail management will find they have a significant advantage over other applicants — and greater opportunities for advancement. You could work in:

- Department stores
- Specialty stores
- Your own retail establishment

- Fashion boutiques
- Online retailing

# What You Need

The prerequisite for this degree is a high school diploma or GED.

#### What You Get

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- Access to Ashworth's active social community

# Associate of Science Degree in Security Administration

Work on the front lines of public and private law enforcement. To **prepare for this exciting career** you'll study criminal law, the legal process, investigations, and more. Courses in areas such as loss prevention, private security, disaster preparedness, and more provide the broad training that makes you a true professional.

Gain a solid foundation in general education along with the specialized knowledge you'll need to become an Accounting professional. Because Ashworth accepts up to 75% in transfer credits, there are more opportunities to transfer existing college-level credits into your program. This means you could graduate in less time for less money. And like all our associate degree programs, it's "transfer-ready" into one of our bachelor's degree programs.

# **Career Profile**

When working closely with law enforcement officials to help preserve the peace, protect the workplace, and prevent crime and terrorism in society, you might be asked to:

- Monitor alarms and closed-circuit TV cameras
- · Conduct security checks
- · Detain or arrest criminal violators
- · Work with undercover detectives
- · Apprehend shoplifting suspects
- · Protect customers, staff and property

# **Employment Opportunities**

As long as crime and terrorism remains a major concern, there will be a need for trained security professionals. Exciting opportunities exist in both public and private sector areas including:

- Computer crime
- Corporate loss prevention
- Security investigation
- Safety and risk analysis
- Crisis management
- Counter-terrorism

# What You Need

The prerequisite for this degree is a high school diploma or GED.

#### What You Get

Academic support, textbooks, eBooks and other online course materials are included in your **low tuition** at no **additional cost**. You'll also receive:

- Self-paced, step-by-step program
- Online assignments and multiple choice exams
- Expert tutorial and technical assistance
- · Access to Ashworth's active social community

### **Program Outline**

#### **FIRST SEMESTER**

- Achieving Academic Excellence
- Principles of Public Speaking
- English Composition I
- Introduction to Computers
- Introduction to Security Management

#### **SECOND SEMESTER**

- English Composition II
- General Education Elective (Science 100-200 Level)
- Criminal Law
- Criminal Procedure
- Incident Command Systems

#### THIRD SEMESTER

- General Education Elective (Behavioral/Social Science 100-200 Level)
- General Education Elective (Humanities/Fine Arts 100-200 Level)
- Policing
- Criminal Investigation
- Criminal Behavior

#### **FOURTH SEMESTER**

- College Mathematics or College Algebra\*
- Social Impact of Technology
- Homeland Security and Public Safety
- Elective
- Elective



<sup>\*</sup>If planning to complete a bachelor's degree College Algebra is required.