Focus Areas:
**Business, Design,
Communications,
Marketing**

DIGITAL
ENTREPRENEURSHIP

Department Chair: Dr. Julia Galm
julia.galm@cloud.edu •• 785.243.1435, ext. 241

Potential Careers:
- **Social Media Manager**
- **YouTube, Twitch, Instagram Streamer/Influencer**
- **Digital Marketing and Advertising**
- **Small Business Owner**

Program Learning Outcomes:

1. Demonstrate the ability to perform a business function.
2. Recognize and apply communication conventions and strategies appropriate to a written or spoken discourse.
3. Explain the interrelated nature of humanities: how humanities shapes cultures and how the cultures shape humanities.

DEGREES
& CERTIFICATES

Associate of Arts................................. A.A. - 62 hours

Digital Entrepreneurship

DIGITAL ENTREPRENEURSHIP
Associate of Arts
62 Hours

Required General Education Courses	**34-35 cr**
English Discipline Area (010)	*6*

CM101 English Composition I (3 cr)
CM102 English Composition II (3 cr)

Communication Discipline Area (020)   *3*
  CM115 Public Speaking (3 cr) **or**
    CM240 Interpersonal Communications (3 cr)

Mathematics and *Statistics Discipline Area (030)*   *3*

Natural and *Physical Science Discipline Area (040)*   4-5

Social and Behavioral Discipline Area (050)   *6*
    (2 areas required)

Anthropology	Economics*
Geography	Pyschology
Political Science	Sociology

  EC101 Principles of Macroeconomics (3 cr) (suggested)

Arts and Humanities Discipline Area (060)   *6*
    (2 areas required)

Art	Literature
Foreign Language	Music
History	Philosophy
Humanities	Theatre

Institutionally Designated Area Elective (070)   *6*

Required Digital Entrepreneurship Courses	**12 cr**

AR120	Design I	3
BE155	Marketing	3
CS107	Graphic Software Applications	3
JN100	Mass Media in Society	3

Elective Courses	**15 cr**

English

CM106	Creative Writing I	3
CM107	Creative Writing II	3
CM120	Survey of Technical Writing	3
CM121	Introduction to Literature	3
CM123	American Literature II	3
CM124	World Literature & the Human Experience	3
CM140	Theatre Appreciation	3
CM157	Mass Media Production I	3
CM158	Mass Media Production II	3
CM240	Interpersonal Communications	3
JN140	Beyond Web 2.0: Social Media as Indentity	3

Business

BE100	Introduction to Business	3
BE152	Salesmanship	3
BE154	Business Law	3
BE161	Accounting I	3
BE162	Accounting II	3

BE165	Computerized Accounting	3
BE170	Business Statistics	3
BE188	Principles of Advertising	3
EC101	Principles of Macroeconomics	3
EC102	Principles of Microeconomics	3
MG102	Introduction to Entrepreneurship	3

Art/Design

AR121	Graphic Design I	3
AR122	Graphic Design II	3
AR129	Introduction to Digital Photography	3
AR130	Drawing I	3
AR131	Drawing II	3
AR140	Painting I	3
AR141	Painting II	3

Additional Electives

MU110	Harmony and Ear Training I	3
MU130	Applied Music: Voice	1
MU131	Applied Music: Instrument	1
MU132	Applied Music: Piano	1
MU134	Applied Music: Voice II	1
MU135	Applied Music: Instrument II	1
MU136	Applied Music: Piano II	1
MU137	Applied Music: Voice III	1
MU138	Applied Music: Instrument III	1
MU139	Applied Music: Piano III	1

Open Electives	**1 cr**

Any non-technical, non-developmental course can be used to fulfill the requirements of the Associate of Arts degree.