

## Blue Ridge Community & Technical College Business Operations

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### Program Summary

The Blue Ridge Community and Technical College Business Operations associate degree provides students with a strong foundation in business principles—planning, communication, marketing, human relations, and management—while cultivating the employability qualities essential for long-term career success. Through concentrations in Small Business, Foundations, or Transfer, students gain hands-on experience applying theory to real-world challenges. The program integrates professional writing, teamwork, ethical decision-making, and technology-rich projects that mirror modern workplace expectations.



### Strengths & Noteworthy Practices

The program demonstrates exceptional alignment with the Essential Employability Qualities (EEQs) and is recognized for its intentional, comprehensive development of communication, teamwork, critical thinking, creativity, professionalism, adaptability, motivation, and digital literacy. Students consistently apply these skills in meaningful contexts—from marketing plan presentations to business law case studies and internship field experiences—ensuring they graduate career-ready and confident.

The program's strengths stem from its deep integration of career development and employer partnerships. Advisory board members mentor students, provide feedback, and shape curriculum, while internships and Future Business Leaders of America (FBLA) activities offer robust, real-world preparation. Faculty reinforce professionalism and responsibility through authentic workplace standards such as structured communication, ethical AI use, and accountability in collaborative work.

The program also stands out for its commitment to equity and access. Initiatives like WVInvests make higher education financially attainable, while career counseling, résumé assistance, and interview preparation are provided to all students at no cost. Continuous feedback from employers, students, and alumni ensures the curriculum evolves alongside industry needs.

