



Business Administration
Credential: - Associate in Applied Science
Degree in Business Administration
A2512000

The Business Administration curriculum is designed to introduce students to the various aspects of the free enterprise system. Students will be provided with a fundamental knowledge of business functions, processes, and an understanding of business organizations in today's global economy.

Course work includes business concepts such as accounting, business law, economics, management, and marketing. Skills related to the application of these concepts are developed through the study of computer applications, communication, team building, and decision making.

Through these skills, students will have a sound business education base for lifelong learning. Graduates are prepared for employment opportunities in government agencies, financial institutions, and large to small business or industry.

Program Length: 4 semesters
 Career Pathway Options: Associate in Applied Science Degree in Business Administration
 Program Sites:
 Lee Campus - Day Program Selected Evening Courses
 Harnett Campus - Day Program
 Distance Education - All Campuses

Course Requirements for Business Administration Degree

A. General Education Courses (16 SHC)		C-L-SHC
ENG 111	Expository Writing	3-0-3
ENG 111A	Expository Writing Lab	0-2-1
ENG 114	Professional Research and Reporting	3-0-3
*HUM 115	Critical Thinking	3-0-3
**MAT 140	Survey of Mathematics	3-0-3
PSY 150	General Psychology	3-0-3
B. Required Major Core Courses (19 SHC)		
ACC 120	Principles of Financial Accounting	3-2-4
BUS 115	Business Law I	3-0-3
BUS 137	Principles of Management	3-0-3
***CIS 110	Introduction to Computers	2-2-3
MKT 120	Principles of Marketing	3-0-3
Choose One (3 SHC)		
ECO 151	Survey of Economics	3-0-3
ECO 251	Principles of Microeconomics	3-0-3
ECO 252	Principles of Macroeconomics	3-0-3
C. Other Major Hours Required (37 SHC)		
ACC 121	Principles of Managerial Accounting	3-2-4
BUS 110	Introduction to Business	3-0-3
BUS 125	Personal Finance	3-0-3
BUS 153	Human Resource Management.	3-0-3

BUS 225	Business Finance	2-2-3
BUS 240	Business Ethics	3-0-3
BUS 255	Organizational Behavior in Business	3-0-3
BUS 260	Business Communication	3-0-3
COE 111	Co-op Work Experience I	0-10-1
MKT 223	Customer Service	3-0-3
Major Electives		8-0-8

Management Track - Major Elective Course Listing (Select a minimum of 8 SHC hours)

ACC 122	Principles of Financial Accounting II	3-0-3
ACC 129	Individual Income Taxes	2-2-3
ACC 140	Payroll Accounting	1-2-2
BUS 116	Business Law II	3-0-3
BUS 151	People Skills	3-0-3
BUS 280	REAL Small Business	4-0-4
INT 110	International Business	3-0-3
OST 131	Keyboarding	1-2-2
OST 137	Office Software Applications	1-2-2

Marketing Track – Major Elective Course Listing (Select a minimum of 8 SHC hours)

BUS 151	People Skills	3-0-3
BUS 270	Professional Development	3-0-3
BUS 280	REAL Small Business	4-0-4
MKT 121	Retailing	3-0-3
MKT 123	Fundamentals of Selling	3-0-3
MKT 125	Buying and Merchandising	3-0-3
MKT 221	Consumer Behavior	3-0-3

Total Semester Hours Credit Required for Graduation: 71/73

Semester Curriculum for Business Administration Degree

1st Semester (Fall)		C-L-SHC
ACC 120	Principles of Financial Accounting	3-2-4
BUS 110	Introduction to Business	3-0-3
BUS 125	Personal Finance	3-0-3
*ECO 151	Survey of Economics	3-0-3
ENG 111	Expository Writing	3-0-3
ENG 111A	Expository Writing Lab	<u>0-2-1</u>
		15-4-17
2nd Semester (Spring)		
ACC 121	Principles of Managerial Accounting	3-2-4
BUS 137	Principles of Management	3-0-3
**CIS 110	Introduction to Computers	2-2-3
ENG 114	Professional Research and Reporting	3-0-3
***MAT 140	Survey of Mathematics	3-0-3
MKT 120	Principles of Marketing	<u>3-0-3</u>
		16/17-4-18/19
3rd Semester (Fall)		
BUS 115	Business Law I	3-0-3
BUS 225	Business Finance	2-2-3
BUS 240	Business Ethics	3-0-3
BUS 255	Organizational Behavior in Business	3-0-3
****HUM 115	Critical Thinking	3-0-3
Major Electives		<u>3-0-3</u>
		17-2-18
4th Semester (Spring)		
BUS 153	Human Resource Management	3-0-3
BUS 260	Business Communication	3-0-3
COE 111	Co-op Work Experience I	0-10-1
MKT 223	Customer Service	3-0-3
PSY 150	General Psychology	3-0-3
Major Electives		<u>6-0-6</u>
		18-10-19
Total Semester Hours Credit:		71/73

- *Students may substitute ECO 251 or ECO 252.
- **Student may substitute CIS 111 (nontransferable).
- ***Students may substitute MAT 115 (nontransferable).
- ****Student may substitute any approved humanities elective.

COURSE DESCRIPTIONS

ACC 120 Prin. of Financial Acct 3-2-4

This course introduces business decision-making using accounting information systems. Emphasis is placed on analyzing, summarizing, reporting, and interpreting financial information. Upon completion, students should be able to prepare financial statements, understand the role of financial information in decision-making and address ethical considerations. *This course has been approved to satisfy the Comprehensive Articulation Agreement pre-major and/or elective course requirement.*

ACC 121 Prin. of Managerial Acct 3-2-4

Prerequisite: ACC 120

This course includes a greater emphasis on managerial and cost accounting skills. Emphasis is placed on managerial accounting concepts for external and internal analysis, reporting and decision-making. Upon completion, students should be able to analyze and interpret transactions relating to managerial concepts including product-costing systems. *This course has been approved to satisfy the Comprehensive Articulation Agreement pre-major and/or elective course requirement.*

ACC 122 Prin. of Financial Acc II 3-0-3

Prerequisite: ACC 120

This course provides additional instruction in the financial accounting concepts and procedures introduced in ACC 120. Emphasis is placed on the analysis of specific balance sheet accounts, with in-depth instruction of the accounting principles applied to these accounts. Upon completion, students should be able to analyze data, prepare journal entries, and prepare reports in compliance with generally accepted accounting principles.

ACC 129 Individual Income Taxes 2-2-3

This course introduces the relevant laws governing individual income taxation. Topics include tax law, electronic research and methodologies, and the use of technology for preparation of individual tax returns. Upon completion, students should be able to analyze basic tax scenarios, research applicable tax law, and complete various individual tax forms.

ACC 140 Payroll Accounting 1-2-2

Prerequisites: ACC 115 or ACC 120

This course covers federal and state laws pertaining to wages, payroll taxes, payroll tax forms, and journal and general ledger transactions. Emphasis is placed on computing wages; calculating social security, income, and unemployment taxes; preparing appropriate payroll tax forms; and journalizing/posting transactions. Upon completion, students should be able to analyze data, make appropriate computations, complete forms, and prepare accounting entries using appropriate technology.

BUS 110 Introduction to Business 3-0-3

This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects. *This course has been approved to satisfy the Comprehensive Articulation Agreement for transferability as a premajor and/or elective course requirement.*

BUS 115 Business Law I 3-0-3

This course introduces the ethics and legal framework of business. Emphasis is placed on contracts, negotiable instruments, Uniform Commercial Code, and the working of the court systems. Upon completion, students should be able to apply ethical issues and laws covered to selected business decision-making situations. *This course has been approved to satisfy the Comprehensive Articulation Agreement for transferability as a premajor and/or elective course requirement.*

BUS 116 Business Law II 3-0-3

Prerequisites: BUS 115

This course continues the study of ethics and business law. Emphasis is placed on bailments, sales, risk-bearing, forms of business ownership, and copyrights. Upon completion, students should be able to apply ethical issues and laws covered to selected business decision-making situations.

BUS 125 Personal Finance 3-0-3

This course provides a study of individual and family financial decisions. Emphasis is placed on building useful skills in buying, managing finances, increasing resources, and coping with current economic conditions. Upon completion, students should be able to develop a personal financial plan.

BUS 137 Principles of Management 3-0-3

This course is designed to be an overview of the major functions of management. Emphasis is placed on planning, organizing, controlling, directing, and communicating. Upon completion, students should be able to work as contributing members of a team utilizing these functions of management.

BUS 151 People Skills 3-0-3

This course introduces the basic concepts of identity and communication in the business setting. Topics include self-concept, values, communication styles, feelings and emotions, roles versus relationships, and basic assertiveness, listening, and conflict resolution. Upon completion, students should be able to distinguish between unhealthy, self-destructive, communication patterns and healthy, non-destructive, positive communication patterns.

BUS 153 Human Resource Management 3-0-3

This course introduces the functions of personnel/human resource management within an organization. Topics include equal opportunity and the legal environment, recruitment and selection, performance appraisal, employee development, compensation planning, and employee relations. Upon completion, students should be able to anticipate and resolve human resource concerns.

BUS 225 Business Finance 2-2-3

Prerequisites: ACC 120

This course provides an overview of business financial management. Emphasis is placed on financial statement analysis, time value of money, management of cash flow, risk and return, and sources of financing. Upon completion, students should be able to interpret and apply the principles of financial management.

BUS 240 Business Ethics 3-0-3

This course introduces contemporary and controversial ethical issues that face the business community. Topics include moral reasoning, moral dilemmas, law and morality, equity, justice and fairness, ethical standards, and moral development. Upon completion, students should be able to demonstrate an understanding of their moral responsibilities and obligations as members of the workforce and society.

BUS 255 Organizational Behavior in Business 3-0-3

This course covers the impact of different management practices and leadership styles on worker satisfaction and morale, organizational effectiveness, productivity, and profitability. Topics include a discussion of formal and informal organizations, group dynamics, motivation, and managing conflict and change. Upon completion, students should be able to analyze different types of interpersonal situations and determine an appropriate course of action.

BUS 260 Business Communication 3-0-3
Prerequisites: ENG 111

This course is designed to develop skills in writing business communications. Emphasis is placed on business reports, correspondence, and professional presentations. Upon completion, students should be able to communicate effectively in the work place.

BUS 270 Professional Development 3-0-3

This course provides basic knowledge of self-improvement techniques as related to success in the professional world. Topics include positive human relations, job-seeking skills, and projecting positive self-image. Upon completion, students should be able to demonstrate competent personal and professional skills necessary to get and keep a job.

BUS 280 REAL Small Business 4-0-4

This course introduces hands-on techniques and procedures for planning and opening a small business, including the personal qualities needed for entrepreneurship. Emphasis is placed on market research, finance, time management, and day-to-day activities of owning/operating a small business. Upon completion, students should be able to write and implement a viable business plan and seek funding.

CIS 110 Introduction to Computers 2-2-3

This course introduces computer concepts, including fundamental functions and operations of the computer. Topics include identification of hardware components, basic computer operations, security issues, and use of software applications. Upon completion, students should be able to demonstrate an understanding of the role and function of computers and use the computer to solve problems. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in natural science/mathematics (Quantitative Option).*

COE 111 Co-op Work Experience I 0-10-1

Prerequisite: Approval of Instructor or Department Chairperson
This course provides work experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.

DBA 110 Database Concepts 2-3-3

This course introduces database design and creation using a DBMS product. Emphasis is placed on data dictionaries, normalization, data integrity, data modeling, and creation of simple tables, queries, reports, and forms. Upon completion, students should be able to design and implement normalized database structures by creating simple database tables, queries, reports, and forms.

ECO 151 Survey of Economics 3-0-3

This course introduces basic concepts of micro- and macroeconomics. Topics include supply and demand, optimizing economic behavior, prices and wages, money, interest rates, banking system, unemployment, inflation, taxes, government spending, and

international trade. Upon completion, students should be able to explain alternative solutions for economic problems faced by private and government sectors. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in social/behavioral sciences.*

ECO 251 Prin. of Microeconomics 3-0-3

This course introduces economic analysis of individual, business, and industry choices in the market economy. Topics include the price mechanism, supply and demand, optimizing economic behavior, costs and revenue, market structures, factor markets, income distribution, market failure, and government intervention. Upon completion, students should be able to identify and evaluate consumer and business alternatives in order to efficiently achieve economic objectives. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in social/behavioral sciences.*

ECO 252 Prin. of Macroeconomics 3-0-3

This course introduces economic analysis of aggregate employment, income, and prices. Topics include major schools of economic thought; aggregate supply and demand; economic measures, fluctuations, and growth; money and banking; stabilization techniques; and international trade. Upon completion, students should be able to evaluate national economic components, conditions, and alternatives for achieving socioeconomic goals. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in social/behavioral sciences.*

ENG 111 Expository Writing 3-0-3

Prerequisites: RED 090 and ENG 090 or appropriate placement test scores

Corequisites: ENG 111A

This course is the required first course in a series of two designed to develop the ability to produce clear expository prose. Emphasis is placed on the writing process including audience analysis, topic selection, thesis support and development, editing, and revision. Upon completion, students should be able to produce unified, coherent, well-developed essays using standard written English. This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in English composition.

ENG 111A Expository Writing Lab 0-2-1

Prerequisites: RED 090 and ENG 090 or appropriate placement test scores

Corequisites: ENG 111

This writing laboratory is designed to apply the skills introduced in ENG 111. Emphasis is placed on the editing and revision components of the writing process. Upon completion, students should be able to apply those skills in the production of final drafts in ENG 111. The computer is used as a writing and design tool for this course.

ENG 114 Prof. Research and Reporting 3-0-3

Prerequisites: ENG 111

This course, the second in a series of two, is designed to teach professional communication skills. Emphasis is placed on research, listening, critical reading and thinking, analysis, interpretation, and design used in oral and written presentations. Upon completion, students should be able to work individually and collaboratively to produce well-designed business and professional written and oral presentations. The computer is used as a writing and design tool for this course. This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in English composition.

HUM 115 Critical Thinking 3-0-3

Prerequisites: ENG 095 or RED 090 and ENG 090

This course introduces the use of critical thinking skills in the context of human conflict. Emphasis is placed on evaluating information, problem solving, approaching cross-cultural perspectives, and resolving controversies and dilemmas. Upon completion, students should be able to demonstrate orally and in writing the use of critical thinking skills in the analysis of appropriate texts. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in humanities/fine arts. This course may meet the SACS humanities requirement for AAS degree programs.*

INT 110 International Business 3-0-3

This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, personnel management, and international marketing. Upon completion, students should be able to describe the foundation of international business.

MAT 140 Survey of Mathematics 3-0-3

Prerequisites: MAT 070, MAT 080, MAT 120, MAT 121, MAT 161, MAT 171, or MAT 175 or appropriate placement test scores

This course provides an introduction in a non-technical setting to selected topics in mathematics. Topics may include, but are not limited to, sets, logic, probability, statistics, matrices, mathematical systems, geometry, topology, mathematics of finance, and modeling. Upon completion, students should be able to understand a variety of mathematical applications, think logically, and be able to work collaboratively and independently. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in natural sciences/mathematics.*

MKT 120 Principles of Marketing 3-0-3

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision making.

MKT 121 Retailing 3-0-3

This course examines the role of retailing in the economy. Topics include the development of present retail structure, functions performed, effective operations, and managerial problems resulting from current economic and social trends. Upon completion, students should be able to demonstrate an understanding of the basic principles of retailing.

MKT 123 Fundamentals of Selling 3-0-3

This course is designed to emphasize the necessity of selling skills in a modern business environment. Emphasis is placed on sales techniques involved in various types of selling situations. Upon completion, students should be able to demonstrate an understanding of the techniques covered.

MKT 125 Buying and Merchandising 3-0-3

This course includes an analysis of the organization for buying—what, when and how to buy—and the principles of effective inventory and stock control. Topics include organization for buying, analysis of buyers' responsibilities, pricing, inventory control, planning, cost effectiveness, and vendor relationships. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application.

MKT 221 Consumer Behavior 3-0-3

This course is designed to describe consumer behavior as applied to the exchange processes involved in acquiring, consuming, and disposing of goods and services. Topics include an analysis of basic and environmental determinants of consumer behavior with emphasis on the decision-making process. Upon completion, students should be able to analyze concepts related to the study of the individual consumer.

MKT 223 Customer Service 3-0-3

This course stresses the importance of customer relations in the business world. Emphasis is placed on learning how to respond to complex customer requirements and to efficiently handle stressful situations. Upon completion, students should be able to demonstrate the ability to handle customer relations.

OST 131 Keyboarding 1-2-2

This course covers basic keyboarding skills. Emphasis is placed on the touch system, correct techniques, and development of speed and accuracy. Upon completion, students should be able to key at an acceptable speed and accuracy level using the touch system.

OST 137 Office Software Applications 1-2-2

Prerequisites: OST 131 or equivalent

This course introduces the concepts and functions of software that meets the changing needs of the community. Emphasis is placed on the terminology and use of software through a hands on approach. Upon completion, students should be able to use software in a business environment.

PSY 150 General Psychology 3-0-3

This course provides an overview of the scientific study of human behavior. Topics include history, methodology, biopsychology, sensation, perception, learning, motivation, cognition, abnormal behavior, personality theory, social psychology, and other relevant topics. Upon completion, students should be able to demonstrate a basic knowledge of the science of psychology. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in social/behavioral sciences.*