### Program Planning Guide
#### Business Administration, Diploma (D25120MO)

Program Length: 5 semesters  
Career Pathway Options: Associate in Applied Science Degree in Business Administration  
Program Site/s: Lee Main Campus, Day and Evening; Harnett Main Campus, Day; Distance Education

#### Suggested Course Schedule:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Class</th>
<th>Lab</th>
<th>Clinical</th>
<th>Credit</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Semester (Fall)</td>
<td>ACC 120</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td></td>
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<tr>
<td></td>
<td>BUS 125</td>
<td>Personal Finance</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</td>
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<tr>
<td></td>
<td>BUS 137</td>
<td>Principles of Management</td>
<td>3</td>
<td>0</td>
<td>0</td>
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<tr>
<td></td>
<td>ACA</td>
<td>Student Success Course</td>
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<tr>
<td>2nd Semester (Spring)</td>
<td>ACC 121</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>4</td>
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<td></td>
<td>CIS 110</td>
<td>Intro to Computers</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>3</td>
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<td>ECO</td>
<td>See Electives Below</td>
<td>3</td>
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<td>3rd Semester (Summer)</td>
<td>ENG 111</td>
<td>Writing and Inquiry</td>
<td>3</td>
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<td>4th Semester (Fall)</td>
<td>BUS 110</td>
<td>Introduction to Business</td>
<td>3</td>
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<td></td>
<td>MKT 120</td>
<td>Principles of Marketing</td>
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<td>5th Semester (Spring)</td>
<td>BUS 115</td>
<td>Business Law I</td>
<td>3</td>
<td>0</td>
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<td>MAT *</td>
<td>Math requirement</td>
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</table>

**Math requirement, choose one:**
- MAT 110 Math Measurement & Literacy  
  2 2 0 3 Non-transferrable
- MAT 143 Quantitative Literacy       2 2 0 3 Transferrable

**Economics Elective, choose one:**
- ECO 151 Survey of Economics         3 0 0 3
- ECO 251 Principles of Microeconomics 3 0 0 3
- ECO 252 Principles of Macroeconomics 3 0 0 3

Total semester credit hours required for graduation: 36
### Business Administration, Diploma (D25120M0)

#### Course Descriptions

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACA 111</td>
<td>College Student Success</td>
<td>1-0-1</td>
<td>This course introduces the college's physical, academic, and social environment and promotes the personal development essential for success. Topics include campus facilities and resources; policies, procedures, and programs; study skills; and life management issues such as health, self-esteem, motivation, goal-setting, diversity, and communication. Upon completion, students should be able to function effectively within the college environment to meet their educational objectives.</td>
</tr>
<tr>
<td>ACA 115</td>
<td>Success and Study Skills</td>
<td>0-2-1</td>
<td>This course provides an orientation to the campus resources and academic skills necessary to achieve educational objectives. Emphasis is placed on an exploration of facilities and services, study skills, library skills, self-assessment, wellness, goal-setting, and critical thinking. Upon completion, students should be able to manage their learning experiences to successfully meet educational goals.</td>
</tr>
<tr>
<td>ACA 122</td>
<td>College Transfer Success</td>
<td>0-2-1</td>
<td>This course provides information and strategies necessary to develop clear academic and professional goals beyond the community college experience. Topics include the CAA, college policies and culture, career exploration, gathering information on senior institutions, strategic planning, critical thinking, and communications skills for a successful academic transition. Upon completion, students should be able to develop an academic plan to transition successfully to senior institutions. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</td>
</tr>
<tr>
<td>ACC 120</td>
<td>Principles of Financial Accounting</td>
<td>3-2-4</td>
<td>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 for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</td>
</tr>
<tr>
<td>ACC 121</td>
<td>Principles of Managerial Accounting</td>
<td>3-2-4</td>
<td>This course includes a greater emphasis on managerial and cost accounting skills. Emphasis is placed on managerial accounting concepts for external and internal analysis, analyzing, 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 for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</td>
</tr>
<tr>
<td>BUS 110</td>
<td>Introduction to Business</td>
<td>3-0-3</td>
<td>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 for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</td>
</tr>
<tr>
<td>BUS 115</td>
<td>Business Law I</td>
<td>3-0-3</td>
<td>This course introduces the student to the legal and the ethical framework of business. Contracts, negotiable instruments, the law of sales, torts, crimes, constitutional law, the Uniform Commercial Code, and the court systems are examined. Upon completion the student should be able to identify legal and ethical issues that arise in business decisions and the laws that apply to them. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</td>
</tr>
<tr>
<td>BUS 125</td>
<td>Personal Finance</td>
<td>3-0-3</td>
<td>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.</td>
</tr>
<tr>
<td>BUS 137</td>
<td>Principles of Management</td>
<td>3-0-3</td>
<td>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. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</td>
</tr>
<tr>
<td>CIS 110</td>
<td>Introduction to Computers</td>
<td>2-2-3</td>
<td>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 for transfer under the CAA and ICAA as a general education course in Mathematics.</td>
</tr>
<tr>
<td>ECO 151</td>
<td>Survey of Economics</td>
<td>3-0-3</td>
<td>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.</td>
</tr>
<tr>
<td>ECO 251</td>
<td>Prin of Microeconomics</td>
<td>3-0-3</td>
<td>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.</td>
</tr>
</tbody>
</table>
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.

ENG 111  Writing and Inquiry  3-0-3
Prerequisites: Take one set: RED 090 and ENG 090, ENG 095, DRE 098, or appropriate placement test scores; or Multiple Measures waiver.
This course is designed to develop the ability to produce clear writing in a variety of genres and formats using a recursive process. Emphasis includes inquiry, analysis, effective use of rhetorical strategies, thesis development, audience awareness, and revision. Upon completion, students should be able to produce unified, coherent, well-developed essays using standard written English. This course has been approved for transfer under the CAA and ICAA as a universal general education transfer component (UGETC) course in English Composition.

MAT 110  Math Measurement & Literacy  2-2-3
Prerequisite: Take one set: Set 1: DMA 010, DMA 020, and DMA 030  
Set 2: MAT 060 and MAT 070  
Set 3: MAT 060 and MAT 080  
Set 4: MAT 060 and MAT 090  
Set 5: MAT 095 or appropriate placement scores.
This course provides an activity-based approach that develops measurement skills and mathematical literacy using technology to solve problems for non-math intensive programs. Topics include unit conversions and estimation within a variety of measurement systems; ratio and proportion; basic geometric concepts; financial literacy; and statistics including measures of central tendency, dispersion, and charting of data. Upon completion, students should be able to demonstrate the use of mathematics and technology to solve practical problems, and to analyze and communicate results.

MAT 143  Quantitative Literacy  2-2-3
Prerequisite: Appropriate test scores or Multiple Measures waiver or take one set: Set 1: DMA 010, DMA 020, DMA 030, DMA 040, DMA 050, and DRE-098  
Set 2: DMA 010, DMA 020, DMA 030, DMA 040, DMA 050, and ENG-095  
Set 3: DMA 010, DMA 020, DMA 030, DMA 040, DMA 050, and ENG-090 and RED-090
This course is designed to engage students in complex and realistic situations involving the mathematical phenomena of quantity, change and relationship, and uncertainty through project- and activity-based assessment. Emphasis is placed on authentic contexts which will introduce the concepts of numeracy, proportional reasoning, dimensional analysis, rates of growth, personal finance, consumer statistics, practical probabilities, and mathematics for citizenship. Upon completion, students should be able to utilize quantitative information as consumers and to make personal, professional, and civic decisions by decoding, interpreting, using, and communicating quantitative information found in modern media and encountered in everyday life. This course has been approved for transfer under the CAA and ICAA as