

Program Planning Guide

Business Administration, General Business Track, Associate in Applied Science (A25120)

Program Length: 5 Semesters

Career Pathway Options: Associate in Applied Scierer Degree in Business Administration

Program Site/s: Lee Main Campus-Day Program; Selected Evening Courses; Harnett Main Campus-Selected Day Classes; Distance Education

Suggested Course Schedule:

		Hours				Notes:
		Class	Lab	Clinical	Credit	
1st Semester (Fall)						
ACC 120	Principles of Financial Accounting	3	2	0	4	
BUS 110	Introduction to Business	3	0	0	3	
BUS 125	Personal Finance	3	0	0	3	
ENG 111	Writing & Inquiry	3	0	0	3	
ACA 115 or 122	Student Success Course	0	2	0	1	
		12	4	0	14	

2nd Semester (Spring)

ACC 121	Principles of Managerial Accounting	3	2	0	4	
BUS 137	Principles of Management	3	0	0	3	
ECO	Economics Requirement	3	0	0	3	
ENG 114	Professional Research & Reporting	3	0	0	3	
MKT 120	Principles of Marketing	3	0	0	3	
		15	2	0	16	

3rd Semester (Summer)

CIS 110	Introduction to Computers	2	2	0	3	
MAT 110/143*	Mathematics requirement	2	2	0	3	
		4	4	0	6	

4th Semester (Fall)

BUS 115	Business Law I	3	0	0	3	
BUS 225	Business Finance	3	0	0	3	
BUS 240	Business Ethics	3	0	0	3	
	Humanities/Fine Arts Elective	3	0	0	3	
	Major Elective				4	
		12	0	0	16	

5th Semester (Spring)

BUS 153	Human Resource Management	3	0	0	3	
BUS 260	Business Communication	3	0	0	3	
MKT 223	Customer Service	3	0	0	3	
WBL 111	Work-based Learning I	0	10	0	1	
	Social/Behavioral Science Elective	3	0	0	3	
		12	10	0	13	

Electives:

Economics course - Select 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	
Major Elective - select 4 SHC:						
ACC 122	Principles of Financial Accounting II	1	2	0	2	
ACC 129	Individual Income Taxes	1	2	0	2	
ACC 130	Busiesss Income Taxes	3	0	0	3	
ACC 140	Payroll Accounting	3	0	0	3	
ACC 150	Accounting Software Applications	4	0	0	4	

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BUS 116	Busienss Law II	3	0	0	3	
BUS 151	People Skills	3	0	0	3	
BUS 196	Seminar in Business Administration	3	0	0	3	
BUS 255	Organizational Behavior in Business	3	0	0	3	
BUS 270	Professional Development	3	0	0	3	
BUS 280	REAL Small Business	4	0	0	4	
CHI 111	Elementary Chinese I	3	0	0	3	
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	
INT 110	International Business	3	0	0	3	
MKT 123	Fundamentals of Selling	3	0	0	3	
MKT 220	Advertising and Sales Promotion	3	0	0	3	
MKT 232	Social Media Marketing	3	2	0	4	
WEB 214	Social Media	2	2	0	3	

**Students may choose MAT 110 (nontransferable) or MAT 143 (transferable)*

Total Semester Hours Credit: 65

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Course Descriptions:

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ACA 115 Success and Study Skills	0-2-1	completion, students should be able to analyze basic tax scenarios, research applicable tax law, and complete various business tax forms.
<p>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.</p>		
ACA 122 College Transfer Success	0-2-1	
<p>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.</p>		
ACC 120 Principles of Financial Accounting	3-2-4	
<p>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.</p>		
ACC 121 Principles of Managerial Accounting	3-2-4	
<p><i>Prerequisite: ACC 120</i> 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.</p>		
ACC 122 Principles of Financial Accounting II	3-0-3	
<p><i>Prerequisite: ACC 120</i> 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.</p>		
ACC 129 Individual Income Taxes	2-2-3	
<p>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.</p>		
ACC 130 Business Income Taxes	2-2-3	
<p><i>Local Prerequisite: ACC 120</i> This course introduces the relevant laws governing business and fiduciary income taxes. Topics include tax law relating to business organizations, electronic research and methodologies, and the use of technology for the preparation of business tax returns. Upon</p>		
ACC 140 Payroll Accounting	1-2-2	
<p><i>Prerequisite: ACC 115 or ACC 120</i> 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.</p>		
ACC 150 Acct Software Appl	1-2-2	
<p><i>Prerequisite: ACC 115 or ACC 120</i> This course introduces microcomputer applications related to the accounting systems. Topics include general ledger, accounts receivable, accounts payable, inventory, payroll, and correcting, adjusting, and closing entries. Upon completion, students should be able to use a computer accounting package to solve accounting problems.</p>		
BUS 110 Introduction to Business	3-0-3	
<p>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.</p>		
BUS 115 Business Law I	3-0-3	
<p>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.</p>		
BUS 116 Business Law II	3-0-3	
<p>This course includes the study of the legal and ethical framework of business. Business Organizations, property law, intellectual property law, agency and employment law, consumer law, secured transactions, and bankruptcy 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.</p>		
BUS 125 Personal Finance	3-0-3	
<p>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.</p>		
BUS 137 Principles of Management	3-0-3	
<p>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.</p>		

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Course Descriptions:

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BUS 151	People Skills	3-0-3	completion, students should be able to communicate effectively in the workplace.
<p>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.</p>			
BUS 153	Human Resource Management	3-0-3	
<p>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.</p>			
BUS 196	Seminar in Business Administration	1-3-1	
<p>This course provides an opportunity to explore topics of current interest in Business Administration. Emphasis is placed on the developmental of critical listening skills and the presentation of seminar issues. Upon completion, students should be able to critically analyze issues and establish informed opinions.</p>			
BUS 225	Business Finance	2-2-3	
<p>Prerequisite: 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.</p>			
BUS 240	Business Ethics	3-0-3	
<p>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.</p>			
BUS 255	Organizational Behavior in Business	3-0-3	
<p>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.</p>			
BUS 260	Business Communication	3-0-3	
<p>Prerequisite: ENG 111 This course is designed to develop skills in writing business communications. Emphasis is placed on business reports, correspondence, and professional presentations. Upon</p>			
BUS 270	Professional Development	3-0-3	
<p>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.</p>			
BUS 280	REAL Small Business	4-0-4	
<p>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.</p>			
CHI 111	Elementary Chinese I	3-0-3	
<p>This course introduces the fundamental elements of the Chinese language within a cultural context. Emphasis is placed on the development of basic listening, speaking, reading, and writing skills. Upon completion, students should be able to comprehend and respond with grammatical accuracy to spoken and written Chinese and demonstrate cultural awareness.</p>			
CIS 110	Introduction to Computers	2-2-3	
<p>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.</p>			
CTS 130	Spreadsheet	2-2-3	
<p>Prerequisite: CIS 110 or CIS 111 or OST 137 This course introduces basic spreadsheet design and development. Topics include writing formulas, using functions, enhancing spreadsheets, creating charts, and printing. Upon completion, students should be able to design and print basic spreadsheets and charts.</p>			
ECO 151	Survey of Economics	3-0-3	
<p>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.</p>			
ECO 251	Prin of Microeconomics	3-0-3	
<p>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.</p>			

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Upon completion, students should be able to identify and evaluate consumer and business alternatives in order to efficiently achieve economic objectives.

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 measures.

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.

ENG 114 Professional Research and Reporting 3-0-3

Prerequisite: 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.

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 110 Math Measurement & Literacy 2-2-3.

Prerequisites: DMA-010, DMA-020, and DMA-030 or appropriate placement measures.

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

Prerequisites: 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, or appropriate placement measures.

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.

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 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 220 Advertising and Sales Promotion 3-0-3

This course covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application.

MKT 232 Social Media Marketing 3-2-4

This course is designed to build students' social media marketing skills by utilizing projects that give students hands on experience implementing social media marketing strategies. Topics include integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools. Upon completion, students should be able to use social media technologies to create and improve marketing efforts for businesses.

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.

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Course Descriptions:

WBL 111 Work-Based Learning I 0-10-1

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.

WEB 111 Social Media 2-2-3

This course introduces students to social media for organizations. Topics include social media, marketing strategy, brand presence, blogging, social media analytics and technical writing. Upon completion, students should be able to utilize popular social media platforms as part of a marketing strategy, and work with social media analytics tools.