



## Pathway Breakdown By Semester

FALL	SPRING	SUMMER / FALL
COURSE	COURSE	COURSE
MKT 120 – Principles of Marketing	MKT 220 – Advertising Sales & Promotion	BUS 115 – Business Law I
WEB 214 – Social Media	MKT 232 – Social Media Marketing	BUS 137 – Principles of Management
CIS 110 – Introduction to Computers	BUS 110 – Introduction to Business	ECO 251 – Principles of Microeconomics
BUS 280 – REAL Small Business	ACC 115 – College Accounting	BUS 151 – People Skills
COM 231 – Public Speaking	MKT 223 – Customer Service	BUS 153 – Human Resources Management
16 Credit Hours	17 Credit Hours	15 Credit Hours
Earned 16 Credit Hour Social Media and Marketing Certificate		Earned 48 Credit Hour Diploma

# BUSINESS ADMINISTRATION PATHWAY



## Pathway Overview

- 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
- Coursework 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
- Graduates are prepared for entry-level employment opportunities in government agencies, financial institutions, and large to small business or industry positions
- Credits earned in this program may be transferred toward an Associate in Applied Science Degree in Business Administration provided the student meets the entrance requirements for the degree program

Course availability and scheduling is subject to change. Please contact the Career and College Advisor at your assigned high school.