



**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:		Hours				Notes:
		Class	Lab	Clinical	Credit	
<b>1st Semester (Fall)</b>						
ACC 120	Principles of Financial Accounting	3	2	0	4	
BUS 125	Personal Finance	3	0	0	3	
BUS 137	Principles of Management	3	0	0	3	
ACA	Student Success Course				1	
					11	
<b>2nd Semester (Spring)</b>						
ACC 121	Principles of Managerial Accounting	3	2	0	4	
CIS 110	Intro to Computers	2	2	0	3	
ECO	See Electives Below	3	0	0	3	
					10	
<b>3rd Semester (Summer)</b>						
ENG 111	Writing and Inquiry	3	0	0	3	
<b>4th Semester (Fall)</b>						
BUS 110	Introduction to Business	3	0	0	3	
MKT 120	Principles of Marketing	3	0	0	3	
					6	
<b>5th Semester (Spring)</b>						
BUS 115	Business Law I	3	0	0	3	
MAT *	Math requirement	2	2	0	3	
					6	
<b>Math requirement, choose one:</b>						
MAT 110	Math Measurement & Literacy	2	2	0	3	Non-transferrable
MAT 143	Quantitative Literacy	2	2	0	3	Transferrable
<b>Economics Elective, choose one:</b>						
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

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<b>ACA 111</b>	<b>College Student Success</b>	<b>1-0-1</b>	<b>BUS 115</b>	<b>Business Law I</b>	<b>3-0-3</b>
<p>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.</p>			<p>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.</p>		
<b>ACA 115</b>	<b>Success and Study Skills</b>	<b>0-2-1</b>	<b>BUS 125</b>	<b>Personal Finance</b>	<b>3-0-3</b>
<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>			<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>		
<b>ACA 122</b>	<b>College Transfer Success</b>	<b>0-2-1</b>	<b>BUS 137</b>	<b>Principles of Management</b>	<b>3-0-3</b>
<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. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</p>			<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. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</p>		
<b>ACC 120</b>	<b>Principles of Financial Accounting</b>	<b>3-2-4</b>	<b>CIS 110</b>	<b>Introduction to Computers</b>	<b>2-2-3</b>
<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. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</p>			<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. This course has been approved for transfer under the CAA and ICAA as a general education course in Mathematics.</p>		
<b>ACC 121</b>	<b>Principles of Managerial Accounting</b>	<b>3-2-4</b>	<b>ECO 151</b>	<b>Survey of Economics</b>	<b>3-0-3</b>
<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. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</p>			<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>		
<b>BUS 110</b>	<b>Introduction to Business</b>	<b>3-0-3</b>	<b>ECO 251</b>	<b>Prin of Microeconomics</b>	<b>3-0-3</b>
<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. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.</p>			<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. Upon completion, students should be able to identify and evaluate consumer and business alternatives in order to efficiently achieve economic objectives.</p>		

# Business Administration, Diploma (D25120M0)

## Course Descriptions

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<b>ECO 252</b>	<b>Prin of Macroeconomics</b>	<b>3-0-3</b>	a universal general education transfer component (UGETC) course in Mathematics.			
<p>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.</p>			<b>MKT 120</b>	<b>Principles of Marketing</b>	<b>3-0-3</b>	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.
<b>ENG 111</b>	<b>Writing and Inquiry</b>	<b>3-0-3</b>				
<p><i>Prerequisites: Take one set: RED 090 and ENG 090, ENG 095, DRE 098, or appropriate placement test scores; or Multiple Measures waiver.</i></p> <p>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.</p>						
<b>MAT 110</b>	<b>Math Measurement &amp; Literacy</b>	<b>2-2-3</b>				
<p><i>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.</i></p> <p>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.</p>						
<b>MAT 143</b>	<b>Quantitative Literacy</b>	<b>2-2-3</b>				
<p><i>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</i></p> <p>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</p>						