

Program Planning Guide

Business Administration-Retail Management, Certificate (C215120RM)

Program Length: 2 semesters

Career Pathway Options: Diplomas in Business Administration; Associate in Applied Science Degree in Business Administration

Program Sites: Lee Campus – Day and Evening; Distance Education

Suggested Course Schedule:	HOURS			Grade	Semester	Notes
	Class	Lab	Credit			
1st Semester (Fall)						
ACC 120	Principles of Financial Accounting	3	2	4		
BUS 137	Principles of Management	3	0	3		
MKT 223	Customer Service	3	0	3		
		9	2	10		
2nd Semester (Spring)						
ACC 121	Principles of Managerial Accounting	3	2	4		
BUS 153	Human Resources Management	3	0	3		
WBL 111	Work Based Learning	0	10	1		
		6	12	8		

Total Semester Hours Credit: 18

Course Descriptions:

ACC 120 Principles of Financial Accounting 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.

selection, performance appraisal, employee development, compensation planning, and employee relations. Upon completion, students should be able to anticipate and resolve human resource concerns.

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.

ACC 121 Principles of Managerial Accounting 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.

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

Local Prerequisite: Approval of Instructor or Department Chairperson

This course provides a work-based learning 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.

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 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