

Program Planning Guide

Business Administration: Entrepreneur Certificate (C25120E0)

Program Length: 2 semesters

Entrance Standards: See General Admission Standards in catalog

Academic Standards: See General Academic Standards in catalog

Career Pathway Options: Associate in Applied Science Degree in Business Administration (Higher entrance standards required)

Program Sites: Lee Main Campus: Day and Evening; Harnett Main Campus: Selected day; Distance Education

Suggested Course Schedule:	HOURS			Notes	
	Class	Lab	Credit		
1st Semester (Fall)					
ACC 120	Principles of Financial Accounting	3	2	4	
BUS 137	Principles of Management	3	0	3	
BUS 280	REAL Small Business	4	0	4	
				11	
2nd Semester (Spring)					
CIS 110	Introduction to Computers	2	2	3	
MKT 120	Principles of Marketing	3	0	3	
				6	

Total Semester Hours Credit Required for Graduation: 17

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. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.

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. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.

BUS 280 REAL Small Business 4-0-4

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.

CIS 110 Introduction to Computers 2-2-3

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.

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.