

## Curriculum Standard for Business Administration

**Career Cluster:** Business Management & Administration, Finance, Government & Public Administration, and Marketing.

**Cluster Description:** The planning, organizing, directing and evaluating business functions essential to efficient and productive business operations; planning and related services for financial and investment planning, banking, insurance, and business financial management; executing governmental functions including governance, national security, foreign service, planning, revenue and taxation, and regulations; planning, managing, and performing marketing activities to reach organizational objectives.

**Pathway:** Business Administration

**Effective Term:** Fall 2015 (2015\*03)

### Program Majors Under Pathway

| Program Major / Classification of Instruction Programs (CIP) Code | Credentialed Level(s) Offered | Program Major Code      |
|---|-------------------------------|-------------------------|
| Business Administration   | CIP Code: 52.0201             | AAS/Diploma/Certificate |
|   |                               | A25120                  |

**Pathway Description:**

The Business Administration curriculum is 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. Course work 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. Through these skills, students will have a sound business education base for lifelong learning. Graduates are prepared for employment opportunities in government agencies, financial institutions, and large to small business or industry.

**I. General Education Academic Core**

*[Curriculum Requirements for associate degree, diploma, and certificate programs in accordance with 1D SBCC 400.97 (3): Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.]*

### Business Administration

| Recommended General Education Academic Core      | AAS           | Diploma      | Certificate  |
|--|---------------|--------------|--------------|
| <b>Minimum General Education Hours Required:</b> | <b>15 SHC</b> | <b>6 SHC</b> | <b>0 SHC</b> |

*Courses listed below are recommended general education courses for this curriculum standard. Colleges may choose to include additional or alternative general education courses to meet local curriculum needs.*

**Communication:**

|     |     |                                       |       |  |
|-----|-----|---------------------------------------|-------|--|
| COM | 110 | Introduction to Communication         | 3 SHC |  |
| COM | 120 | Intro Interpersonal Com               | 3 SHC |  |
| COM | 231 | Public Speaking <b>U</b>              | 3 SHC |  |
| ENG | 111 | Writing and Inquiry <b>U</b>          | 3 SHC |  |
| ENG | 112 | Writing/Research in the Disc <b>U</b> | 3 SHC |  |
| ENG | 114 | Prof Research & Reporting             | 3 SHC |  |
| ENG | 116 | Technical Report Writing              | 3 SHC |  |

**6 SHC**

**3-6 SHC**

**Optional**

*\*Within the degree program, the institution shall include opportunities for the achievement of competence in reading, writing, oral communication, fundamental mathematical skills, and basic use of computers.*

|   |         |         |          |
|---|---------|---------|----------|
| <b>Humanities/Fine Arts:</b><br>ART 111 Art Appreciation <b>U</b> 3 SHC<br>HUM 110 Technology and Society 3 SHC<br>HUM 115 Critical Thinking 3 SHC<br>HUM 230 Leadership Development 3 SHC<br>MUS 110 Music Appreciation <b>U</b> 3 SHC<br>PHI 230 Introduction to Logic 3 SHC<br>PHI 240 Introduction to Ethics <b>U</b> 3 SHC                                     | 3 SHC   | 0-3 SHC | Optional |
| <b>Social /Behavioral Sciences:</b><br>ECO 151 Survey of Economics 3 SHC<br>ECO 251 Prin of Microeconomics <b>U</b> 3 SHC<br>ECO 252 Prin of Macroeconomics <b>U</b> 3 SHC<br>POL 120 American Government <b>U</b> 3 SHC<br>PSY 118 Interpersonal Psychology 3 SHC<br>PSY 150 General Psychology <b>U</b> 3 SHC<br>SOC 210 Introduction to Sociology <b>U</b> 3 SHC | 3 SHC   | 0-3 SHC | Optional |
| <b>Natural Sciences/Mathematics:</b><br>MAT 110 Math Measurement and Literacy 3 SHC<br>MAT 121 Algebra/Trigonometry I 3 SHC<br>MAT 143 Quantitative Literacy <b>U</b> 3 SHC<br>MAT 152 Statistical Methods I <b>U</b> 4 SHC<br>MAT 171 Precalculus Algebra <b>U</b> 4 SHC   | 3-4 SHC | 0-3 SHC | Optional |
| <p><b>U</b> indicates a Universal General Education Transfer Component (UGETC) course included in the Comprehensive Articulation Agreement. UGETC courses are guaranteed to transfer to any of the sixteen University of North Carolina senior institutions as equivalent credit within defined distribution limits.</p>  |         |         |          |

**II. Major Hours.** AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. Below is a description of each section under Major Hours.

- A. Technical Core.** The technical core is comprised of specific courses which are required for all Program Majors under this Curriculum Standard. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the curriculum core courses or core subject area of the AAS program.
- B. Program Major(s).** The Program Major must include a minimum of 12 semester hours credit from required subjects and/or courses. The Program Major is in addition to the technical core.
- C. Other Major Hours.** Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from each prefix listed, with the exception of prefixes listed in the core.

| <b>Business Administration</b>   | <b>AAS</b>       | <b>Diploma</b>   | <b>Certificate</b> |
|--|------------------|------------------|--------------------|
| <b>Minimum Major Hours Required:</b>   | <b>49 SHC</b>    | <b>30 SHC</b>    | <b>12 SHC</b>      |
| <p><b>A. Technical Core:</b><br/> <i>Courses required for the diploma program major are designated with an asterisk (*).</i></p> <p>BUS 110 Introduction to Business 3 SHC<br/> * BUS 115 Business Law I 3 SHC<br/> * BUS 137 Principles of Management 3 SHC<br/> * MKT 120 Principles of Marketing 3 SHC</p> <p><b>Required Subject Areas:</b><br/> <b>*Accounting. Select one:</b><br/> ACC 115 College Accounting 4 SHC<br/> ACC 120 Prin of Financial Accounting 4 SHC</p> <p><b>*Economics. Select one:</b><br/> ECO 151 Survey of Economics 3 SHC<br/> ECO 251 Prin of Microeconomics 3 SHC<br/> ECO 252 Prin of Macroeconomic 3 SHC</p> <p><i>ECO 151, ECO 251 or ECO 252 must be taken to meet this requirement unless the student has taken Economics to meet the Social/Behavioral Science requirement.</i></p> <p><b>*Computer Applications. Select one:</b><br/> CIS 110 Introduction to Computers 3 SHC<br/> CIS 111 Basic PC Literacy 2 SHC<br/> OST 137 Office Software Applicat. 3 SHC</p> <p><b>Required Subject Areas (Select one subject area):</b></p> <p><b>General Business Administration</b><br/> <i>12 hours to be selected from the following prefixes:</i><br/> BUS and CSV.</p> <p><b>Banking and Finance</b><br/> <i>Select one of the following tracks:</i></p> <p>BAF 110 Principles of Banking 3 SHC<br/> BAF 131 Fund of Bank Lending 3 SHC<br/> BAF 141 Law &amp; Banking: Principles 3 SHC<br/> BAF 222 Money and Banking 3 SHC</p> <p><b>OR</b></p> <p>AIB 110 Principles of Banking 3 SHC<br/> AIB 131 Fund of Bank Lending 3 SHC<br/> AIB 141 Law &amp; Banking: Principles 3 SHC<br/> AIB 222 Money and Banking 3 SHC</p> <p><b>Human Resources Management</b></p> <p>BUS 217 Employment Law and Regs 3 SHC<br/> BUS 234 Training and Development 3 SHC<br/> BUS 256 Recruit Select &amp; Per Plan 3 SHC<br/> BUS 258 Compensation and Benefits 3 SHC<br/> BUS 259 HRM Applications 3 SHC</p> | <b>33-38 SHC</b> | <b>30-31 SHC</b> |                    |

*Approved by the State Board of Community Colleges on November 13, 1996; Revised 07/17/98; Revised 09/26/00; Revised 03/22/02; Revised 04/24/02; SBCC Revised 05/17/02; SBCC Revised 11/15/02; CRC Revised 06/13/05; SBCC Revised 07/15/05; Revised 03/27/06; Revised 04/10/06; Revised 04/11/06; SBCC Revised 09/21/07; CRC Revised 03/27/08; SBCC Revised 10/17/08; Revised 12/16/08, Revised 10/08/10; Editorial Revision 06/18/13; Editorial Revision 10/14/13; Editorial Revision 11/22/13. SBCC Revised 08/15/14; Editorial Revision 11/03/14; Editorial Revision 02/20/15.*

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|--|--|--|--|
| <p><b>International Business</b><br/> <i>Select one of the following tracks:</i></p> <p><b>Global Business Management Track</b></p> <p>ACC 270 International Accounting 3 SHC<br/> INT 110 International Business 3 SHC<br/> INT 210 International Trade 3 SHC<br/> INT 220 International Economics 3 SHC<br/> INT 230 International Law 3 SHC</p> <p><b>Import Export Compliance Track</b></p> <p>IEC 225 International Shipping 3 SHC<br/> IEC 226 Intro to Export Admin Reg 3 SHC<br/> IEC 227 Elec Import/Export Doc 3 SHC<br/> IEC 228 Importing 3 SHC</p> <p><b>Marketing</b></p> <p>MKT 220 Advertising &amp; Sales Promotio 3 SHC<br/> MKT 225 Marketing Research 3 SHC<br/> MKT 227 Marketing Applications 3 SHC<br/> MKT 232 Social Media Marketing 4 SHC</p> <p><i>Select one:</i></p> <p>MKT 123 Fundamentals of Selling 3 SHC<br/> MKT 223 Customer Service 3 SHC</p> <p><b>Operations Management</b></p> <p>ISC 121 Envir Health &amp; Safety 3 SHC<br/> ISC 210 Oper &amp; Prod Planning 3 SHC<br/> OMT 112 Materials Management 3 SHC<br/> OMT 260 Issues in Operations Mgt 3 SHC</p> <p><i>Select one:</i></p> <p>ISC 130 Intro to Quality Control 3 SHC<br/> ISC 131 Quality Management 3 SHC<br/> ISC 132 Mfg Quality Control 3 SHC<br/> ISC 221 Statistical Qual Control 3 SHC</p> <p><b>Public Administration</b></p> <p>PAD 151 Intro to Public Admin 3 SHC<br/> PAD 251 Public Finance &amp; Budgeting 3 SHC<br/> PAD 252 Public Policy Analysis 3 SHC</p> <p><i>Select one.</i></p> <p>PAD 152 Ethics in Government 3 SHC<br/> BUS 240 Business Ethics 3 SHC</p> |  |  |  |
|--|--|--|--|

**C. Other Major Hours.**  
*To be selected from the following prefixes:*  
ACC, AIB, BAF, BAS, BUS, CIS, CSC, CSV, CTI, CTS, DBA, ECM, ECO, ENT, ETR, GIS, HMT, HRM, INS, INT, ISC, LOG, MKT, NPO, OMT, OST, PAD, PMT, RLS, SST, WBL and WEB.

*Up to three semester hour credits may be selected from the following prefixes: ARA, ASL, CHI, FRE, GER, ITA, JPN, LAT, POR, RUS and SPA.*

**III. Other Required Hours**  
*A college may include courses to meet graduation or local employer requirements in a certificate (0-1 SHC), diploma (0-4 SHC), or an associate in applied science (0-7 SHC) program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.*

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#### IV. Employability Competencies

Fundamental competencies that address soft skills vital to employability, personal, and professional success are listed below. Colleges are encouraged to integrate these competencies into the curriculum by embedding appropriate student learning outcomes into one or more courses or through alternative methods.

- A. Interpersonal Skills and Teamwork** – The ability to work effectively with others, especially to analyze situations, establish priorities, and apply resources for solving problems or accomplishing tasks.
- B. Communication** – The ability to effectively exchange ideas and information with others through oral, written, or visual means.
- C. Integrity and Professionalism** – Workplace behaviors that relate to ethical standards, honesty, fairness, respect, responsibility, self-control, criticism and demeanor.
- D. Problem-solving** – The ability to identify problems and potential causes while developing and implementing practical action plans for solutions.
- E. Initiative and Dependability** – Workplace behaviors that relate to seeking out new responsibilities, establishing and meeting goals, completing tasks, following directions, complying with rules, and consistent reliability.
- F. Information processing** – The ability to acquire, evaluate, organize, manage, and interpret information.
- G. Adaptability and Lifelong Learning** – The ability to learn and apply new knowledge and skills and adapt to changing technologies, methods, processes, work environments, organizational structures and management practices.
- H. Entrepreneurship** – The knowledge and skills necessary to create opportunities and develop as an employee or self-employed business owner.

*\*\*The North Carolina Career Clusters Guide was developed by the North Carolina Department of Public Instruction and the North Carolina Community College system to link the academic and Career and Technical Education programs at the secondary and postsecondary levels to increase student achievement. Additional information about Career Clusters is located at:*

[http://www.nc-net.info/NC\\_career\\_clusters\\_guide.php](http://www.nc-net.info/NC_career_clusters_guide.php) or <http://www.careertech.org>.

*Summary of Required Semester Hour Credits (SHC) for each credential:*

|  | <b>AAS</b>   | <b>Diploma</b> | <b>Certificate</b> |
|--|--------------|----------------|--------------------|
| Minimum General Education Hours          | 15           | 6              | 0                  |
| Minimum Major Hours                      | 49           | 30             | 12                 |
| Other Required Hours                     | 0-7          | 0-4            | 0-1                |
| <b>Total Semester Hours Credit (SHC)</b> | <b>64-76</b> | <b>36-48</b>   | <b>12-18</b>       |