

Business Administration (A25120)

Official Program Description registered with the NC Community College System:

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.

Program Learning Outcomes

The Associate of Applied Science Degree in Business Administration is designed to prepare students for employment and careers in today's global and technology based economy. Graduates of this program will develop skills in decision-making, communication, and technical applications.

Graduates of this program will:

- Apply basic business, social, and ethical strategies for effectively managing and operating a business enterprise in a global and technology-based economy.
- Demonstrate an understanding of basic business law, its practices and principles, and the legal environment in which business operates.
- Demonstrate the ability to use a personal computer in the workplace and have a basic understanding of computer hardware, software applications, Internet, and operating systems.
- Apply mathematical concepts and methods to understand, analyze, and to solve mathematical problems necessary to perform job related tasks.
- Apply general accounting and tax principles and practices that are necessary for recording, sorting, summarizing, and reporting financial and tax data related to business transactions and decision making.
- Apply basic principles, practices, strategies, and tactics in marketing, sales, advertising, and management as appropriate, in today's business environment.
- Apply basic economic principles and concepts, monetary theories, supply and demand models, and international trade policies to individual and business situations.
- Communicate information effectively in today's technology-oriented business environment using written, spoken, and/or visual methods.
- Understand personal finance strategies, including asset management, the use of credit, saving and investing, individual retirement accounts, and debt management.
- Demonstrate interpersonal skills that reflect an understanding of diversity and the need for teamwork.

Cooperative Education Option

The Cooperative Education Option is especially designed to provide qualified business administration students with an opportunity to combine the regular Business Administration curriculum with practical work experience. The combination of classroom instruction with practical/related Co-op work experience provides numerous benefits to participating students. The cooperative education credits replace BUS 125 Personal Finance and MKT 123 Fundamentals of Selling.

Career opportunities are enhanced as students completing this program graduate with practical work experience in addition to the Associate of Applied Science Degree. The program also provides an opportunity for the student to explore a career before making a commitment to full-time employment. See the section on Cooperative Education program for eligibility criteria.

Degree Awarded

The Associate in Applied Science Degree - Business Administration is awarded by the College upon completion of this program.

For More Information

The Business Administration program is in the Business and Computer Technologies Division. For more information, call (919) 735-5151, ext. 342. On the Internet, send e-mail to rayb@waynecc.edu or visit us at our web site at <http://www.waynecc.edu>.

Admissions

- A high school diploma or equivalent is required.
- Placement tests are required in English, mathematics, reading, and computer skills to determine entry-level courses that match individual needs.

First Step To Enroll:

Call the Admissions and Records Office at (919) 735-5151, ext. 238.

		Contact Hours	Semester Credit Hours
FIRST SEMESTER			
ACA 111	College Student Success.....	1	1
BUS 110	Introduction to Business	3	3
BUS 115	Business Law I.....	3	3
BUS 135	Principles of Supervision	3	3
CIS 110	Introduction to Computers	4	3
ENG 111	Expository Writing	3	3
			16
SECOND SEMESTER			
ACC 120	Principles of Financial Accounting	5	4
ACC 129	Individual Income Taxes.....	4	3
ENG 114	Professional Research and Reporting	3	3
MAT 115	Mathematical Models.....	4	3
MKT 120	Principles of Marketing	3	3
	Professional Elective	-	1-5
			17-21
THIRD SEMESTER			
ACC 121	Prin. of Managerial Accounting	5	4
BUS 137	Principles of Management	3	3
COE 110	World of Work	1	1
ECO 252	Principles of Macroeconomics .	3	3
MKT 220	Advertising and Sales		
	Professional Elective	-	1-5
			15-19
FOURTH SEMESTER			
BUS 116	Business Law II.....	3	3
BUS 239	Bus Applications Seminar	3	2
BUS 240	Business Ethics	3	3
BUS 260	Business Communication	3	3
	Social/Behavioral Science		
	Elective	3	3
	Humanities/Fine Arts Elective ..	3	3
			17
		Total Credit Hours	65-73

*Select 6-semester hours of Major Electives from the courses below:

- COE 111 and COE 122 or 112 and COE 121 must be completed in sequence to meet the Professional Elective requirement.
- Six semester hours of Cooperative Education Work Experience can be applied as Professional Electives.

BUS 125	Personal Finance.....	3	3
		Contact	Semester
		Hours	Credit Hours
COE 111	Co-op Work Experience I.....	10	1
COE 121	Co-op Work Experience II.....	10	1
COE 131	Co-op Work Experience III.....	10	1
COE 211	Co-op Work Experience IV	10	1
COE 221	Co-op Work Experience V	10	1
COE 231	Co-op Work Experience VI	10	1
COE 112	Co-op Work Experience I.....	20	2
COE 122	Co-op Work Experience II.....	20	2
COE 132	Co-op Work Experience III.....	20	2
MKT 123	Fundamentals of Selling	3	3