

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 2017 (2017*03)

Program Majors Under Pathway

Program Major / Classification of Instruction Programs (CIP) Code	Credential 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																												
Minimum General Education Hours Required:	15 SHC	6 SHC	0 SHC																												
<p><i>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.</i></p> <p>Communication:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">COM</td> <td style="width: 10%;">110</td> <td style="width: 60%;">Introduction to Communication</td> <td style="width: 20%; text-align: right;">3 SHC</td> </tr> <tr> <td>COM</td> <td>120</td> <td>Intro Interpersonal Com</td> <td style="text-align: right;">3 SHC</td> </tr> <tr> <td>COM</td> <td>231</td> <td>Public Speaking U</td> <td style="text-align: right;">3 SHC</td> </tr> <tr> <td>ENG</td> <td>111</td> <td>Writing and Inquiry U</td> <td style="text-align: right;">3 SHC</td> </tr> <tr> <td>ENG</td> <td>112</td> <td>Writing/Research in the Disc U</td> <td style="text-align: right;">3 SHC</td> </tr> <tr> <td>ENG</td> <td>114</td> <td>Prof Research & Reporting</td> <td style="text-align: right;">3 SHC</td> </tr> <tr> <td>ENG</td> <td>116</td> <td>Technical Report Writing</td> <td style="text-align: right;">3 SHC</td> </tr> </table>	COM	110	Introduction to Communication	3 SHC	COM	120	Intro Interpersonal Com	3 SHC	COM	231	Public Speaking U	3 SHC	ENG	111	Writing and Inquiry U	3 SHC	ENG	112	Writing/Research in the Disc U	3 SHC	ENG	114	Prof Research & Reporting	3 SHC	ENG	116	Technical Report Writing	3 SHC	6 SHC	3-6 SHC	Optional
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**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.*

Humanities/Fine Arts:				3 SHC	0-3 SHC	Optional
ART	111	Art Appreciation U	3 SHC			
HUM	110	Technology and Society	3 SHC			
HUM	115	Critical Thinking	3 SHC			
HUM	230	Leadership Development	3 SHC			
MUS	110	Music Appreciation U	3 SHC			
PHI	230	Introduction to Logic	3 SHC			
PHI	240	Introduction to Ethics U	3 SHC			
Social /Behavioral Sciences:				3 SHC	0-3 SHC	Optional
ECO	151	Survey of Economics	3 SHC			
ECO	251	Prin of Microeconomics U	3 SHC			
ECO	252	Prin of Macroeconomics U	3 SHC			
POL	120	American Government U	3 SHC			
PSY	118	Interpersonal Psychology	3 SHC			
PSY	150	General Psychology U	3 SHC			
SOC	210	Introduction to Sociology U	3 SHC			
Natural Sciences/Mathematics:				3-4 SHC	0-3 SHC	Optional
MAT	110	Math Measurement and Literacy	3 SHC			
MAT	121	Algebra/Trigonometry I	3 SHC			
MAT	143	Quantitative Literacy U	3 SHC			
MAT	152	Statistical Methods I U	4 SHC			
MAT	171	Precalculus Algebra U	4 SHC			
<p>U 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.

Business Administration	AAS	Diploma	Certificate																																																																																																				
Minimum Major Hours Required:	49 SHC	30 SHC	12 SHC																																																																																																				
<p>A. Technical Core: <i>Courses required for the diploma program major are designated with an asterisk (*).</i></p> <table> <tr> <td>BUS</td> <td>110</td> <td>Introduction to Business</td> <td>3 SHC</td> </tr> <tr> <td>*</td> <td>BUS</td> <td>115 Business Law I</td> <td>3 SHC</td> </tr> <tr> <td>*</td> <td>BUS</td> <td>137 Principles of Management</td> <td>3 SHC</td> </tr> <tr> <td>*</td> <td>MKT</td> <td>120 Principles of Marketing</td> <td>3 SHC</td> </tr> </table> <p>Required Subject Areas: *Accounting. Select one:</p> <table> <tr> <td>ACC</td> <td>115</td> <td>College Accounting</td> <td>4 SHC</td> </tr> <tr> <td>ACC</td> <td>120</td> <td>Prin of Financial Accounting</td> <td>4 SHC</td> </tr> </table> <p>*Economics. Select one:</p> <table> <tr> <td>ECO</td> <td>151</td> <td>Survey of Economics</td> <td>3 SHC</td> </tr> <tr> <td>ECO</td> <td>251</td> <td>Prin of Microeconomics</td> <td>3 SHC</td> </tr> <tr> <td>ECO</td> <td>252</td> <td>Prin of Macroeconomic</td> <td>3 SHC</td> </tr> </table> <p>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.</p> <p>*Computer Applications. Select one:</p> <table> <tr> <td>CIS</td> <td>110</td> <td>Introduction to Computers</td> <td>3 SHC</td> </tr> <tr> <td>CIS</td> <td>111</td> <td>Basic PC Literacy</td> <td>2 SHC</td> </tr> <tr> <td>OST</td> <td>137</td> <td>Office Applications I</td> <td>3 SHC</td> </tr> </table> <p>Required Subject Areas (Select one subject area):</p> <p>General Business Administration <i>12 hours to be selected from the following prefixes:</i> BUS and CSV.</p> <p>Banking and Finance <i>Select one of the following tracks:</i></p> <table> <tr> <td>BAF</td> <td>110</td> <td>Principles of Banking</td> <td>3 SHC</td> </tr> <tr> <td>BAF</td> <td>131</td> <td>Fund of Bank Lending</td> <td>3 SHC</td> </tr> <tr> <td>BAF</td> <td>141</td> <td>Law & Banking: Principles</td> <td>3 SHC</td> </tr> <tr> <td>BAF</td> <td>222</td> <td>Money and Banking</td> <td>3 SHC</td> </tr> </table> <p>OR</p> <table> <tr> <td>AIB</td> <td>110</td> <td>Principles of Banking</td> <td>3 SHC</td> </tr> <tr> <td>AIB</td> <td>131</td> <td>Fund of Bank Lending</td> <td>3 SHC</td> </tr> <tr> <td>AIB</td> <td>141</td> <td>Law & Banking: Principles</td> <td>3 SHC</td> </tr> <tr> <td>AIB</td> <td>222</td> <td>Money and Banking</td> <td>3 SHC</td> </tr> </table> <p>Human Resources Management</p> <table> <tr> <td>BUS</td> <td>217</td> <td>Employment Law and Regs</td> <td>3 SHC</td> </tr> <tr> <td>BUS</td> <td>234</td> <td>Training and Development</td> <td>3 SHC</td> </tr> <tr> <td>BUS</td> <td>256</td> <td>Recruit Select & Per Plan</td> <td>3 SHC</td> </tr> <tr> <td>BUS</td> <td>258</td> <td>Compensation and Benefits</td> <td>3 SHC</td> </tr> <tr> <td>BUS</td> <td>259</td> <td>HRM Applications</td> <td>3 SHC</td> </tr> </table>	BUS	110	Introduction to Business	3 SHC	*	BUS	115 Business Law I	3 SHC	*	BUS	137 Principles of Management	3 SHC	*	MKT	120 Principles of Marketing	3 SHC	ACC	115	College Accounting	4 SHC	ACC	120	Prin of Financial Accounting	4 SHC	ECO	151	Survey of Economics	3 SHC	ECO	251	Prin of Microeconomics	3 SHC	ECO	252	Prin of Macroeconomic	3 SHC	CIS	110	Introduction to Computers	3 SHC	CIS	111	Basic PC Literacy	2 SHC	OST	137	Office Applications I	3 SHC	BAF	110	Principles of Banking	3 SHC	BAF	131	Fund of Bank Lending	3 SHC	BAF	141	Law & Banking: Principles	3 SHC	BAF	222	Money and Banking	3 SHC	AIB	110	Principles of Banking	3 SHC	AIB	131	Fund of Bank Lending	3 SHC	AIB	141	Law & Banking: Principles	3 SHC	AIB	222	Money and Banking	3 SHC	BUS	217	Employment Law and Regs	3 SHC	BUS	234	Training and Development	3 SHC	BUS	256	Recruit Select & Per Plan	3 SHC	BUS	258	Compensation and Benefits	3 SHC	BUS	259	HRM Applications	3 SHC	33-38 SHC	30-31 SHC	
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International Business			
<i>Select one of the following tracks:</i>			
Global Business Management Track			
ACC	270	International Accounting	3 SHC
INT	110	International Business	3 SHC
INT	210	International Trade	3 SHC
INT	220	International Economics	3 SHC
INT	230	International Law	3 SHC
Import Export Compliance Track			
IEC	225	International Shipping	3 SHC
IEC	226	Intro to Export Admin Reg	3 SHC
IEC	227	Elec Import/Export Doc	3 SHC
IEC	228	Importing	3 SHC
Marketing			
MKT	220	Advertising & Sales Promotio	3 SHC
MKT	225	Marketing Research	3 SHC
MKT	227	Marketing Applications	3 SHC
MKT	232	Social Media Marketing	4 SHC
<i>Select one:</i>			
MKT	123	Fundamentals of Selling	3 SHC
MKT	223	Customer Service	3 SHC
Operations Management			
ISC	121	Envir Health & Safety	3 SHC
ISC	210	Oper & Prod Planning	3 SHC
OMT	112	Materials Management	3 SHC
OMT	260	Issues in Operations Mgt	3 SHC
<i>Select one:</i>			
ISC	130	Intro to Quality Control	3 SHC
ISC	131	Quality Management	3 SHC
ISC	132	Mfg Quality Control	3 SHC
ISC	221	Statistical Qual Control	3 SHC
Public Administration			
PAD	151	Intro to Public Admin	3 SHC
PAD	251	Public Finance & Budgeting	3 SHC
PAD	252	Public Policy Analysis	3 SHC
<i>Select one.</i>			
PAD	152	Ethics in Government	3 SHC
BUS	240	Business Ethics	3 SHC

C. Other Major Hours.
To be selected from the following prefixes:
 ACC, AIB, ARA, ASL, BAF, BAS, BUS, CHI, CIS, CSC, CSV, CTI, CTS, DBA, ECM, ECO, ENT, ETR, FRE, GER, GIS, HMT, HRM, INS, INT, ISC, ITA, JPN, LAT, LOG, MKT, NPO, OMT, OST, PAD, PMT, POR, RLS, RUS, SPA, SST, WBL and WEB.

Up to two semester hour credits may be selected from ACA.

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 or <http://www.careertech.org>.

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

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