

Business Administration

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.

Business Administration
 Associate in Applied Science Degree
 Suggested Course Sequence

				HOURS PER WEEK			
				CL.	LB.	CLIN.	CR.
FALL SEMESTER							
ACA 111	College Student Success	1	0	0	1		
	or						
ACA 122	College Transfer Success	1	0	0	1		
ACC 129	Individual Income Taxes	2	2	0	3		
XXX	Business Elective (ACC BUS INT MKT)	3	0	0	3		
BUS 110	Introduction to Business	3	0	0	3		
ECO 251	Principles of Microeconomics	3	0	0	3		
	or						
ECO 252	Principles of Macroeconomics	3	0	0	3		
ENG 111	Expository Writing	3	0	0	3		
		15	2	0	16		
SPRING SEMESTER							
BUS 121	Business Math	2	2	0	3		
BUS 137	Principles of Management	3	0	0	3		
CIS 110	Introduction to Computers	2	2	0	3		
ECO 252	Principles of Macroeconomics	3	0	0	3		
	or						
XXX	Business Elective (ACC BUS INT MKT)	3	0	0	3		
ENG 115	Oral Communication	3	0	0	3		
	or						
COM 231	Public Speaking	3	0	0	3		
XXX	Information Systems Elective (CIS CTS DBA ITN NET NOS SEC WEB)	2-3	0-3	0	3		
		15-16	4-7	0	18		
FALL SEMESTER							
ACC 120	Principles of Financial Accounting	3	2	0	4		
BUS 115	Business Law I	3	0	0	3		
BUS 153	Human Resource Management	3	0	0	3		
BUS 260	Business Communications	3	0	0	3		
	or						
ENG 116	Technical Report Writing	3	0	0	3		
MAT 140	Survey of Mathematics	3	0	0	3		
	or						
MAT 171	Precalculus Algebra	3	0	0	3		
MKT 120	Principles of Marketing	3	0	0	3		
		18	2	0	19		
SPRING SEMESTER							
BUS 116	Business Law II	3	0	0	3		
	or						
XXX	Business Elective (ACC BUS INT MKT)	3	0	0	3		
BUS 225	Business Finance	2	2	0	3		
CTS 130	Spreadsheet	2	2	0	3		
XXX	Humanities/Fine Arts Elective (ART DAN DRA ENG HUM)	3	0	0	3		

	MUS PHI REL)				
MKT 123	Fundamentals of Selling	3	0	0	3
	or				
MKT 220	Advertising and Sales Promotion	3	0	0	3
XXX	Social/Behavioral Science Elective	3	0	0	3
	(ANT ECO GEO POL PSY SOC)				
		16	4	0	18
		64-65	12-15	0	71

TOTAL SEMESTER HOURS REQUIRED FOR ASSOCIATE DEGREE: 71

With the exception of COM 231 and ENG 115, this program is available by distance education.

Business Administration
Diploma
Suggested Course Sequence

		HOURS PER WEEK			
		CL.	LB.	CLIN.	CR.
ACA 111	College Student Success	1	0	0	1
ACC 120	Principles of Financial Accounting	3	2	0	4
BUS 110	Introduction to Business	3	0	0	3
BUS 115	Business Law I	3	0	0	3
BUS 121	Business Math	2	2	0	3
BUS 137	Principles of Management	3	0	0	3
BUS 153	Human Resource Management	3	0	0	3
BUS 225	Business Finance	2	2	0	3
CIS 110	Introduction to Computers	2	2	0	3
ECO 251	Principles of Microeconomics	3	0	0	3
	or				
ECO 252	Principles of Macroeconomics	3	0	0	3
ENG 111	Expository Writing	3	0	0	3
ENG 115	Oral Communication	3	0	0	3
	or				
COM 231	Public Speaking	3	0	0	3
MKT 120	Principles of Marketing	3	0	0	3
		34	8	0	38

TOTAL SEMESTER HOURS REQUIRED FOR DIPLOMA: 38

With the exception of COM 231 and ENG 115, this diploma is available by distance education.

Business Administration
Certificate
Suggested Course Sequence

		HOURS PER WEEK			
		CL.	LB.	CLIN.	CR.
BUS 110	Introduction to Business	3	0	0	3
BUS 115	Business Law I	3	0	0	3
BUS 153	Human Resource Management	3	0	0	3
CIS 110	Introduction to Computers	2	2	0	3
ECO 251	Principles of Microeconomics	3	0	0	3

ECO 252	or Principles of Macroeconomics	3	0	0	3
		14	2	0	15

TOTAL SEMESTER HOURS REQUIRED FOR CERTIFICATE: 15

This certificate is available by distance education.

Business Administration
Certificate
Small Business Management
Suggested Course Sequence

		HOURS PER WEEK			
		CL.	LB.	CLIN.	CR.
ACC 120	Principles of Financial Accounting	3	2	0	4
BUS 110	Introduction to Business	3	0	0	3
BUS 137	Principles of Management	3	0	0	3
BUS 230	Small Business Management	3	0	0	3
CIS 110	Introduction to Computers	2	2	0	3
		14	4	0	16

TOTAL SEMESTER HOURS REQUIRED FOR CERTIFICATE: 16

This certificate is available by distance education.

Business Administration
Certificate
Small Business Startup
Suggested Course Sequence

		HOURS PER WEEK			
		CL.	LB.	CLIN.	CR.
ACC 120	Principles of Financial Accounting	3	2	0	4
BUS 110	Introduction to Business	3	0	0	3
BUS 115	Business Law I	3	0	0	3
BUS 137	Principles of Management	3	0	0	3
BUS 230	Small Business Management	3	0	0	3
		15	2	0	16

TOTAL SEMESTER HOURS REQUIRED FOR CERTIFICATE: 16

This certificate is available by distance education.

Business Administration
Certificate
Marketing
Suggested Course Sequence

HOURS PER WEEK

		CL.	LB.	CLIN.	CR.
BUS 110	Introduction to Business	3	0	0	3
BUS 115	Business Law I	3	0	0	3
BUS 153	Human Resource Management	3	0	0	3
MKT 120	Principles of Marketing	3	0	0	3
MKT 123	Fundamentals of Selling	3	0	0	3
MKT 220	Advertising & Sales Promotion	3	0	0	3
		18	0	0	18

TOTAL SEMESTER HOURS REQUIRED FOR CERTIFICATE: 18
This certificate is available by distance education.

Business Administration
Winston-Salem State University
Diploma
Suggested Course Sequence

		HOURS PER WEEK			
		CL.	LB.	CLIN.	CR.
FALL SEMESTER					
ACC 120	Principles of Financial Accounting	3	2	0	4
BUS 110	Introduction to Business	3	0	0	3
CIS 110	Introduction to Computers	2	2	0	3
ENG 111	Expository Writing	3	0	0	3
MAT 171	Precalculus Algebra	3	0	0	3
		14	4	0	16

SPRING SEMESTER

ACC 121	Principles of Managerial Accounting	3	2	0	4
*BUS 137	Principles of Management	3	0	0	3
COM 231	Public Speaking	3	0	0	3
ECO 252	Principles of Macroeconomics	3	0	0	3
MAT 172	Precalculus Trigonometry	3	0	0	3
		15	2	0	16

FALL SEMESTER

BUS 115	Business Law I	3	0	0	3
ECO 251	Principles of Microeconomics	3	0	0	3
ENG 112	Argument-Based Research	3	0	0	3
	or				
ENG 113	Literature-Based Research	3	0	0	3
	or				
ENG 114	Professional Research & Reporting	3	0	0	3
MAT 271	Calculus I	3	2	0	4
*MKT 120	Principles of Marketing	3	0	0	3
		15	2	0	16
		44	8	0	48

TOTAL SEMESTER HOURS REQUIRED FOR DIPLOMA: 48

*This course is not in the community college articulation agreement; however, WSSU will accept this course as transfer equivalent for WSSU's Business Administration and Business Management degree. For degrees in Accounting, MIS, or Business Administration with concentrations in Financial Services or Economics, the students must take BUA 3331 at WSSU and transfer the credits back to PCC for credit substitute in MKT 120.

An additional 12 SHC may be taken for transfer to WSSU. These courses include ART 111, BIO 111, ENG 261, ENG 262, HIS 111, HIS 112, MUS 110, PED 110, PED (any one), PSY 150, and SOC 210.

This program is available by distance education except for the mathematics requirements and the COM 231 requirement.