

Business Administration

The Business Administration curriculum is designed to introduce students to the various aspects of the free enterprise system. Students are 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, global business, personal finance, marketing, and project management. Skills related to applying these concepts are developed through the study of computer applications, communication, team building, case study, and decision-making. Through these skills, students gain a sound business education base for lifelong learning. Graduates are prepared for employment opportunities in government agencies, financial institutions, and large to small businesses or industries.

For more information, call the Business and Accounting Division office at 704.330.4865.

For specific information about potential positions and wages in business administration employment, visit the Central Piedmont Career Coach website.

Business Administration (A25120)

Degree Awarded

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

Admissions

- A high school diploma or equivalent is required.
- Submit a completed admissions application to Central Piedmont.
- Submit high school transcripts and any former college transcripts to Admissions, Records & Registration.
- Request all former college transcripts be evaluated for transfer credit to Central Piedmont. Business and Accounting courses taken at Central Piedmont or transferred in from another institution over 10 years old will not be counted towards a degree or certificate unless approved by the Business and Accounting program chairs.
- Central Piedmont placement tests are required in reading comprehension and algebra. Developmental courses in English and mathematics are available for students to build basic skills and knowledge. All necessary developmental courses must be completed prior to beginning courses with the following prefixes: ACC, BUS, ECM, INT, LOG, and MKT.
- Consult with an advisement counselor and attend an orientation session following placement testing.
- Consult with the Program Chair regarding program sequence of courses and course registration. Call the Business and Accounting Division at 704.330.4865 for an appointment.
- Many courses have prerequisites or co-requisites; check the Courses section for details.

Method of Study

Business Administration Degree courses are either web-enhanced face to face, hybrid or offered fully online.

Transferring to Senior Institutions

In order to transfer courses more effectively, students intending to transfer from Central Piedmont to a senior institution should check with the four-year school(s) of their choice for general education, program and GPA requirements for transfer. Information on transfer institutions is available through the Business and Accounting Division Office.

For More Information

The Business Administration program is in the Business and Accounting Division. For information, call the Business and Accounting Division office at 704.330.4865 or email BusAcc@cpcc.edu (busacc@cpcc.edu).

Business Administration (A25120)

General Education Requirements

ENG 111	Writing and Inquiry	3.0
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Select 3 credits from the following courses:		3.0
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ENG 112	Writing and Research in the Disciplines	
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ENG 113	Literature-Based Research	
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ENG 114	Professional Research & Reporting	
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COM 110	Introduction to Communication	
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COM 231	Public Speaking	
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Select 3 credits from the following courses:		3.0
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MAT 143	Quantitative Literacy	
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MAT 152	Statistical Methods I	
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MAT 171	Precalculus Algebra	
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Select 3 credits from the following courses:		3.0
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ART 111	Art Appreciation	
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ART 114	Art History Survey I	
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ART 115	Art History Survey II	
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DRA 111	Theatre Appreciation	
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HUM 120	Cultural Studies	
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HUM 130	Myth in Human Culture	
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MUS 110	Music Appreciation	
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MUS 112	Introduction to Jazz	
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PHI 215	Philosophical Issues	
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PHI 240	Introduction to Ethics	
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REL 110	World Religions	
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Select 3 credits from the following courses:		3.0
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ECO 252	Principles of Macroeconomics	
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HIS 111	World Civilizations I	
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HIS 112	World Civilizations II	
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HIS 131	American History I	
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HIS 132	American History II	
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POL 120	American Government	
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PSY 150	General Psychology	
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SOC 210	Introduction to Sociology	
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Major Requirements

ACA 122	College Transfer Success	1.0
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BUS 110	Introduction to Business	3.0
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BUS 115	Business Law I	3.0
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BUS 137	Principles of Management	3.0
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MKT 120	Principles of Marketing	3.0
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ACC 120	Principles of Financial Accounting	4.0
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Business Administration

CIS 110	Introduction to Computers	3.0
ECO 251	Principles of Microeconomics	3.0
or ECO 151	Survey of Economics	
BUS 125	Personal Finance	3.0
BUS 139	Entrepreneurship I	3.0
BUS 153	Human Resource Management	3.0
BUS 240	Business Ethics	3.0
BUS 253	Leadership and Management Skills	3.0
Technical Electives		
Select 12 credits from the following:		12.0
Global Business Management Specialty:		
INT 110	International Business	
INT 115	Global Communication	
INT 210	International Trade	
Human Resources Management Specialty:		
BUS 217	Employment Law and Regulations	
BUS 234	Training and Development	
BUS 256	Recruiting, Selection & Personnel Planning	
Logistics Specialty:		
LOG 110	Introduction to Logistics	
LOG 125	Transportation Logistics	
LOG 215	Supply Chain Management	
Marketing Specialty:		
MKT 220	Advertising and Sales Promotion	
MKT 232	Social Media Marketing	
ECM 210	Introduction to E-Commerce	
Project Management Specialty:		
PMT 110	Introduction to Project Management	
PMT 111	Project Management Assessing Risk	
PMT 210	Project Management Issues	
PMT 215	Project Management Leadership	
Additional Elective Options:		
ACC 121	Principles of Managerial Accounting	
ACC 150	Accounting Software Applications	
ACC 270	International Accounting	
BAF 110	Principles of Banking	
BAF 121	Economics for Bankers	
BAS 120	Introduction to Analytics	
BAS 121	Data Visualization	
BAS 150	Introduction to Analytical Programming	
BAS 220	Applied Analytical Programming	
BUS 112	SIFE Business Development	
BUS 116	Business Law II	
BUS 135	Principles of Supervision	
BUS 147	Business Insurance	
BUS 152	Human Relations	
BUS 228	Business Statistics	
BUS 230	Small Business Management	
BUS 255	Organizational Behavior in Business	
BUS 258	Compensation and Benefits	
BUS 259	Human Resource Management Applications	
BUS 260	Business Communication	

COM 231	Public Speaking
ECO 252	Principles of Macroeconomics
INT 180	Travel Study Abroad
INT 220	International Economics
INT 230	International Law
LOG 235	Import/Export Management
LOG 240	Purchasing Logistics
LOG 250	Advanced Global Logistics
MKT 121	Retailing
MKT 122	Visual Merchandising
MKT 123	Fundamentals of Selling
MKT 221	Consumer Behavior
MKT 223	Customer Service
MKT 224	International Marketing
MKT 225	Marketing Research
MKT 227	Marketing Applications
MKT 228	Service Marketing
MKT 229	Special Events Production
MKT 230	Public Relations
ENT 211	Entertainment Promotion
OST 130	Comprehensive Keyboarding
OST 134	Text Entry & Formatting
OST 164	Office Editing
OMT 110	Intro to Operations Mgmt
SPA 111	Elementary Spanish I
& SPA 181	and Spanish Lab 1
or SPA 112	Elementary Spanish II
& SPA 182	and Spanish Lab 2
FRE 111	Elementary French I
& FRE 181	and French Lab 1
or GER 111	Elementary German I
& GER 181	and German Lab 1
SST 110	Introduction to Sustainability
SST 210	Issues in Sustainability
WBL 111	Work-Based Learning I
WBL 112	Work-Based Learning I
WBL 121	Work-Based Learning II
WBL 131	Work-Based Learning III

Total Credits

65

No diplomas are offered in Business Administration.

Business Administration Certificates (C25120)

- Business Administration Certificate with a Specialization in Entrepreneurship (C25120-C4) (p. 3)
- Business Administration Certificate with a Specialization in Business Operations (C25120-C5) (p. 3)
- Business Administration Certificate with a Specialization in Project Management (C25120-C8) (p. 3)
- Business Administration Certificate with a Specialization in Advanced Project Management (C25120-C9) (p. 3)

- Business Administration Certificate with a Specialization in Project Management Practitioner (C25120-13) (p. 3)
- Business Administration Certificate with a Specialization in Human Resources Management (C25120-12) (p. 4)
- Business Administration Certificate with a Specialization in International Business (C25120-20) (p. 4)
- Business Administration Certificate with a Specialization in Logistics (C25120-22) (p. 4)
- Business Administration Certificate with a Specialization in Brand Promotion (C25120-29) (p. 4)

Business Administration Certificate with a Specialization in Entrepreneurship (C25120-C4)

This certificate is designed to provide the student with a concentrated course of study in the field of entrepreneurship and small business start-up and management. Upon completion, a certificate is awarded by the college. Courses for this certificate may be applied toward the Associate in Applied Science degree in business administration. This certificate also is available to students enrolled in Career & College Promise. For more information, call the Business and Accounting Division at 704.330.4865.

Major Requirements

BUS 110	Introduction to Business	3.0
BUS 139	Entrepreneurship I	3.0
MKT 120	Principles of Marketing	3.0
BUS 125	Personal Finance	3.0
ACC 120	Principles of Financial Accounting	4.0
Total Credits		16

Business Administration Certificate with a Specialization in Business Operations (C25120-C5)

This certificate is designed to provide students with a foundation in business vocabulary in addition to various topics that prepares them for pre-management positions. This certificate may be applied toward the associate degree in business administration. This certificate also is available to students enrolled in Career & College Promise. For more information, call the Business and Accounting Division at 704.330.4865.

Major Requirements

BUS 115	Business Law I	3.0
BUS 137	Principles of Management	3.0
CIS 110	Introduction to Computers	3.0
MKT 120	Principles of Marketing	3.0
BUS 110	Introduction to Business	3.0
BUS 125	Personal Finance	3.0
Total Credits		18

This certificate provides students with a foundation in business, marketing, and finance that prepares them for pre-management positions. The certificate may be applied toward the Associate Degree in Business Administration. This certificate also is available to students enrolled in Career & College Promise. For more information, call the Business and Accounting Division at 704.330.4228.

Business Administration Certificate Specialization in Project Management (C25120-C8)

This certificate exists solely for an industry partnership with Year UP. If you are not in the Year Up program, please refer to the Project Management Practitioner certificate designated as C25120-13, or contact 704-330-4865 for more information.

Major Requirements

CIS 110	Introduction to Computers	3.0
BUS 110	Introduction to Business	3.0
PMT 110	Introduction to Project Management	3.0
PMT 111	Project Management Assessing Risk	3.0
WBL 112	Work-Based Learning I (General Education Requirements)	2.0
Total Credits		14

Business Administration Certificate Specialization in Advanced Project Management (C25120-C9)

This certificate exists solely for an industry partnership with Year UP. If you are not in the Year Up program, please refer to the Project Management Practitioner certificate designated as C25120-13, or contact 704-330-4865 for more information.

Major Requirements

BUS 137	Principles of Management	3.0
BUS 234	Training and Development	3.0
or BUS 253	Leadership and Management Skills	
PMT 210	Project Management Issues	3.0
PMT 215	Project Management Leadership	3.0
WBL 122	Work-Based Learning II	2.0
Total Credits		14

Business Administration Certificate with a Specialization in Project Management Practitioner (C25120-13)

The Project Management Practitioner specialization certificate is designed to prepare students of any discipline or background to manage and lead projects. Practitioner graduates will understand the fundamentals of project management as well as the issues and risks associated with leading and managing projects of various sizes. They will be equipped with skills in Microsoft Project and Agile. Coursework also prepares them to complete the Project Management Plus certificate through Corporate and Continuing Education that provides CAPM and PMP exam preparation. This certificate also is available to students enrolled in Career & College Promise.

Required Courses:

PMT 110	Introduction to Project Management	3.0
PMT 111	Project Management Assessing Risk	3.0
PMT 210	Project Management Issues	3.0
PMT 215	Project Management Leadership	3.0
Total Credits		12

The Project Management Practitioner specialization certificate is designed to prepare students of any discipline or background to manage and lead projects. Practitioner graduates will understand the fundamentals

of project management as well as the issues and risks associated with leading and managing projects of various sizes. They will be equipped with skills in Microsoft Project and Agile. Coursework also prepares them to complete the Project Management Plus certificate through Corporate and Continuing Education that provides CAPM and PMP exam preparation.

Human Resources Management Certificates

Business Administration Certificate with a Specialization in Human Resources Management (C25120-12)

This certificate in Human Resource Management is designed to provide human resource practitioners with tools for success in the range of human resource functions including recruiting, selection, training & development, compensation & benefits, performance management & compensation, employment law, and leadership development. Coursework prepares students for human resource positions through human resource & leadership case studies in preparation for successful human resource careers.

Major Requirements

BUS 153	Human Resource Management	3.0
BUS 217	Employment Law and Regulations	3.0
BUS 234	Training and Development	3.0
BUS 253	Leadership and Management Skills	3.0
BUS 256	Recruiting, Selection & Personnel Planning	3.0
Total Credits		15

Global Studies Certificates

Business Administration Certificate with a Specialization in International Business (C25120-20)

This certificate in International Business provides students with a broad understanding of global business management and fosters the development of a global mindset. Students will develop critical thinking and operational strategies to successfully navigate a global business environment. Intercultural awareness, international marketing, foreign investment, overseas manufacturing, global value chain, and strategic planning are main skills and knowledge that will be acquired with the completion of this certificate. For more information, please call the Business and Accounting division at 704.330.4865.

Major Requirements

INT 110	International Business	3.0
INT 115	Global Communication	3.0
INT 210	International Trade	3.0
BUS 253	Leadership and Management Skills	3.0
ACC 120 or MKT 220	Principles of Financial Accounting Advertising and Sales Promotion	3.0
Total Credits		15

Business Administration Certificate with a Specialization in Logistics (C25120-22)

The logistics certificate provides a balanced approach to the world of supply chain and logistics systems in business. It provides the fundamental skills needed for a career in the industry and serves as

a complement to the world of business and international commerce. Students will learn the framework of moving products on various modes of transportation and the structure and components that make up a supply chain. This certificate is part of the business administration degree and provides not only an understanding of how business works in a global network, but also how effective soft skills drive transportation-related outcomes. This certificate also is available to students enrolled in Career & College Promise.

Major Requirements

LOG 110	Introduction to Logistics	3.0
LOG 125	Transportation Logistics	3.0
LOG 215	Supply Chain Management	3.0
INT 110	International Business	3.0
CIS 110	Introduction to Computers	3.0
Total Credits		15

Marketing Certificates

Business Administration Certificate with a Specialization in Brand Promotion (C25120-29)

The Business Administration Certificate with a Specialization in Brand Promotion will provide an understanding of the basics of advertising and brand promotion. Students will apply these branding concepts in the area of digital marketing. Specific focus will include website design and social media marketing. For more information, call the Business and Accounting Division at 704.330.4865. This certificate also is available to students enrolled in Career & College Promise.

Major Requirements

MKT 120	Principles of Marketing	3.0
MKT 220	Advertising and Sales Promotion	3.0
MKT 232	Social Media Marketing	4.0
ECM 210	Introduction to E-Commerce	3.0
Total Credits		13

The following is the suggested plan for when to take each course to complete the Associate in Applied Science degree, based on the program requirements of the 2022-2023 catalog. This is only a recommendation — you may take courses in another order upon consultation with your advisor. This plan is based on you starting with college-level math and English courses, starting your program in the fall, and attending full-time. You can also follow this sequence if you attend part-time. Speak with an advisor about the plan and any questions. This program might also offer diplomas or certificates; visit the catalog or contact the program for details.

Business Administration suggested course sequence