

# Business Administration

## Business Administration Certificates (C25120)

- Business Administration Certificate with a Specialization in Entrepreneurship (C25120-C4) (p. 1)
- Business Administration Certificate with a Specialization in Business Operations (C25120-C5) (p. 1)
- Business Administration Certificate with a Specialization in Relationship Banking (C25120-14) (p. 1)
- Business Administration Certificate with a Specialization in Facilities Management (C25120-15) (p. 1)
- Business Administration Certificate with a Specialization in Office Management (C25120-16) (p. 2)
- Business Administration Certificate with a Specialization in Project Management (C25120-C8) (p. 2)
- Business Administration Certificate with a Specialization in Advanced Project Management (C25120-C9) (p. 2)
- Business Administration Certificate with a Specialization in Project Management Practitioner (C25120-13) (p. 2)
- Business Administration Certificate with a Specialization in Human Resources Management (C25120-12) (p. 2)
- Business Administration Certificate with a Specialization in International Business (C25120-20) (p. 3)
- Business Administration Certificate with a Specialization in Logistics (C25120-22) (p. 3)
- Business Administration Certificate with a Specialization in Marketing and Digital Media (C25120-28) (p. 3)

### 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
<b>Total Credits</b>		<b>16</b>

### 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
<b>Total Credits</b>		<b>18</b>

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 Relationship Banking (C25120-14)

Home to three of the country's six largest banks, Charlotte is booming with employment opportunities in the financial services sector. The business administration specialization in relationship banking provides a pathway for students into the robust and growing financial services industry. The certificate will equip students of any discipline or background with a foundation in core competencies necessary to pursue impactful, entry-level positions in one of the many area financial institutions. The curriculum includes an introduction to all areas of the business economy, an introduction to banking and financial services, consumer lending, customer service, and communications. Upon completion, graduates will qualify for entry-level relationship banking and specialist roles in financial centers.

Courses for this certificate may be applied toward the Associate in Applied Science degree in business administration. This certificate is also 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
BAF 110	Principles of Banking	3.0
BUS 125	Personal Finance	3.0
COM 231	Public Speaking	3.0
MKT 223	Customer Service	3.0
<b>Total Credits</b>		<b>15</b>

### Business Administration Certificate Specialization in Facilities Management (C25120-15)

Facilities Management is a global, multi-disciplinary, service-based profession dedicated to supporting people by ensuring the functionality, comfort, safety, sustainability, and efficiency of the building environment. The specialization in Facilities Management certificate is designed to provide the student with a concentrated course of study in the field of Facilities Management. The certificate will equip students from any discipline or background with the initial core competencies and experience necessary to pursue a Facilities Management career. Students will be introduced to core competencies associated with the financial and operational performance of commercial and industrial buildings. Specific

emphasis is given to key business principles applied to the management of resources, projects, and customer service. Students will develop an understanding of the interplay between those principles. Graduates will be prepared for the industry's entry-level Facilities Coordinator role or similar, or to pursue further educational opportunities. Upon completion, a certificate is awarded by the college which is recognized by the International Facility Management Association (IFMA) and thousands of employers worldwide.

Courses for this certificate may be applied toward the Associate in Applied Science degree in business administration. This certificate is also available to students enrolled in Career & College Promise. For more information, call the Business and Accounting Division at 704.330.4865.

**Required Courses:**

BUS 110	Introduction to Business	3.0
MKT 223	Customer Service	3.0
SST 120	Energy Use Analysis	3.0
LOG 110	Introduction to Logistics	3.0
PMT 110	Introduction to Project Management	3.0
WBL 111	Work-Based Learning I	1.0

**Total Credits** 16

**Business Administration Certificate Specialization in Office Management (C25120-16)**

**Major Requirements**

BUS 110	Introduction to Business	3.0
BUS 153	Human Resource Management	3.0
CIS 110	Introduction to Computers	3.0
OST 122	Office Computations	3.0
OST 171	Intro. to Virtual Office	3.0
OST 286	Professional Development	3.0

**Total Credits** 18

**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
<b>Total Credits</b>		<b>15</b>

strategies and tactics including promotion, placement, and pricing of products and services. Coursework will prepare students in the areas of digital marketing, advertising, marketing analytics, e-commerce, and social media marketing. This certificate also is available to students enrolled in Career & College Promise.

## 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
BUS 115	Business Law I	3.0
<b>Total Credits</b>		<b>15</b>

### 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
<b>Total Credits</b>		<b>15</b>

## Marketing Certificates

### Business Administration Certificate with a Specialization in Marketing and Digital Media (C25120-28)

The Business Administration Certificate with a Specialization in Marketing and Digital Media will provide an understanding of the basics of marketing

#### Major Requirements

MKT 120	Principles of Marketing	3.0
MKT 225	Marketing Research	3.0
MKT 232	Social Media Marketing	4.0
MKT 220	Advertising and Sales Promotion	3.0
ECM 210	Introduction to E-Commerce	3.0
<b>Total Credits</b>		<b>16</b>

**BUS 110. Introduction to Business. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects.

**BUS 112. SIFE Business Development. 2.0 Credits.** Class-1.0.

Clinical-0.0. Lab-2.0. Work-0.0

This course provides students with opportunities for practical application of concepts taught in business, marketing, and economics courses. Emphasis is placed on free markets in a global economy, how entrepreneurs succeed, personal financial success skills, and business ethics. Upon completion, students should be able to demonstrate knowledge in business, marketing, and economics and display creative problem-solving, public speaking, leadership, and public relations skills. Prerequisites: Take BUS 110

**BUS 115. Business Law I. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the student to the legal and ethical framework of business. Contracts, negotiable instruments, the law of sales, torts, crimes, constitutional law, the Uniform Commercial Code, and the court systems are examined. Upon completion the student should be able to identify legal and ethical issues that arise in business decisions and the laws that apply to them.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111, minimum grade of C; Take ENG 002

**BUS 116. Business Law II. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course includes the study of the legal and ethical framework of business. Business Organizations, property law, intellectual property law, agency and employment law, consumer law, secured transactions, and bankruptcy are examined. Upon completion, the student should be able to identify legal and ethical issues that arise in business decisions and the laws that apply to them.

Prerequisites: Take BUS 115

**BUS 121. Business Math. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-2.0. Work-0.0

This course covers fundamental mathematical operations and their application to business problems. Topics include payroll, pricing, interest and discount, commission, taxes, and other pertinent uses of mathematics in the field of business. Upon completion, students should be able to apply mathematical concepts to business.

Prerequisites: Take 1 group: Take DMA 010 DMA 020 and DMA 030; Take Mat 003. Take 1 group: Take DRE 097 or DRE 098; Take ENG 111, minimum grade of C; Take ENG 002

**BUS 125. Personal Finance. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course provides a study of individual and family financial decisions. Emphasis is placed on building useful skills in buying, managing finances, increasing resources, and coping with current economic conditions. Upon completion, students should be able to develop a personal financial plan.

**BUS 135. Principles of Supervision. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the basic responsibilities and duties of the supervisor and his/her relationship to higher-level supervisors, subordinates, and associates. Emphasis is placed on effective utilization of the work force and understanding the role of the supervisor. Upon completion, students should be able to apply supervisory principles in the work place.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111 ENG 112 ENG 113 or ENG 114, minimum grade of C; Take ENG 002

**BUS 137. Principles of Management. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course is designed to be an overview of the major functions of management. Emphasis is placed on planning, organizing, controlling, directing, and communicating. Upon completion, students should be able to work as contributing members of a team utilizing these functions of management.

**BUS 139. Entrepreneurship I. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course provides an introduction to the principles of entrepreneurship. Topics include self-analysis of entrepreneurship readiness, the role of entrepreneur in economic development, legal problems, organizational structure, sources of financing, budgeting, and cash flow. Upon completion, students should have an understanding of the entrepreneurial process and issues faced by entrepreneurs.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111 ENG 112 ENG 113 or ENG 114, minimum grade of C; Take ENG 002

**BUS 147. Business Insurance. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course surveys the basic concepts of risk management. Topics include principles and applications of health, property, life, and casualty insurance. Upon completion, students should be able to evaluate different insurance needs and assist an organization in acquiring adequate insurance coverage.

**BUS 152. Human Relations. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the concepts of effective human interaction in the business work environment. Topics include effective communication techniques, motivation, ego states, stress, and conflict. Upon completion, students should be able to explain the importance of human relations, apply motivational techniques, and implement strategies for resolving work-related conflicts.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111 ENG 112 ENG 113 or ENG 114, minimum grade of C; Take ENG 002

**BUS 153. Human Resource Management. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the functions of personnel/human resource management within an organization. Topics include equal opportunity and the legal environment, recruitment and selection, performance appraisal, employee development, compensation planning, and employee relations. Upon completion, students should be able to anticipate and resolve human resource concerns.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111 ENG 112 ENG 113 or ENG 114, minimum grade of C; Take ENG 002

**BUS 217. Employment Law and Regulations. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the principle laws and regulations affecting public and private organizations and their employees or prospective employees. Topics include fair employment practices, EEO, affirmative action, and employee rights and protections. Upon completion, students should be able to evaluate organization policy for compliance and assure that decisions are not contrary to law.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111 ENG 112 ENG 113 or ENG 114, minimum grade of C; Take ENG 002

**BUS 225. Business Finance. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-2.0. Work-0.0

This course provides an overview of business financial management. Emphasis is placed on financial statement analysis, time value of money, management of cash flow, risk and return, and sources of financing. Upon completion, students should be able to interpret and apply the principles of financial management.

Prerequisites: Take ACC 120, minimum grade of C

**BUS 228. Business Statistics. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-2.0. Work-0.0

This course introduces the use of statistical methods and tools in evaluating research data for business applications. Emphasis is placed on basic probability, measures of spread and dispersion, central tendency, sampling, regression analysis, and inductive inference. Upon completion, students should be able to apply statistical problem solving to business.



**BUS 230. Small Business Management. 3.0 Credits.** Class-3.0.

Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the challenges of entrepreneurship including the startup and operation of a small business. Topics include market research techniques, feasibility studies, site analysis, financing alternatives, and managerial decision making. Upon completion, students should be able to develop a small business plan.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111 ENG 112 ENG 113 or ENG 114, minimum grade of C; Take ENG 002

**BUS 234. Training and Development. 3.0 Credits.** Class-3.0.

Clinical-0.0. Lab-0.0. Work-0.0

This course covers developing, conducting, and evaluating employee training with attention to adult learning principles. Emphasis is placed on conducting a needs assessment, using various instructional approaches, designing the learning environment, and locating learning resources. Upon completion, students should be able to design, conduct, and evaluate a training program.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111 ENG 112 ENG 113 or ENG 114, minimum grade of C; Take ENG 002

**BUS 240. Business Ethics. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0.

Work-0.0

This course introduces contemporary and controversial ethical issues that face the business community. Topics include moral reasoning, moral dilemmas, law and morality, equity, justice and fairness, ethical standards, and moral development. Upon completion, students should be able to demonstrate an understanding of their moral responsibilities and obligations as members of the workforce and society.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take ENG 111, minimum grade of C; Take ENG 002. Take BUS 110, minimum grade of C

**BUS 253. Leadership and Management Skills. 3.0 Credits.** Class-3.0.

Clinical-0.0. Lab-0.0. Work-0.0

This course includes a study of the qualities, behaviors, and personal styles exhibited by leaders. Emphasis is placed on coaching, counseling, team building, and employee involvement. Upon completion, students should be able to identify and exhibit the behaviors needed for organizational effectiveness.

Prerequisites: Take 1 group: DRE 098 or ENG 111; Take EFL 111 or EFL 112; Take ENG 002; From rule RMINP2

**BUS 255. Organizational Behavior in Business. 3.0 Credits.** Class-3.0.

Clinical-0.0. Lab-0.0. Work-0.0

This course covers the impact of different management practices and leadership styles on worker satisfaction and morale, organizational effectiveness, productivity, and profitability. Topics include a discussion of formal and informal organizations, group dynamics, motivation, and managing conflict and change. Upon completion, students should be able to analyze different types of interpersonal situations and determine an appropriate course of action.

Prerequisites: Take BUS 110, minimum grade of C

**BUS 256. Recruiting, Selection & Personnel Planning. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the basic principles involved in managing the employment process. Topics include personnel planning, recruiting, interviewing and screening techniques, maintaining employee records; and voluntary and involuntary separations. Upon completion, students should be able to acquire and retain employees who match position requirements and fulfill organizational objectives.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111 ENG 112 ENG 113 or ENG 114, minimum grade of C; Take ENG 002

**BUS 258. Compensation and Benefits. 3.0 Credits.** Class-3.0.

Clinical-0.0. Lab-0.0. Work-0.0

This course is designed to study the basic concepts of pay and its role in rewarding performance. Topics include wage and salary surveys, job analysis, job evaluation techniques, benefits, and pay-for-performance programs. Upon completion, students should be able to develop and manage a basic compensation system to attract, motivate, and retain employees.

Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take EFL 111 EFL 112, minimum grade of C; Take ENG 111 ENG 112 ENG 113 or ENG 114, minimum grade of C; Take ENG 002

**BUS 259. Human Resource Management Applications. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course provides students in the Human Resource Management concentration the opportunity to reinforce their learning experiences from preceding HRM courses. Emphasis is placed on application of day-to-day HRM functions by completing in-basket exercises and through simulations. Upon completion, students should be able to determine the appropriate actions called for by typical events that affect the status of people at work.

Prerequisites: Take: BUS 217 or BUS 234

**BUS 260. Business Communication. 3.0 Credits.** Class-3.0.

Clinical-0.0. Lab-0.0. Work-0.0

This course is designed to develop skills in writing business communications. Emphasis is placed on business reports, correspondence, and professional presentations. Upon completion, students should be able to communicate effectively in the work place. This course is designed to develop skills in writing business communications. Emphasis is placed on business reports, correspondence, and professional presentations. Upon completion, students should be able to communicate effectively in the work place.

Prerequisites: Take One: ENG 110 or ENG 111