## Business Administration (A25120)

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.

#### **COURSE REQUIREMENTS**

Richmond Community College provides day and evening course sequences for selected programs to enable students to better plan what courses to take to reach their educational goals. However, given the continued increase in the use of technology in instruction and increasing student demand for distance learning courses, the College may offer hybrid, online, web-based and information highway courses in place of traditional courses in any course sequence that is listed. Therefore, students should be aware of this possibility and prepare themselves to successfully function in a hybrid, online, web-based, or information highway course.

### BUSINESS ADMINISTRATION: GENERAL BUSINESS (A25120GB) COURSE REQUIREMENTS

				Work/			
				Class	Lab	Clinical	Credit
A. G	eneral H	Educa	tion Courses				
1.	Requi	red Co	Durses				
	ENG	111	Writing and Inquiry	3	0	0	3
	ENG	112	Writing/Research in the Disciplines	3	0	0	3
			Humanities/Fine Arts Elective*	3	0	0	3
			Social/Behavioral Sciences Elective*	3	0	0	3
2.	Requir	red Su	ıbject Area				
	MAT	143	Quantitative Literacy	2	2	0	3
	or						
	MAT	171	Precalculus Algebra	3	2	0	4
<b>B.</b> M	ajor Co	urses	6				
1.	Core C	Course	es				
	To rec	eive a	degree, diploma, or certificate from RCC, a	a student	must l	have a gra	ide of "C"
	or bett	ter in	all core and concentration courses for the p	program	of stua	ly.	
	ACC	120	· · · · ·	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
	CIS	110	Introduction to Computers	2	2	0	3
	ECO	252	Principles of Macroeconomics	3	0	0	3

	MKT	120	Principles of Marketing	3	0	0	3
2	. Conce	ntrati	on Core Requirements (12 SHC)				
	BUS	121	1	2	2	0	3
	BUS	125	Personal Finance	3	0	0	3
			Human Resource Management	3	0	0	3
			Small Business Management	3	0	0	3
3			r Courses	C	Ũ	Ũ	U
5			Principles of Managerial Accounting	3	2	0	4
	BUS		Business Applications Capstone	2	$\frac{1}{2}$	ů 0	3
	or	209		-	-	Ũ	2
	WBL	111	Work Based Learning I	0	0	10	1
	and		e				
	WBL	115	Work Based Learning Seminar I	1	0	0	1
	CTS		-	2	2	0	3
			Principles of Microeconomics	3	0	0	3
4			ibject Area				
			ectives** (Select 6 credit hours from the	following c	ourses	)	
			Principles of Financial Accounting II	3	0	0	3
			Individual Income Taxes	2	2	0	3
	ACC	130	Business Income Taxes	2	2	0	3
	ACC	140	Payroll Accounting	1	3	0	2
			Accounting Software Applications	1	3	0	2
			Practices in Bookkeeping	3	0	0	3
			Cost Accounting	3	0	0	3
	BUS	139	Entrepreneurship I	3	0	0	3
	BUS	217	Employment Law & Regulations	3	0	0	3
	BUS	234	Training & Development	3	0	0	3
	BUS	256	Recruit Select & Personal Plan	3	0	0	3
	BUS	260	Business Communication	3	0	0	3
	MKT	220	Advertising & Sales Promotion	3	0	0	3
	MKT	223	Customer Experience	3	0	0	3
	MKT	225	Marketing Research	3	0	0	3
	MKT	227	Marketing Applications	3	0	0	3
	MKT	232	Social Media Marketing	2	2	0	3
	PAD	151	Intro to Public Admin	3	0	0	3
	PAD	152	Ethics in Government	3	0	0	3
	PAD	251	Public Finance & Budgeting	3	0	0	3
	PAD	252	Public Policy Analysis	3	0	0	3
	PMT	110	Intro to Project Management	3	0	0	3
	PMT	210	Project Management Issues	2	2	0	3
	PMT	215	Project Management Leadership	3	0	0	3
C. (	Other Re	quire	d Courses				
	ACA	122	College Transfer Success	0	2	0	1
	Тс	otal C	redit Hours			67-0	<b>59</b>
<b>.</b>	1	1 .•	1, 1, 1, 1, 1, 0, 1, 0,	<b>D</b> · ·			

**Total Credit Hours** \*Approved Electives are listed on the page before the Course Descriptions.

## SEMESTER SCHEDULE BA: GENERAL BUSINESS (A25120GB) (DAY)

	BA: GENERAL BUSINESS (A25120GB) (DAY)								
			Class	Lah	Work/	Credit			
		First Veen Fall Comestan	Class	LaD	Chinica	l Credit			
	100	First Year – Fall Semester	0	n	0	1			
ACA	122	College Transfer Success	0	2	0	1			
BUS	110	Introduction to Business	3	0	0	3			
BUS	115	Business Law I	3	0	0	3			
CIS	110	Introduction to Computers	2	2	0	3			
ENG	111	Writing and Inquiry	3	0	0	3			
MAT	143	Quantitative Literacy	2	2	0	3			
or				-					
MAT	171	Precalculus Algebra	3	2	0	4			
			13-14	6	0	16-17			
		First Year – Spring Semester	r						
BUS	137	Principles of Management	3	0	0	3			
CTS	130	Spreadsheet	2	2	0	3			
ENG	112	Writing/Research in the Disciplines	3	0	0	3			
MKT	120	Principles of Marketing	3	0	0	3			
		Business Elective I**	1-3	0-3	0	2-4			
		Humanities/Fine Arts Elective*	3	0	0	3			
			15-17	2-5	0	17-19			
		Second Year – Fall Semester	r						
ACC	120	Principles of Financial Accounting	3	2	0	4			
BUS	121	Business Mathematics	2	2	0	3			
BUS	153	Human Resource Management	3	0	0	3			
ECO	252	Principles of Macroeconomics	3	0	0	3			
200	202	Business Elective II**	1-3	0-3	ů 0	2-4			
			12-14	4-7	0	15-17			
		Second Year – Spring Semest		• ,	Ŭ	10 17			
ACC	121	Principles of Managerial Accounting	3	2	0	4			
BUS	125	Personal Finance	3	0	0	3			
BUS	230	Small Business Management	3	0	ů 0	3			
BUS	239	Business Applications Capstone	2	2	0	3			
or	237	Busiless Applications Capstone	2	4	0	5			
WBL	111	Work Based Learning I	0	0	10	1			
and	111	Work Dased Learning I	0	0	10	1			
WBL	115	Work Pagod Looming Sominar L	1	0	0	1			
		Work Based Learning Seminar I Principles of Microaconomics	1	0		1			
ECO	251	Principles of Microeconomics	3 3		0	3 3			
		Social/Behavioral Sciences Elective*	3	0	0	3			
			16 17	2 4	0 10	10 10			
			16-17	2-4	0-10	18-19			

\*Approved Electives are listed on the page before the Course Descriptions.

## **BUSINESS ADMINISTRATION (CERTIFICATE) (C25120) COURSE REQUIREMENTS**

				Work/		
			Class	Lab	Clinical	Credit
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
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
MKT	120	Principles of Marketing	3	0	0	3
	Т	otal Credit Hours			18	

## **BA: HUMAN RESOURCE (CERTIFICATE) (C25120HR)** COURSE REQUIREMENTS

	COORSE REQUIREMENTS						
				Work/			
			Class	Lab Clinical Credit			
BUS	137	Principles of Management	3	0	0	3	
BUS	153	Human Resource Management	3	0	0	3	
BUS	217	Employment Law & Regulations	3	0	0	3	
BUS	234	Training & Development	3	0	0	3	
BUS	256	Recruit Select & Personal Plan	3	0	0	3	
CTS	130	Spreadsheet	2	2	0	3	
	Total Credit Hours 18						

## **Total Credit Hours**

66-72

## BA: GENERAL BUSINESS (A25120GB) (ONLINE) COURSE REQUIREMENTS

Students must meet eligibility to take college-level coursework through placement tests or other measures. Please see the Student Handbook for further information.

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						ті	Work/	
	<b>C</b> .			tion Common	Class	Lad	Clinical	Credit
				tion Courses				
	1.	Requi			2	0	0	2
				Writing and Inquiry	3	0	0	3
		ENG	112	Writing/Research in the Disciplines	3	0	0	3
				Humanities/Fine Arts Elective*	3 3	0	0	3 3
	$\mathbf{a}$	D	10	Social/Behavioral Sciences Elective*	3	0	0	3
	2.	-		bject Area	2	C	0	2
			143	Quantitative Literacy	2	2	0	3
		or	171	D 1 1 41 1	2	2	0	4
п	ъл			Precalculus Algebra	3	2	0	4
		ajor Co						
	1.	Core C					1	
				degree, diploma, or certificate from RCC				ade of C
				all core and concentration courses for the			•	4
				Principles of Financial Accounting	3	2	0	4
		BUS	-	Introduction to Business	3	0	0	3
		BUS		Business Law I	3	0	0	3
				Principles of Management	3	0	0	3
		CIS		Introduction to Computers	2	2	0	3
		ECO		Principles of Macroeconomics	3	0	0	3
	2			Principles of Marketing	3	0	0	3
	2.			on Requirements (12 SHC)	2	2	0	2
		BUS		Business Mathematics	2	2	0	3
		BUS		Personal Finance	3	0	0	3
		BUS		Human Resource Management	3	0	0	3
	2	BUS	230	Small Business Management	3	0	0	3
	3.			Courses	2	2	0	4
				Principles of Managerial Accounting	3	2	0	4
		BUS	239	Business Applications Capstone	2	2	0	3
		or	111		0	0	10	1
		WBL	111	Work Based Learning I	0	0	10	1
		and				0	0	
		WBL		Work Based Learning Seminar I	1	0	0	l
		CTS	130	1	2	2	0	3
		ECO	251	Principles of Microeconomics	3	0	0	3
	4.	-		ibject Area		、 、		
				ectives** (Select 6 credits from the follow	-		~	
				Principles of Financial Accounting II	3	0	0	3
		ACC	129	Individual Income Taxes	2	2	0	3

ACC	130	Business Income Taxes	2	2	0	3
ACC	140	Payroll Accounting	1	3	0	2
ACC	150	Accounting Software Applications	1	3	0	2
ACC	180	Practices in Bookkeeping	3	0	0	3
ACC	225	Cost Accounting	3	0	0	3
BUS	139	Entrepreneurship I	3	0	0	3
BUS	217	Employment Law & Regulations	3	0	0	3
BUS	234	Training & Development	3	0	0	3
BUS	256	Recruit Select & Personal Plan	3	0	0	3
BUS	260	<b>Business Communication</b>	3	0	0	3
MKT	220	Advertising & Sales Promotion	3	0	0	3
MKT	223	Customer Experience	3	0	0	3
MKT	225	Marketing Research	3	0	0	3
MKT	227	Marketing Applications	3	0	0	3
MKT	232	Social Media Marketing	2	2	0	3
PAD	151	Intro to Public Admin	3	0	0	3
PAD	152	Ethics in Government	3	0	0	3
PAD	251	Public Finance & Budgeting	3	0	0	3
PAD	252	Public Policy Analysis	3	0	0	3
PMT	110	Intro to Project Management	3	0	0	3
PMT	210	Project Management Issues	2	2	0	3
PMT	215	Project Management Leadership	3	0	0	3
C. Other Re	quire	d Courses				
ACA	122	College Transfer Success	0	2	0	1

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\*Approved Humanities/Fine Arts Electives offered online are: ART 111, DRA 111, ENG 231, ENG 232, ENG 241, ENG 242, ENG 273, HUM 115, HUM 120 MUS 110, MUS 112, MUS 210, PHI 215, PHI 240, REL 110, REL 211, REL 212.

\*\*Approved Social/Behavioral Sciences Electives offered online are: HIS 111, HIS 112, HIS 131, HIS 132, POL 120, PSY 150, PSY 241, PSY 281, SOC 210, SOC 213, SOC 220, SOC 225, SOC 240.

\*\*\*Approved Business Electives may be selected from courses listed above.

### SEMESTER SCHEDULE BA: GENERAL BUSINESS (A25120GB) (ONLINE)

				Work/			
			Class	Lab	Clinical	Credit	
		First Year – Fall Semester					
ACA	122	College Transfer Success	0	2	0	1	
BUS	110	Introduction to Business	3	0	0	3	
BUS	137	Principles of Management	3	0	0	3	
ENG	111	Writing and Inquiry	3	0	0	3	
MKT	120	Principles of Marketing	3	0	0	3	

	Business Elective I**	1-3	0-3	0	2-4
		13-15	2-5	0	15-17
	First Year – Spring Semeste	r			
BUS 11	5 Business Law I	3	0	0	3
CIS 11	0 Introduction to Computers	2	2	0	3
ECO 25		3	0	0	3
ENG 11	2 Writing/Research in the Disciplines	3	0	0	3
MAT 14 or	3 Quantitative Literacy	2	2	0	3
MAT 17	1 Precalculus Algebra	3	2	0	4
	Humanities/Fine Arts Elective*	3	0	0	3
		16	4	0	 18-19
	Second Year – Fall Semeste		•	Ū	10 17
ACC 12		3	2	0	4
BUS 12		3	0	0	3
BUS 23		3	ů	0	3
CTS 13	e	2	2	0	3
ECO 25	1	3	0	0	3
		 1 <i>1</i>			<u> </u>
	Second Vear Spring Semest	14	4	0	16
ACC 12	Second Year – Spring Semest Principles of Managerial Accounting	er 3	2	0	4
BUS 12		2	$\frac{2}{2}$	0	4
BUS 12 BUS 15		23		0	3
BUS 13 BUS 23	e	2	2	0	3
or	9 Business Applications Capstone	2	Z	0	3
WBL 11 and	1 Work Based Learning I	0	0	10	1
WBL 11	5 Work Based Learning Seminar I	1	0	0	1
	Business Elective II**	1-3	0-3	0	2-4
	Social/Behavioral Sciences Elective*	3	0	0	3
		13-15	 4-9	0-10	17-20

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\*Approved Humanities/Fine Arts Electives offered online area: ART 111, DRA 111, ENG 231, ENG 232, ENG 241, ENG 242, ENG 273, HUM 115, HUM 120, MUS 110, MUS 112, MUS 210, PHI 215, PHI 240, REL 110, REL 211, REL 212.

\*\*Approved Social/Behavioral Sciences Electives offered online are: HIS 111, HIS 112, HIS 131, HIS 132, POL 120, PSY 150, PSY 241, PSY 281, SOC 210, SOC 213, SOC 220, SOC 225, SOC 240.

\*\*\*Approved Business Electives may be selected from courses listed above.

### BUSINESS ADMINISTRATION (CERTIFICATE) (C25120) (ONLINE) COURSE REQUIREMENTS

				Work/		
			Class	Lab Clinical Credit		
BUS	110	Introduction to Business	3	0	0	3
BUS	115	Business Law I3	0	0	3	
BUS	137	Principles of Management	3	0	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
MKT	120	Principles of Marketing	3	0	0	3
Total Credit Hours						

# BA: HUMAN RESOURCE (CERTIFICATE) (C25120HR) (ONLINE) COURSE REQUIREMENTS

				Work/			
			Class	Lab Clinical Cred			
BUS	137	Principles of Management	3	0	0	3	
BUS	153	Human Resource Management	3	0	0	3	
BUS	217	Employment Law & Regulations	3	0	0	3	
BUS	234	Training & Development	3	0	0	3	
BUS	256	Recruit Select & Personal Plan	3	0	0	3	
CTS	130	Spreadsheet	2	2	0	3	
Total Credit Hours							

The courses listed on this program guide are the courses currently offered online through Richmond Community College. Please speak to your advisor if you have taken courses at another college or university.

The following courses are part of the North Carolina Articulation Agreement: ACC 120, ACC 121, ANT 220, ART 111, BUS 110, BUS 115, BUS 137, CIS 110, DRA 111, ECO 251, ECO 252, ENG 111, ENG 112, ENG 231, ENG 232, HIS 111, HIS 112, HIS 131, HIS 132, MAT 143, MUS 110, PHI 240, PSY 150, PSY 241, REL 211, REL 212, SOC 210, SOC 213, and SPA 111. The North Carolina Comprehensive Articulation Agreement is a statewide agreement governing transfer credits from North Carolina community colleges to North Carolina public universities and participating private universities. RichmondCC cannot guarantee the transfer of courses to out-of-state universities.

# BA: MARKETING (A25120M) COURSE REQUIREMENTS

					Work/		
				Class	Lab	Clinical	l Credit
A. Ge	eneral <b>H</b>	Educa	tion Courses				
1.	Requir						
			Writing and Inquiry	3	0	0	3
	ENG	112	Writing/Research in the Disciplines	3	0	0	3
			Humanities/Fine Arts Elective*	3	0	0	3
			Social/Behavioral Sciences Elective*	3	0	0	3
2.	-		ıbject Area				
	MAT	143	Quantitative Literacy	2	2	0	3
	or						
	MAT	171	Precalculus Algebra	3	2	0	4
	ajor Co						
1.	Core C						
			degree, diploma, or certificate from RCC				ade of "C"
			all core and concentration courses for the	e program	of stud	<i>V</i> .	
			Principles of Financial Accounting	3	2	0	4
	BUS	110	Introduction to Business	3	0	0	3
			Business Law I	3	0	0	3
			Principles of Management	3	0	0	3
	CIS		Introduction to Computers	2 3	2	0	3
			Principles of Macroeconomics		0	0	3
			Principles of Marketing	3	0	0	3
2.			on Core Requirements (15 SHC)				
			Advertising & Sales Promotion	3	0	0	3
			Customer Experience	3	0	0	3
			Marketing Research	3	0	0	3
			Marketing Applications	3	0	0	3
			Social Media Marketing	2	2	0	3
3.			r Courses				
			Principles of Managerial Accounting	3	2	0	4
	BUS	239	Business Applications Capstone	2	2	0	3
	or						
	WBL	111	Work Based Learning I	0	0	10	1
	and						
	WBL	115	Work Based Learning Seminar I	1	0	0	1
	CTS	130	Spreadsheet	2	2	0	3
4.			ıbject Area				
	Busine		ective** (Select 3 credits from the following	ing courses	s)		
	ACC	122	Principles of Financial Accounting II	3	0	0	3
	ACC	129	Individual Income Taxes	2	2	0	3
	ACC		Business Income Taxes	2	2	0	3
	ACC	225	Cost Accounting	3	0	0	3

BUS	121	<b>Business Mathematics</b>	2	2	0	3
BUS	125	Personal Finance	3	0	0	3
BUS	139	Entrepreneurship I	3	0	0	3
BUS	153	Human Resource Management	3	0	0	3
BUS	230	Small Business Management	3	0	0	3
BUS	260	Business Communication	3	0	0	3
ECO	251	Principles of Microeconomics	3	0	0	3
PAD	151	Intro to Public Admin	3	0	0	3
PAD	152	Ethics in Government	3	0	0	3
PAD	251	Public Finance & Budgeting	3	0	0	3
PAD	252	Public Policy Analysis	3	0	0	3
PMT	110	Intro to Project Management	3	0	0	3
PMT	210	Project Management Issues	2	2	0	3
PMT	215	Project Management Leadership	3	0	0	3
C. Other Re	quire	d Courses				
ACA	122	College Transfer Success	0	2	0	1

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\*Approved Electives are listed on the page before the Course Descriptions.

## SEMESTER SCHEDULE BA: MARKETING (A25120M)

		DA. MARKETING (A23120)	<b>v</b> 1)			
					Work/	
			Class	Lab	Clinical	Credit
		First Year – Fall Semester				
ACA	122	College Transfer Success	0	2	0	1
BUS	110	Introduction to Business	3	0	0	3
BUS	115	Business Law I	3	0	0	3
CIS	110	Introduction to Computers	2	2	0	3
ENG	111	Writing and Inquiry	3	0	0	3
MAT	143	Quantitative Literacy	2	2	0	3
or						
MAT	171	Precalculus Algebra	3	2	0	4
MKT	120	Principles of Marketing	3	0	0	3
			 16-17	6	0	19-20
		First Year – Spring Semeste		Ũ	Ū	17 20
BUS	137	Principles of Management	3	0	0	3
CTS	130	Spreadsheet	2	2	0	3
ENG	112	Writing/Research in the Disciplines	3	0	0	
MKT	223	Customer Experience	3	0	0	3 3
		Business Elective**	2-3	0-2	0	
		Humanities/Fine Arts Elective*	3	0	0	3 3
			16-17	2-4	0	18
		Second Year – Fall Semester	r			
ACC	120	Principles of Financial Accounting	3	2	0	4

ECO MKT MKT	252 227 232	Principles of Macroeconomics Marketing Applications Social Media Marketing	3 3 2	0 0 2	0 0 0	3 3 3
			<u> </u>	4	0	13
		Second Year – Spring Semest	er			
ACC	121	Principles of Managerial Accounting	3	2	0	4
BUS	239	Business Applications Capstone	2	2	0	3
or						
WBL and	111	Work Based Learning I	0	0	10	1
WBL	115	Work Based Learning Seminar I	1	0	0	1
MKT	220	Advertising & Sales Promotion	3	0	0	3
MKT	225	Marketing Research	3	0	0	3
		Social/Behavioral Sciences Elective*	3	0	0	3
			13-14	2-4	0-10	15-16

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\*Approved Electives are listed on the page before the Course Descriptions.

## BA: MARKETING (CERTIFICATE) (C25120MK) COURSE REQUIREMENTS

			~			
					Work/	
			Class	Lab	Clinical	Credit
MKT	120	Principles of Marketing	3	0	0	3
MKT	223	Customer Experience	3	0	0	3
MKT	225	Marketing Research	3	0	0	3
MKT	227	Marketing Applications	3	0	0	3
MKT	232	Social Media Marketing	2	2	0	3
		Total Credit Hours			15	

# BA: ENTREPRENEURSHIP (CERTIFICATE) (C25120E) COURSE REQUIREMENTS

			Work/			
			Class	Lab	Clinical	Credit
ACC	120	Principles of Financial Accounting	3	2	0	4
BUS	110	Introduction to Business	3	0	0	3
BUS	139	Entrepreneurship I	3	0	0	3
BUS	230	Small Business Management	3	0	0	3
MKT	120	Principles of Marketing	3	0	0	3
		Total Credit Hours			16	

## BA: MARKETING (A25120M) (ONLINE) COURSE REQUIREMENTS

Students must meet eligibility to take college-level coursework through placement tests or other measures. Please see the Student Handbook for further information.

meas	ures. rie	euse se	ee ine Siudeni Handbook for further inform	nation.		Work/	
				Class	Lab	Clinical	Credit
A. (	General l	Educa	tion Courses	01000	240		
	. Requi						
	-		Writing and Inquiry	3	0	0	3
	ENG		Writing/Research in the Disciplines	3	0	0	3
			Humanities/Fine Arts Elective*	3	0	0	3
			Social/Behavioral Sciences Elective*	3	0	0	3 3
2	. Requi	red Su	ibject Area				
	MAT	143	Quantitative Literacy	2	2	0	3
	or		-				
	MAT	171	Precalculus Algebra	3	2	0	4
B. N	lajor Co	ourses	6				
1	. Core (	Course	es				
			degree, diploma, or certificate from RCC				ade of "C"
			all core and concentration courses for the	e program	of stud	ly.	
			Principles of Financial Accounting	3	2	0	4
	BUS		Introduction to Business	3	0	0	3
	BUS		Business Law I	3	0	0	3
			Principles of Management	3	0	0	3
	CIS		Introduction to Computers	2	2	0	3
	ECO		Principles of Macroeconomics	3	0	0	3
			Principles of Marketing	3	0	0	3
2			on Core Requirements (15 SHC)				
			Advertising & Sales Promotion	3	0	0	3
			Customer Experience	3	0	0	3
	MKT		Marketing Research	3	0	0	3
		227	0 11	3	0	0	3 3
-			Social Media Marketing	2	2	0	3
3			r Courses	-	-		
	ACC		Principles of Managerial Accounting	3	2	0	4
	BUS	239	Business Applications Capstone	2	2	0	3
	or			0	0	10	
	WBL	111	Work Based Learning I	0	0	10	1
	and				0	0	
	WBL	115	Work Based Learning Seminar I	1	0	0	1
	CTS .	130	1	2	2	0	3
4	-		ibject Area		`		
			ective** (Select 3 credits from the followi	-	·	0	2
			Principles of Financial Accounting II	3	0	0	3
	ACC	129	Individual Income Taxes	2	2	0	3

	ACC	130	Business Income Taxes	2	2	0	3
	ACC	225	Cost Accounting	3	0	Ő	3
	BUS	116	Business Law II	3	0	Ő	3
	BUS	121	Business Mathematics	2	2	Ő	3
	BUS	125	Personal Finance	3	0	0 0	3
	BUS	139	Entrepreneurship I	3	0	Ő	3
	BUS	153	Human Resource Management	3	0	ů 0	3
	BUS	230	Small Business Management	3	0	Ő	3
	BUS	260	Business Communication	3	ů 0	ů 0	3
	BUS		Diversity in Management	3	ů 0	ů 0	3
	ECO	251	Principles of Microeconomics	3	ů 0	Õ	3
	INT	110	International Business	3	ů 0	0	3
	MKT	221	Consumer Behavior	3	ů 0	Ő	3
	NPO	110	Introduction to Nonprofit Management	3	ů 0	0	3
	PAD	151	Intro to Public Admin	3	ů 0	0	3
	PAD	152		3	0	0	3
	PAD	251	Public Finance & Budgeting	3	0	0	3
	PAD		Public Policy Analysis	3	0	0	3
	PMT	110	Intro to Project Management	3	0	0	3
	PMT	210	Project Management Issues	2	2	0	3
	PMT		Project Management Leadership	3	0	0	3
C.			d Courses	U	5	2	2
		-	College Transfer Success	0	2	0	1
			0	•	-	-	_

### 65-67

\*Approved Humanities/Fine Arts Electives offered online are: ART 111, DRA 111, ENG 231, ENG 232, ENG 241, ENG 242, ENG 273, HUM 115, HUM 120, MUS 110, MUS 112, MUS 210, PHI 215, PHI 240, REL 110, REL 211, REL 212.

\*\*Approved Social/Behavioral Sciences Electives offered online are: HIS 111, HIS 112, HIS 131, HIS 132, POL 120, PSY 150, PSY 241, PSY 281, SOC 210, SOC 213, SOC 220, SOC 225, SOC 240.

\*\*\*Approved Business Electives may be selected from courses listed above.

### SEMESTER SCHEDULE BA: MARKETING (A25120M) (ONLINE)

	$\mathbf{D}\mathbf{A}$ , $\mathbf{M}\mathbf{A}\mathbf{K}\mathbf{K}\mathbf{E}\mathbf{I}\mathbf{I}\mathbf{M}\mathbf{O}(\mathbf{A}\mathbf{Z}\mathbf{S}\mathbf{I}\mathbf{Z}\mathbf{O}\mathbf{M}\mathbf{I})(\mathbf{O}\mathbf{M}\mathbf{E}\mathbf{I}\mathbf{M}\mathbf{E})$								
			Work/ Class Lab Clinical Cree						
		First Year – Fall Semester	Clubb	Luo	Chintai	cituit			
ACA	122	College Transfer Success	0	2	0	1			
BUS	110	Introduction to Business	3	0	0	3			
BUS	115	Business Law I	3	0	0	3			
CIS	110	Introduction to Computers	2	2	0	3			
ENG	111	Writing and Inquiry	3	0	0	3			
MAT	143	Quantitative Literacy	2	2	0	3			

	171 120	Precalculus Algebra Principles of Marketing	3 3	2 0	0 0	4 3
			 16-17	6	0	19-20
		First Year – Spring Semeste		Ũ	Ũ	17 20
BUS	137	Principles of Management	3	0	0	3
	130	Spreadsheet	2	2	0	3
	112	Writing/Research in the Disciplines	3	0	0	3
MKT	223	Customer Experience	3	0	0	3
		Business Elective**	2-3	0-2	0	3
		Humanities/Fine Arts Elective*	3	0	0	3
			16-17	2-4	0	18
		Second Year – Fall Semeste	r			
ACC	120	Principles of Financial Accounting	3	2	0	4
ECO	252	Principles of Macroeconomics	3	0	0	3
MKT	227	Marketing Applications	3	0	0	3
MKT	232	Social Media Marketing	2	2	0	3
			11	4	0	13
		Second Year – Spring Semest	ter			
	121	Principles of Managerial Accounting	3	2	0	4
BUS or	239	Business Applications Capstone	2	2	0	3
	111	Work Based Learning I	0	0	10	1
	115	Work Based Learning Seminar I	1	0	0	1
	220	Advertising & Sales Promotion	3	0	0 0	3
	225	Marketing Research	3	0 0	0 0	3
		Social/Behavioral Sciences Elective*	3	0	0 0	3
			13-14	2-4	0-10	15-16

#### 65-67

\*Approved Humanities/Fine Arts Electives offered online are: ART 111, DRA 111, ENG 231, ENG 232, ENG 241, ENG 242, ENG 273, HUM 115, HUM 120, MUS 110, MUS 112, MUS 210, PHI 215, PHI 240, REL110, REL 211, REL 212.

\*\*Approved Social/Behavioral Sciences Electives offered online are: HIS 111, HIS 112, HIS 131, HIS 132, POL 120, PSY 150, PSY 241, PSY 281, SOC 210, SOC 213, SOC 220, SOC 225, SOC 240.

\*\*\*Approved Business Electives may be selected from courses listed above.

### BA: MARKETING (CERTIFICATE) (C25120MK) (ONLINE) COURSE REQUIREMENTS

			Work/		
		Class	Lab	Clinical	Credit
MKT 120	Principles of Marketing	3	0	0	3
MKT 223	Customer Experience	3	0	0	3
MKT 225	Marketing Research	3	0	0	3
MKT 227	Marketing Applications	3	0	0	3
MKT 232	Social Media Marketing	2	2	0	3
	Total Credit Hours			15	

### BA: ENTREPRENEURSHIP (CERTIFICATE) (C25120E) (ONLINE) COURSE REQUIREMENTS

			Work/			
			Class	Lab	Clinical	Credit
ACC	120	Principles of Financial Accounting	3	2	0	4
BUS	110	Introduction to Business	3	0	0	3
BUS	139	Entrepreneurship I	3	0	0	3
BUS	230	Small Business Management	3	0	0	3
MKT	120	Principles of Marketing	3	0	0	3
		Total Credit Hours			16	

The courses listed on this program guide are the courses currently offered online through Richmond Community College. Please speak to your advisor if you have taken courses at another college or university.

The following courses are part of the North Carolina Articulation Agreement: ACC 120, ACC 121, ANT 220, ART 111, BUS 110, BUS 115, BUS 137, CIS 110, DRA 111, ECO 251, ECO 252, ENG 111, ENG 112, ENG 231, ENG 232, HIS 111, HIS 112, HIS 131, HIS 132, MAT 143, MUS 110, PHI 240, PSY 150, PSY 241, REL 211, REL 212, SOC 210, SOC 213, and SPA 111. The North Carolina Comprehensive Articulation Agreement is a statewide agreement governing transfer credits from North Carolina community colleges to North Carolina public universities and participating private universities. RichmondCC cannot guarantee the transfer of courses to out-of-state universities.

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