

## 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

				Class	Lab	Work/ Clinical	Credit
<b>A. General Education Courses</b>							
1. Required Courses							
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. Required Subject Area							
MAT	143	Quantitative Literacy		2	2	0	3
		or					
MAT	171	Precalculus Algebra		3	2	0	4
<b>B. Major Courses</b>							
1. Core Courses							
<i>To receive a degree, diploma, or certificate from RCC, a student must have a grade of "C" or better in all core and concentration courses for the program of study.</i>							
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
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.	Concentration Core Requirements (12 SHC)						
	BUS	121	Business Mathematics	2	2	0	3
	BUS	125	Personal Finance	3	0	0	3
	BUS	153	Human Resource Management	3	0	0	3
	BUS	230	Small Business Management	3	0	0	3
3.	Other Major Courses						
	ACC	121	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
	ECO	251	Principles of Microeconomics	3	0	0	3
4.	Required Subject Area						
	Business Electives** (Select 6 credit hours from the following courses)						
	ACC	122	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	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
<b>C. Other Required Courses</b>							
	ACA	122	College Transfer Success	0	2	0	1

**Total Credit Hours**

**67-69**

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

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

			<b>Class</b>	<b>Lab</b>	<b>Work/ Clinical</b>	<b>Credit</b>
<b>First Year – Fall Semester</b>						
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
<b>First Year – Spring Semester</b>						
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
<b>Second Year – Fall Semester</b>						
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
		Business Elective II**	1-3	0-3	0	2-4
			12-14	4-7	0	15-17
<b>Second Year – Spring Semester</b>						
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	0	3
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
ECO	251	Principles of Microeconomics	3	0	0	3
		Social/Behavioral Sciences Elective*	3	0	0	3
			16-17	2-4	0-10	18-19

**Total Credit Hours****66-72**

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

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

			<b>Work/</b>			
			<b>Class</b>	<b>Lab</b>	<b>Clinical</b>	<b>Credit</b>
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

**Total Credit Hours****18****BA: HUMAN RESOURCE (CERTIFICATE) (C25120HR)  
COURSE REQUIREMENTS**

			<b>Work/</b>			
			<b>Class</b>	<b>Lab</b>	<b>Clinical</b>	<b>Credit</b>
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**

**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.*

				Work/			
				Class	Lab	Clinical	Credit
<b>A. General Education Courses</b>							
1. Required Courses							
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. Required Subject Area							
MAT	143	Quantitative Literacy		2	2	0	3
		or					
MAT	171	Precalculus Algebra		3	2	0	4
<b>B. Major Courses</b>							
1. Core Courses							
<i>To receive a degree, diploma, or certificate from RCC, a student must have a grade of "C" or better in all core and concentration courses for the program of study.</i>							
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
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. Concentration Requirements (12 SHC)							
BUS	121	Business Mathematics		2	2	0	3
BUS	125	Personal Finance		3	0	0	3
BUS	153	Human Resource Management		3	0	0	3
BUS	230	Small Business Management		3	0	0	3
3. Other Major Courses							
ACC	121	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
ECO	251	Principles of Microeconomics		3	0	0	3
4. Required Subject Area							
Business Electives** (Select 6 credits from the following courses)							
ACC	122	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	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
<b>C. Other Required Courses</b>						
ACA	122	College Transfer Success	0	2	0	1

**Total Credit Hours**

**67-69**

\*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)**

			<b>Work/</b>			
			<b>Class</b>	<b>Lab</b>	<b>Clinical</b>	<b>Credit</b>
<b>First Year – Fall Semester</b>						
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
<b>First Year – Spring Semester</b>						
BUS	115	Business Law I	3	0	0	3
CIS	110	Introduction to Computers	2	2	0	3
ECO	252	Principles of Macroeconomics	3	0	0	3
ENG	112	Writing/Research in the Disciplines	3	0	0	3
MAT	143	Quantitative Literacy	2	2	0	3
or						
MAT	171	Precalculus Algebra	3	2	0	4
		Humanities/Fine Arts Elective*	3	0	0	3
			—	—	—	—
			16	4	0	18-19
<b>Second Year – Fall Semester</b>						
ACC	120	Principles of Financial Accounting	3	2	0	4
BUS	125	Personal Finance	3	0	0	3
BUS	230	Small Business Management	3	0	0	3
CTS	130	Spreadsheet	2	2	0	3
ECO	251	Principles of Microeconomics	3	0	0	3
			—	—	—	—
			14	4	0	16
<b>Second Year – Spring Semester</b>						
ACC	121	Principles of Managerial Accounting	3	2	0	4
BUS	121	Business Mathematics	2	2	0	3
BUS	153	Human Resource Management	3	0	0	3
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
		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

### Total Credit Hours

**66-72**

\*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**

			<b>Class</b>	<b>Lab</b>	<b>Work/ Clinical</b>	<b>Credit</b>
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** **18**

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

			<b>Class</b>	<b>Lab</b>	<b>Work/ Clinical</b>	<b>Credit</b>
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**

*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**

					Class	Lab	Work/ Clinical	Credit
<b>A. General Education Courses</b>								
1. Required Courses								
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. Required Subject Area								
MAT	143	Quantitative Literacy			2	2	0	3
		or						
MAT	171	Precalculus Algebra			3	2	0	4
<b>B. Major Courses</b>								
1. Core Courses								
<i>To receive a degree, diploma, or certificate from RCC, a student must have a grade of "C" or better in all core and concentration courses for the program of study.</i>								
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
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. Concentration Core Requirements (15 SHC)								
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
3. Other Major Courses								
ACC	121	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. Required Subject Area								
Business Elective** (Select 3 credits from the following courses)								
ACC	122	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	0	3

BUS	121	Business Mathematics	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
<b>C. Other Required Courses</b>						
ACA	122	College Transfer Success	0	2	0	1

**Total Credit Hours**

**65-67**

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

**SEMESTER SCHEDULE  
BA: MARKETING (A25120M)**

			<b>Class</b>	<b>Lab</b>	<b>Work/ Clinical</b>	<b>Credit</b>
<b>First Year – Fall Semester</b>						
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
<b>First Year – Spring Semester</b>						
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	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
<b>Second Year – Fall Semester</b>						
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
			<hr/>	<hr/>	<hr/>	<hr/>
			11	4	0	13
<b>Second Year – Spring Semester</b>						
ACC	121	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
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
			<hr/>	<hr/>	<hr/>	<hr/>
			13-14	2-4	0-10	15-16

**Total Credit Hours**

**65-67**

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

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

			<b>Work/</b>			
			<b>Class</b>	<b>Lab</b>	<b>Clinical</b>	<b>Credit</b>
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
<b>Total Credit Hours</b>			<b>15</b>			

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

			<b>Work/</b>			
			<b>Class</b>	<b>Lab</b>	<b>Clinical</b>	<b>Credit</b>
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
<b>Total Credit Hours</b>			<b>16</b>			

**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.*

			Class	Lab	Work/ Clinical	Credit
<b>A. General Education Courses</b>						
1. Required Courses						
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. Required Subject Area						
MAT	143	Quantitative Literacy	2	2	0	3
or						
MAT	171	Precalculus Algebra	3	2	0	4
<b>B. Major Courses</b>						
1. Core Courses						
<i>To receive a degree, diploma, or certificate from RCC, a student must have a grade of "C" or better in all core and concentration courses for the program of study.</i>						
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
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. Concentration Core Requirements (15 SHC)						
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
3. Other Major Courses						
ACC	121	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. Required Subject Area						
Business Elective** (Select 3 credits from the following courses)						
ACC	122	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	0	3
BUS	116	Business Law II	3	0	0	3
BUS	121	Business Mathematics	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
BUS	261	Diversity in Management	3	0	0	3
ECO	251	Principles of Microeconomics	3	0	0	3
INT	110	International Business	3	0	0	3
MKT	221	Consumer Behavior	3	0	0	3
NPO	110	Introduction to Nonprofit Management	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
<b>C. Other Required Courses</b>						
ACA	122	College Transfer Success	0	2	0	1

**Total Credit Hours**

**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)**

			Work/			
			Class	Lab	Clinical	Credit
<b>First Year – Fall Semester</b>						
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 Semester

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	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 Semester

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 Semester

ACC	121	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
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

#### Total Credit Hours

**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
<b>Total Credit Hours</b>			<b>15</b>			

**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
<b>Total Credit Hours</b>			<b>16</b>			

*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.*