# **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	Work/ 5 Lab Clinical Credit		
A. G	eneral H	Educa	tion Courses				
1.	Requir	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	bject Area				
	MAT	143	Quantitative Literacy	2	2	0	3
	or						
	MAT	171	Precalculus Algebra	3	2	0	4
<b>B. M</b>	lajor Co	ourses					
1.	Core C	Course	es				
	To rec	eive a	degree, diploma, or certificate from RCC, a	student	must l	have a gro	ide of "C"
			all core courses for the program of study.			U	v
	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.	Concer	ntratio	on 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 ]	Majoi	Courses				
	ACC	121	Principles of Managerial Accounting	3	2	0	4
	BUS	239	Business Applications Seminar	1	2	0	2
	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.	Requir	ed Su	ibject Area				
	Busine	ess Ele	ectives** (Select 6 credit hours from the fo	ollowing co	ourses	)	
	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	225	Cost Accounting	3	0	0	3
			Entrepreneurship I	3	0	0	3
			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 Service	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	3	2	0	4
	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. Ot	her Ree	quire	d Courses				
	ACA	122	College Transfer Success	0	2	0	1

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

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

BA: GENERAL BUSINESS (A25120GB) (DA1) Work/									
			Class	Lah		l Credit			
		First Year – Fall Semester	C1455	Lab	Chinca				
ACA	122	College Transfer Success	0	2	0	1			
BUS	110	Introduction to Business	3	$\overline{0}$	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	$\tilde{0}$	0	3			
MAT	143	Quantitative Literacy	2	2	0 0	3			
or	110	Quantitati (o Enorad)	-	-	0	U			
	171	Precalculus Algebra	3	2	0	4			
1,11111	1,1	1 Technolius 1 ingeolu		_					
			13-14	6	0	16-17			
		First Year – Spring Semester		Ū	Ũ	10 17			
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	•						
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			
		Second Year – Spring Semest							
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 Seminar	1	2	0	2			
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	4	0-10	18			

\*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
Total Credit Hours					18	

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

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# 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.

me	asu	res. Ple	ease se	ee the Student Handbook for further inform	nation.		<b>TT</b> 7 <b>1</b> /	
					Class	Tak	Work/	Cuadit
	C	monalT	Zduoo	tion Courses	Class	Lad	Clinical	Credit
Α.		Requi						
	1.	-			2	0	0	2
		ENG		Writing and Inquiry	3 3	$\begin{array}{c} 0\\ 0\end{array}$	0 0	3
		ENG	112	Writing/Research in the Disciplines Humanities/Fine Arts Elective*	3			3 3
					3 3	0	0	3 3
	$\mathbf{r}$	Degui	ad Cu	Social/Behavioral Sciences Elective*	3	0	0	3
	Ζ.	-		ibject Area	2	n	0	2
р	ъл			Quantitative Literacy	2	2	0	3
В.		ajor Co Core (						
	1.				a student	manuat	have a or	ada of "C"
				degree, diploma, or certificate from RCC,	, a siuaeni	musi	iave a gri	uue oj C
				all core courses for the program of study.	2	n	0	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
		BUS		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 Requirements (12 SHC)	•	•	0	2
		BUS		Business Mathematics	2	2	0	3
		BUS		Personal Finance	3	0	0	3
				Human Resource Management	3	0	0	3
		BUS		Small Business Management	3	0	0	3
	3.		•	Courses			0	
				Principles of Managerial Accounting	3	2	0	4
		BUS	239	Business Applications Seminar	1	2	0	2
		or						
		WBL	111	Work Based Learning I	0	0	10	1
		and					_	
		WBL		Work Based Learning Seminar I	1	0	0	1
		CTS		Spreadsheet	2	2	0	3
		ECO		Principles of Microeconomics	3	0	0	3
	4.			ıbject Area				
				ectives** (Select 6 credits from the follow	ing course	es)		
		ACC		Principles of Financial Accounting II	3	0	0	3
		ACC		Individual Income Taxes	2	2	0	3
		ACC		Business Income Taxes	2	2	0	3
		ACC	140	Payroll Accounting	1	3	0	2

ACC	150	Accounting Software Applications	1	3	0	2
		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
MKT	223	Customer Service	3	0	0	3
PAD	151	Intro to Public Admin	3	0	0	3
PAD	152	Ethics in Government	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 Required Courses						
ACA	122	College Transfer Success	0	2	0	1

\*Approved Electives offered online:

Humanities/Fine Arts Electives are: ART 111, ENG 231, MUS 110, PHI 240, REL 211, and REL 212.

Social/Behavioral Sciences Electives are: ANT 220, HIS 111, HIS 112, HIS 131, HIS 132 PSY 150, PSY 241, SOC 210, and SOC 213.

\*\*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	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		
		Humanities/Fine Arts Elective*	3	0	0	3		

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			16	4	0	18
		Second Year – Fall Semester	•			
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
			<u> </u>			16
			14	4	0	16
		Second Year – Spring Semest		-		
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 Seminar	1	2	0	2
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	<u> </u>	0-10	 17-19

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\*Approved Electives offered online:

Humanities/Fine Arts Electives are: ART 111, ENG 231, MUS 110, PHI 240, REL 211, and REL 212.

Social/Behavioral Sciences Electives are: ANT 220, HIS 111, HIS 112, HIS 131, HIS 132 PSY 150, PSY 241, SOC 210, and SOC 213.

\*\*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	

				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		
	Т	otal Credit Hours			18			

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

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	Credit	
			tion Courses					
1.	Requi				0	0		
			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							
			Precalculus Algebra	3	2	0	4	
	lajor Co							
1.	Core C							
			degree, diploma, or certificate from RCC, a	a student	must h	ave a gr	ade of "C"	
	or bett		all core courses for the program of study.					
	ACC		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 3 3	
	CIS	110	Introduction to Computers	2	2	0		
	ECO	252	Principles of Macroeconomics	3	0	0	3	
	MKT	120	Principles of Marketing	3	0	0	3	
2.	Conce	ntrati	on Core Requirements (16 SHC)					
	MKT	220	Advertising & Sales Promotion	3	0	0	3	
	MKT	223	Customer Service	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	3	2	0	4	
3.	Other	Majo	Courses					
	ACC	121	Principles of Managerial Accounting	3	2	0	4	
	BUS	239	Business Applications Seminar	1	2	0	2	
	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.	Requi	red Su	ibject Area					
	-		ective** (Select 3 credits from the followin	g courses	s)			
	ACC	122		3	0	0	3	
	ACC	129	Individual Income Taxes	2	2	0	3	
			Business Income Taxes	2	2	0	3	
	ACC		Cost Accounting	3	0	0	3	
			$\mathcal{O}$	-			-	

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	<b>Business Communication</b>	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)

			•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 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	223	Customer Service	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 MKT	252 227	Principles of Macroeconomics Marketing Applications	3 3	0 0	0 0	3 3				
MKT	232	Social Media Marketing	3	2	0	4				
			12	4	0	14				
Second Year – Spring Semester										
ACC	121	Principles of Managerial Accounting	3	2	0	4				
BUS	239	Business Applications Seminar	1	2	0	2				
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	2-4	0-10	15				

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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 Service	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	3	2	0	4	

#### **Total Credit Hours**

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

			ID			
				Work/		
			Class	Lab Clinical Credi		
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.

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					Class	Lab	Clinical	Credit
<b>A</b> .	Ge	eneral F	Educa	tion Courses	Ciuss	Luo	Chincui	create
		Requi						
				Writing and Inquiry	3	0	0	3
				Writing/Research in the Disciplines	3	Ő	ů 0	3
		LING	112	Humanities/Fine Arts Elective*	3	0	0	3
				Social/Behavioral Sciences Elective*	3	0	0	3 3
,	2	Requi	red Sr	ibject Area	5	Ū	Ū	5
		-		Quantitative Literacy	2	2	0	3
		or	1.0		-	-	0	C
			171	Precalculus Algebra	3	2	0	4
<b>B</b> .	M	ajor Co		•	U	-	Ū	·
		Core C						
				degree, diploma, or certificate from RCC,	a student	must l	have a gri	ade of "C"
				all core courses for the program of study.				int of t
				Principles of Financial Accounting	3	2	0	4
		BUS	110	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 (16 SHC)				
				Advertising & Sales Promotion	3	0	0	3
				Customer Service	3	0	0	3
		MKT	225	Marketing Research	3	0	0	3
			227	Marketing Applications	3	0	0	3
				Social Media Marketing	3	2	0	4
	3.			Courses				
		ACC	•	Principles of Managerial Accounting	3	2	0	4
		BUS		Business Applications Seminar	1	2	0	2
		or						
		WBL	111	Work Based Learning I	0	0	10	1
		and		Ū.				
		WBL	115	Work Based Learning Seminar I	1	0	0	1
		CTS	130	Spreadsheet	2	2	0	3
4	4.	Requir		ibject Area				
		-		ective** (Select 3 credits from the following	ng courses	s)		
				Principles of Financial Accounting II	3	0	0	3
		ACC	129	Individual Income Taxes	2	2	0	3

		120	Pusinoss Incomo Toxos	r	2	0	2
			Business Income Taxes	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.</b>	Other Re		d Courses				
		_	College Transfer Success	0	2	0	1
	-		0	-		-	

#### 66-67

\*Approved Humanities/Fine Arts Electives offered online are: ART 111, ENG 231, MUS 110, PHI 240, REL 211, and REL 212.

\*Approved Social/Behavioral Sciences Electives offered online are: ANT 220, HIS 111, HIS 112, HIS 131, HIS 132 PSY 150, PSY 241, SOC 210, and SOC 213.

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

# SEMESTER SCHEDULE BA: MARKETING (A25120M) (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	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 Semest	er			
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 Service	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
	100	Second Year – Fall Semest		2	0	4
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	3	2	0	4
			12	4	0	14
		Second Year – Spring Semes			Ũ	
ACC	121	Principles of Managerial Accounting	3	2	0	4
BUS	239	Business Applications Seminar	1	2	0	2
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		0-10	15
			15	∠-4	0-10	13

#### 66-67

\*Approved Humanities/Fine Arts Electives offered online are: ART 111, ENG 231, MUS 110, PHI 240, REL 211, and REL 212.

\*Approved Social/Behavioral Sciences Electives offered online are: ANT 220, HIS 111, HIS 112, HIS 131, HIS 132 PSY 150, PSY 241, SOC 210, and SOC 213.

\*\*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 Service	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	3	2	0	4
		Total Credit Hours			16	

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

			Work/			
			Class	Lab	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.