CAREER AND PROGRAM DESCRIPTION

Three associate of applied science degrees in business administration are offered. They are: Accounting, Management, and Marketing. These two-year degrees emphasize skills to be used on the job upon completion of the degree requirements and are not designed for students intending to transfer to four-year schools. If transferability of courses is a concern, students should consult with the institution of their choice regarding transfer possibilities.

Due to the rapid changes in employment opportunities, technological advances and certifying agency regulations, Business programs are subject to change. Students must meet PCC’s writing and math competencies prior to graduation. See Comprehensive Degree Requirements in this catalog. Placement tests are available for writing and math. Additional requirements for individual business courses are listed in the Course Description section of this catalog.

DEGREES AND CERTIFICATES OFFERED

ASSOCIATE OF APPLIED SCIENCE DEGREE

Accounting
Management
Marketing

ONE-YEAR CERTIFICATE

Accounting Clerk
Marketing

LESS THAN ONE-YEAR CERTIFICATE

Accelerated Accounting

LESS THAN ONE-YEAR: CAREER PATHWAY CERTIFICATE

Entry-Level Accounting Clerk

Academic Prerequisites

• None

Academic Requirements

• To satisfy graduation requirements for all business degrees and certificates students must earn a letter grade of "C" or better for all BA courses. BA 280 is excluded from this requirement because it is offered as Pass/No Pass only.

Non-Academic Prerequisites

• None

Non-Academic Requirements

• None

ASSOCIATE OF APPLIED SCIENCE DEGREE

Accounting (p. 1)
Management (p. 2)
Marketing (p. 2)

ACCOUNTING AAS DEGREE

Minimum 92 credits. Students must also meet Associate Degree Comprehensive Requirements and Associate of Applied Science Requirements. Students must complete a total of sixteen credits of General Education. Some courses specified within the program may be used as General Education. In addition to required courses in the program of study, students must satisfy MTH 58/65 competency. Students should consult with program advisors for course planning.

Accounting Degree Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BA 101</td>
<td>Introduction to Business</td>
<td>4</td>
</tr>
<tr>
<td>BA 111</td>
<td>Introduction to Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BA 131</td>
<td>Introduction to Business Technology</td>
<td>4</td>
</tr>
<tr>
<td>BA 177</td>
<td>Payroll Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BA 205</td>
<td>Business Communication Using Technology</td>
<td>4</td>
</tr>
<tr>
<td>BA 206</td>
<td>Management Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>BA 211</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>BA 212</td>
<td>Principles of Accounting II</td>
<td>3</td>
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<tr>
<td>BA 213</td>
<td>Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BA 222</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>BA 226</td>
<td>Business Law I</td>
<td>4</td>
</tr>
<tr>
<td>BA 228</td>
<td>Computer Accounting Applications</td>
<td>3</td>
</tr>
<tr>
<td>BA 240</td>
<td>Nonprofit Financial Management and Accounting</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or BA 242 Introduction to Investments</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BA 256</td>
<td>3</td>
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<td></td>
<td>BA 285</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CAS 170</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or CAS 171 Intermediate Excel</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CAS 216</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or CAS 217 Intermediate Word</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EC 201 Principles of Economics: Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>EC 202 Principles of Economics: Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>OS 131 10-key on Calculators</td>
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<td>Choose one of the following:</td>
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<tr>
<td></td>
<td>PHL 202 Ethics</td>
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<tr>
<td></td>
<td>PHL 209 Business Ethics</td>
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</tr>
<tr>
<td></td>
<td>BA 277 Business Practices and Contemporary Social Issues</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WR 121 English Composition</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>or WR 122 English Composition</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or WR 227 Technical and Professional Writing 1</td>
<td></td>
</tr>
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<td></td>
<td>Business Program Electives (see list below)</td>
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<td></td>
<td>Remaining General Education</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Total Credits</td>
<td>92</td>
</tr>
</tbody>
</table>

* Could be used as General Education

1 Students who have completed high school bookkeeping or have had work experience with full-cycle bookkeeping responsibilities should contact a business department advisor for potential substitution options.
MANAGEMENT AAS DEGREE
Minimum 94 credits. Students must also meet Associate Degree Comprehensive Requirements and Associate of Applied Science Requirements. Students must complete a total of sixteen credits of General Education. Some courses specified within the program may be used as General Education. In addition to required courses in the program of study, students must satisfy MTH 58/65 competency. Students should consult with program advisors for course planning.

Management Degree Courses
BA 101 Introduction to Business 4
BA 131 Introduction to Business Technology 4
BA 150 Intro to Entrepreneurship 4
BA 205 Business Communication Using Technology 4
BA 206 Management Fundamentals 3
BA 211 Principles of Accounting I 3
BA 213 Managerial Accounting 4
BA 223 Principles of Marketing 4
BA 224 Human Resource Management 3
BA 226 Business Law I 4
BA 280A Cooperative Education: Business Experience 1
BA 280B Cooperative Education: Business Experience - Seminar 1
BA 285 Human Relations-Organizations 3
BA 295 Management Capstone 2
CAS 170 Beginning Excel 3
or CAS 171 Intermediate Excel 3
CAS 216 Beginning Word 4
or CAS 217 Intermediate Word 4
EC 201 Principles of Economics: Microeconomics 4
EC 202 Principles of Economics: Macroeconomics 4
WR 121 English Composition 4
Management Degree Electives 24
Remaining General Education 12
Total Credits 94

1 EC 201 and EC 202 could be used as General Education
2 Students can take courses from both the Small Business Focus list or the General Management Focus list to fulfill the elective requirements for the Management AAS Degree. Students should choose the courses that are most appropriate for their planned career.

MARKETING AAS DEGREE
Minimum 95 credits. Students must also meet Associate Degree Comprehensive Requirements and Associate of Applied Science Requirements. Students must complete a total of sixteen credits of General Education. Some courses specified within the program may be used as General Education. In addition to required courses in the program of study, students must satisfy MTH 58/65 competency. Students should consult with program advisors for course planning.

Marketing Degree Courses
BA 101 Introduction to Business 4
BA 131 Introduction to Business Technology 4
BA 203 Introduction to International Business 3
BA 205 Business Communication Using Technology 4
BA 223 Principles of Marketing 4
BA 226 Business Law I 4
BA 234 International Marketing 3
BA 235 Social Media Marketing 4
BA 236 Product Management and Branding 4
BA 238 Sales 3
BA 239 Advertising 3
BA 249 Principles of Retailing and E-tailing 3
BA 260A Cooperative Education: Business Experience 3
BA 280B Cooperative Education: Business Experience - Seminar 1
BA 289 Marketing Capstone 3
CAS 110 Introduction to Web Graphics 1
Choose one of the following:
CAS 111W Beginning Website Design: WordPress 3
CAS 206 Principles of HTML and CSS 4
CAS 170 Beginning Excel 3
CAS 171 Intermediate Excel 3
CAS 216 Beginning Word 3
COMM 111 Public Speaking 4
WR 121 English Composition 4
WR 122 English Composition 4
Choose one of the following:
EC 200 Introduction to Economics 4
EC 201 Principles of Economics: Microeconomics 4
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC 202</td>
<td>Principles of Economics: Macroeconomics</td>
<td>3</td>
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<td>BA 282</td>
<td>Business Program Electives</td>
<td>3</td>
</tr>
<tr>
<td>Remaining</td>
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<td>Total</td>
<td>Credits</td>
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</tbody>
</table>

- Could be used as General Education.
- May substitute Business Electives.

**BUSINESS PROGRAM ELECTIVES**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 111</td>
<td>Introduction to Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BA 131</td>
<td>Introduction to Business Technology</td>
<td>3</td>
</tr>
<tr>
<td>BA 141</td>
<td>Intro to Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>BA 150</td>
<td>Payroll Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BA 203</td>
<td>Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>BA 205</td>
<td>Business Communication Using Technology</td>
<td>3</td>
</tr>
<tr>
<td>BA 206</td>
<td>Management Fundamentals</td>
<td>3</td>
</tr>
<tr>
<td>BA 207</td>
<td>Introduction to E-Commerce</td>
<td>4</td>
</tr>
<tr>
<td>BA 208</td>
<td>Introduction to Nonprofits &amp; Philanthropy</td>
<td>4</td>
</tr>
<tr>
<td>BA 209</td>
<td>Introduction to Grant Writing</td>
<td>3</td>
</tr>
<tr>
<td>BA 211</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>BA 212</td>
<td>Principles of Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>BA 213</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BA 215</td>
<td>Personal Finance</td>
<td>3</td>
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<tr>
<td>BA 222</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>BA 223</td>
<td>Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>BA 224</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>BA 226</td>
<td>Business Law I</td>
<td>3</td>
</tr>
<tr>
<td>BA 227</td>
<td>Computer Accounting Applications</td>
<td>3</td>
</tr>
<tr>
<td>BA 234</td>
<td>International Marketing</td>
<td>3</td>
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<tr>
<td>BA 235</td>
<td>Social Media Marketing</td>
<td>3</td>
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<tr>
<td>BA 237</td>
<td>Fundamentals of Import/Export</td>
<td>3</td>
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<tr>
<td>BA 238</td>
<td>Sales</td>
<td>3</td>
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<tr>
<td>BA 239</td>
<td>Advertising</td>
<td>3</td>
</tr>
<tr>
<td>BA 240</td>
<td>Nonprofit Financial Management and Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BA 242</td>
<td>Introduction to Investments</td>
<td>3</td>
</tr>
<tr>
<td>BA 249</td>
<td>Principles of Retailing and E-tailing</td>
<td>3</td>
</tr>
<tr>
<td>BA 250</td>
<td>Small Business Management</td>
<td>3</td>
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<tr>
<td>BA 255</td>
<td>Project Management - Business Environments</td>
<td>4</td>
</tr>
<tr>
<td>BA 256</td>
<td>Income Tax</td>
<td>3</td>
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<tr>
<td>BA 277</td>
<td>Business Practices and Contemporary Social Issues</td>
<td>4</td>
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<tr>
<td>BA 278</td>
<td>Eco-Innovation and Social Entrepreneurship</td>
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<tr>
<td>BA 280A</td>
<td>Cooperative Education: Business Experience</td>
<td>1-6</td>
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<tr>
<td>BA 280B</td>
<td>Cooperative Education: Business Experience - Seminar</td>
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<tr>
<td>BA 281</td>
<td>Accounting Skills Review</td>
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<tr>
<td>BA 285</td>
<td>Human Relations-Organizations</td>
<td>3</td>
</tr>
<tr>
<td>BA 290</td>
<td>Basic Income Tax Preparation</td>
<td>3</td>
</tr>
<tr>
<td>BA 9235</td>
<td>Beginning PowerPoint</td>
<td>1</td>
</tr>
<tr>
<td>CAS 109</td>
<td>Beginning Website Creation: Dreamweaver</td>
<td>3</td>
</tr>
<tr>
<td>CAS 111D</td>
<td>Beginning Website Creation: Dreamweaver</td>
<td>3</td>
</tr>
<tr>
<td>CAS 112</td>
<td>Beginning Keyboarding</td>
<td>3</td>
</tr>
<tr>
<td>CAS 113</td>
<td>Keyboarding for Speed and Accuracy</td>
<td>3</td>
</tr>
<tr>
<td>CAS 114</td>
<td>Professional Document Formatting</td>
<td>3</td>
</tr>
<tr>
<td>CAS 115</td>
<td>Basic Computer Skills/Microsoft Office</td>
<td>4</td>
</tr>
<tr>
<td>CAS 116</td>
<td>Beginning Access</td>
<td>3</td>
</tr>
<tr>
<td>CAS 117</td>
<td>Beginning Excel</td>
<td>3</td>
</tr>
<tr>
<td>CAS 118</td>
<td>Intermediate Excel</td>
<td>3</td>
</tr>
<tr>
<td>CAS 119</td>
<td>Beginning Word</td>
<td>3</td>
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<tr>
<td>CAS 120</td>
<td>Beginning Word</td>
<td>1</td>
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<td>CAS 121</td>
<td>Intermediate Word</td>
<td>3</td>
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<tr>
<td>CAS 122</td>
<td>Publisher</td>
<td>3</td>
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<td>CAS 123</td>
<td>Integrated Computer Projects</td>
<td>4</td>
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<td>OS 131</td>
<td>10-key on Calculators</td>
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<td>OS 240</td>
<td>Filing and Records Management</td>
<td>4</td>
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</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BA 101</td>
<td>Introduction to Business</td>
<td>4</td>
</tr>
<tr>
<td>BA 111 ¹</td>
<td>Introduction to Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BA 131</td>
<td>Introduction to Business Technology</td>
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<td>BA 177</td>
<td>Payroll Accounting</td>
<td>3</td>
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<tr>
<td>BA 205 §</td>
<td>Business Communication Using Technology</td>
<td>4</td>
</tr>
<tr>
<td>BA 211 §</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>BA 212 §</td>
<td>Principles of Accounting II</td>
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</tr>
<tr>
<td>BA 228</td>
<td>Computer Accounting Applications</td>
<td>3</td>
</tr>
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<td>BA 285 §</td>
<td>Human Relations-Organizations</td>
<td>3</td>
</tr>
<tr>
<td>CAS 121 ²</td>
<td>Beginning Keyboarding</td>
<td>3</td>
</tr>
<tr>
<td>or CAS 122 ²</td>
<td>Keyboarding for Speed and Accuracy</td>
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</tr>
<tr>
<td>OS 131</td>
<td>10-key on Calculators</td>
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</tr>
<tr>
<td>WR 121</td>
<td>English Composition</td>
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<tr>
<td>or WR 122</td>
<td>English Composition</td>
<td>3</td>
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<tr>
<td>or WR 227</td>
<td>Technical and Professional Writing 1</td>
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<tr>
<td>Accounting Clerk CAS Electives</td>
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<tr>
<td>Business Program Electives</td>
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</tr>
</tbody>
</table>

These business electives apply to all business administration degrees and certificates that have Business Program Electives identified in the curriculum.

**ONE-YEAR CERTIFICATE**

Accounting Clerk (p. 3)

**LESS THAN ONE-YEAR CERTIFICATE**

Marketing (p. 4)

**LESS THAN ONE-YEAR: CAREER PATHWAY CERTIFICATE**

Accelerated Accounting (p. 4)

**ACCOUNTING CLERK ONE-YEAR CERTIFICATE**

Minimum 48 credits. Students must meet all certificate requirements.

**Accounting Clerk Certificate Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
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<td>BA 101</td>
<td>Introduction to Business</td>
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<tr>
<td>BA 111 ¹</td>
<td>Introduction to Accounting</td>
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<td>BA 131</td>
<td>Introduction to Business Technology</td>
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<td>BA 177</td>
<td>Payroll Accounting</td>
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<td>BA 205 §</td>
<td>Business Communication Using Technology</td>
<td>4</td>
</tr>
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<td>BA 211 §</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>BA 212 §</td>
<td>Principles of Accounting II</td>
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<tr>
<td>BA 228</td>
<td>Computer Accounting Applications</td>
<td>3</td>
</tr>
<tr>
<td>BA 285 §</td>
<td>Human Relations-Organizations</td>
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</tr>
<tr>
<td>CAS 121 ²</td>
<td>Beginning Keyboarding</td>
<td>3</td>
</tr>
<tr>
<td>or CAS 122 ²</td>
<td>Keyboarding for Speed and Accuracy</td>
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</tr>
<tr>
<td>OS 131</td>
<td>10-key on Calculators</td>
<td>1</td>
</tr>
<tr>
<td>WR 121</td>
<td>English Composition</td>
<td>4</td>
</tr>
<tr>
<td>or WR 122</td>
<td>English Composition</td>
<td>3</td>
</tr>
<tr>
<td>or WR 227</td>
<td>Technical and Professional Writing 1</td>
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</tr>
</tbody>
</table>

Accounting Clerk CAS Electives | 3 | 4 |
Accounting Clerk Economics Electives | 3 | 4 |
Business Program Electives | 3 | 4 |

**Total Credits**

48

¹ Course contains Related Instruction and cannot be substituted with another course; Related Instruction details can be viewed here.

² Students who have completed high school bookkeeping or have had work experience with full-cycle bookkeeping responsibilities should contact a business department advisor for potential substitution options.
Accelerated Accounting Certificate Courses

Minimum 29 credits. Students must meet all certificate requirements.

ACCOUNTING CLERK COMPUTER APPLICATIONS ELECTIVES

- **CAS 170**: Beginning Excel (3 credits)
- **CAS 171**: Intermediate Excel (3 credits)
- **CAS 216**: Beginning Word (3 credits)
- **CAS 217**: Intermediate Word (3 credits)

ACCOUNTING CLERK ECONOMICS ELECTIVES

- **EC 200**: Introduction to Economics (4 credits)
- **EC 201**: Principles of Economics: Microeconomics (4 credits)
- **EC 202**: Principles of Economics: Macroeconomics (4 credits)

MARKETING ONE-YEAR CERTIFICATE

Minimum 46 credits. Students must meet all certificate requirements.

Marketing Certificate Courses

- **BA 101**: Introduction to Business (4 credits)
- **BA 111**: Introduction to Accounting (3 credits)
- **BA 131**: Introduction to Business Technology (4 credits)
- **BA 205**: Business Communication Using Technology (4 credits)
- **BA 223**: Principles of Marketing (4 credits)
- **BA 235**: Social Media Marketing (4 credits)
- **BA 280A**: Cooperative Education: Business Experience (3 credits)
- **BA 280B**: Cooperative Education: Business Experience - Seminar (1 credit)
- **CAS 170**: Beginning Excel (3 credits)
- **WR 121**: English Composition (4 credits)

Business Program Electives (see list below) (12 credits)

Total Credits (46)

$\text{§ Course contains Related Instruction and cannot be substituted with another course; Related Instruction details can be viewed here.}$

Business Program Electives (p. 4)

ACCELERATED ACCOUNTING LESS THAN ONE-YEAR CERTIFICATE

Minimum 29 credits. Students must meet all certificate requirements.

Accelerated Accounting Certificate Courses

- **BA 111**: Introduction to Accounting (3 credits)
- **BA 177**: Payroll Accounting (3 credits)
- **BA 211**: Principles of Accounting I (3 credits)
- **BA 228**: Computer Accounting Applications (3 credits)
- **CAS 121**: Beginning Keyboarding (3 credits)
- or **CAS 122**: Keyboarding for Speed and Accuracy (3 credits)
- **CAS 170**: Beginning Excel (3 credits)
- or **CAS 171**: Intermediate Excel (3 credits)
- **CAS 216**: Beginning Word (3 credits)
- or **CAS 217**: Intermediate Word (3 credits)
- **CG 209**: Job Finding Skills (1 credit)

Total Credits (29)

1. Students who have completed high school bookkeeping or have had work experience with full-cycle bookkeeping responsibilities should contact a business department advisor for potential substitution options.

2. Students who can touch type more than 40 words per minute should substitute an approved business elective.

BUSINESS ADMINISTRATIVE WRITING ELECTIVES

- **IRW 90**: Foundations of College Reading and Composition (6 credits)
- **IRW 115**: Introduction to College Reading and Composition (6 credits)
- **WR 90**: Writing 90 (3 credits)
- **WR 115**: Introduction to Expository Writing (4 credits)
- **WR 121**: English Composition (4 credits)

ENTRY-LEVEL ACCOUNTING CLERK: CAREER PATHWAY CERTIFICATE

Minimum 14 credits. Students must meet all certificate requirements. The Entry-Level Accounting Clerk Certificate is a Career Pathway. All courses are contained in the Accounting AAS Degree.

Entry-Level Accounting Clerk Courses

- **BA 101**: Introduction to Business (4 credits)
- **BA 111**: Introduction to Accounting (3 credits)
- **BA 131**: Introduction to Business Technology (4 credits)
- **BA 228**: Computer Accounting Applications (3 credits)

Total Credits (14)

1. Students who have completed high school bookkeeping or have had work experience with full-cycle bookkeeping responsibilities should contact a business department advisor for potential substitution options.

BUSINESS PROGRAM ELECTIVES

- **BA 111**: Introduction to Accounting (3 credits)
- **BA 131**: Introduction to Business Technology (4 credits)
- **BA 141**: Intro to Entrepreneurship (3 credits)
- **BA 150**: Payroll Accounting (3 credits)
- **BA 203**: Introduction to International Business (3 credits)
- **BA 205**: Business Communication Using Technology (4 credits)
- **BA 206**: Management Fundamentals (3 credits)
- **BA 207**: Introduction to E-Commerce (4 credits)
- **BA 208**: Introduction to Nonprofits & Philanthropy (4 credits)
- **BA 209**: Introduction to Grant Writing (4 credits)
- **BA 211**: Principles of Accounting I (3 credits)
- **BA 212**: Principles of Accounting II (3 credits)
- **BA 213**: Managerial Accounting (4 credits)
- **BA 215**: Personal Finance (3 credits)
- **BA 222**: Financial Management (3 credits)
- **BA 223**: Principles of Marketing (4 credits)
BA 114. Financial Survival. 1 Credit.
Provides basic information and strategies to empower individuals to make
decisions about funding their education and establishing control over
their financial lives, leading to financial independence and reduced life stress.
Introduces: funding college, budgeting, wise use of credit, controlling debt,
basic financial planning, effective financial decision making, and avoiding
financial mistakes and pitfalls. BA 114 and CG 114 are equivalent. Only one
may be taken for credit. Prerequisite: (WR 90 and RD 90) or IRW 90 and
MTH 20 or equivalent placement. Audit available.

BA 131. Introduction to Business Technology. 4 Credits.
Covers computer concepts and the use of information technology in business
organizations including the use of word processing, spreadsheet, and
presentation software. Includes introduction to hardware, software, databases,
system development, and tools that businesses use for communication and
cooperation. Includes appreciating the value of ethical conduct in a business/
computer environment and the impact of technology on industry and society.
Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent
placement. Audit available.

BA 150. Intro to Entrepreneurship. 4 Credits.
Introduces the managerial practices of successful entrepreneurship in all
types of organizations. Evaluates the business skills, leadership skills, traits,
and commitment necessary to successfully operate an entrepreneurial
venture. Reviews the challenges and rewards of entrepreneurship in the United States and
its impact on the economy. Considers recent trends in social entrepreneurship. Prerequisites:
(WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement or
instructor permission. Audit available.

BA 177. Payroll Accounting. 3 Credits.
Learn fundamental skills and basic knowledge in the area of business
payroll. The focus of this course is primarily in the following areas: payroll and
personnel record keeping, calculation of gross pay using various methods,
calculation of Social Security and Medicare taxes, calculation of federal and
state income taxes, calculation of federal and state unemployment taxes,
journalizing and posting payroll entries, and completing various federal and
state forms. Prerequisites: BA 111 Introduction to Accounting or BA 211 or
instructor permission. Recommended: MTH 30 Business Mathematics, and
Microcomputer experience. Audit available.

BA 203. Introduction to International Business. 3 Credits.
Explores processes of international trade, whether the company is an
importer, exporter, or a multinational form. Forms a basis for further study and
specialization in the international business field. Prerequisite. (WR 115 and
RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 205. Business Communication Using Technology. 4 Credits.
Focuses on using current technology to create, revise, and design business
documents: letters, memos, e-mail, reports, minutes, simple instructions, and
resumes. Incorporates the use of library and Internet resources to collect
information. Includes oral presentations using technology presentation tools.
Recommended: BA 101 and WR 121, and computer literacy as demonstrated
by PowerPoint. BA 101 and WR 121 are equivalent. Only one
may be taken for credit. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement.

BA 206. Management Fundamentals. 3 Credits.
Introduces business management theory, including the basic functions of
planning, organizing, directing, leading, and controlling as well as factors
contributing to change in current management approaches. Recommended:
BA 101. Introduction to Business. Prerequisites: (WR 115 and RD 115) or
IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 207. Introduction to E-Commerce. 4 Credits.
Presents concepts and skills for the strategic use of e-commerce and related
information technology from three perspectives: business to consumers,
business-to-business, and intra-organizational. Examination of e-commerce
in altering the structure of entire industries, and how it affects business. Examines
processes including electronic transactions, supply chains, decision making
and organizational performance. Prerequisites: (WR 115 and RD 115) or
IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 208. Introduction to Nonprofits & Philanthropy. 4 Credits.
Surveys the role of the nonprofit and voluntary organizations in American
society including the history, theory and challenges of the third sector.
Includes the Students4Giving service learning project where students serve as
philanthropists to their local community. Recommended: BA 101. Prerequisites:
(WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit
available. This course fulfills the following GE requirements: Social
Sciences/AAOT, Social Sciences/AS, Social Sciences/AAS, Social Sciences/AGS, Social Sciences/ASOT-B.
BA 209. Introduction to Grant Writing. 4 Credits.
Covers identifying and evaluating appropriate funding sources, developing community relationships, and crafting successful funding proposals. Develops skills and knowledge necessary to prepare a competitive grant application. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 211. Principles of Accounting I. 3 Credits.
Introduces fundamental accounting theory, including the accounting cycle, analysis and recording of transactions, and reporting financial information in accordance with Generally Accepted Accounting Principles (GAAP). Recommended: MTH 60 and BA 111. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 212. Principles of Accounting II. 3 Credits.
Continues the presentation of fundamental issues begun in BA 211. Introduces statement of cash flows and financial statement analysis. Prerequisites: BA 211 and (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 213. Managerial Accounting. 4 Credits.
Covers accounting information from management perspective for planning, performance evaluation and for decision making purposes. Includes cost concepts, product costing, cost-volume-profit relationships, profit planning, variance analysis, responsibility accounting and capital budgeting. Prerequisite: BA 211. Audit available.

BA 218. Personal Finance. 4 Credits.
Explores the role of the consumer in our economy, problems of financing family and individual needs, including budgeting, banking relationships, borrowing, insurance, risk management, real estate, investing, portfolio management, retirement and personal taxes. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 222. Financial Management. 3 Credits.
Covers basic financial concepts and practices and includes analysis of company resources, types and sources of financing, forecasting and planning methods, and the roles of the money and capital markets. Recommended: BA 212, MTH 60. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 223. Principles of Marketing. 4 Credits.
Provides a general knowledge of marketing emphasizing marketing mix elements and target markets for consumer and industrial products, marketing strategies, customer behavior, market planning and promotion. Recommended: BA 101. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 224. Human Resource Management. 3 Credits.
Covers human behavior, employment, employee development, performance appraisal, wage and salary administration, employee and job rights, discipline and due process, and labor-management relations. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 226. Business Law I. 4 Credits.
Discusses fundamental concepts, principles, and rules of law that apply to business transactions. Includes the function and operation of the courts, business crimes, torts, contract law, intellectual property, the application of the Uniform Commercial Code to business activities and recent developments in business law, such as cyberlaw and electronic commerce. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 228. Computer Accounting Applications. 3 Credits.
Introduces double-entry, fully integrated computerized general ledger software. Topics include general ledger, accounts receivable, accounts payable, payroll, fixed assets, bank reconciliations, and inventory. Recommended: BA 111 or BA 211 and CAS 135. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 234. International Marketing. 3 Credits.
Covers nature and concepts of international marketing including techniques for identifying potential markets and assessing uncontrollable elements such as economic, political and sociocultural environmental factors. International marketing strategies related to product/service, pricing, promotion and distribution are examined. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 235. Social Media Marketing. 4 Credits.
Covers the use of social networks and emerging media in marketing and the role of social media in developing corporate, institutional or brand identity. Prior completion of Principles of Marketing (BA 223) is recommended. Completion of Computers in Business (BA 131), Basic Computer Skills (CAS 133) or computer literacy recommended. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 236. Product Management and Branding. 4 Credits.
Covers practical implementation of product-centric projects including the role of the product manager, product concepts and theory, team building and management, cultural considerations and managing development and launch schedules. Includes coverage of communication topics specific to product introductions and the modern legal framework for products (e.g. intellectual property) and branding concepts. Requires team-based approach and practical implementation of plans using productivity and scheduling tools. Recommended: BA 223. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 237. Fundamentals of Import/Export. 3 Credits.
Examines motivations and procedures for the import and export of goods and services. Emphasizes U.S. import/export regulations, documentation, logistics, community resources and customer services. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 238. Sales. 3 Credits.
Offers a blend of practicality and theory on industrial, commercial and retail sales. Demonstrates and practices basic sales techniques, explores communication and motivation as they relate to selling and examine the function of sales relative to the total marketing program. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 239. Advertising. 3 Credits.
Covers the basics of planning, creating, using, and placing advertising in the business world. Reviews entire field of advertising as a basis for students who select advertising as a career or as an integral part of a marketing program. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 240. Nonprofit Financial Management and Accounting. 4 Credits.
Develops conceptual foundation underlying the financial management and accounting procedures, records and statements for non-profit organizations. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement, and BA 111 or BA 211 or equivalent. Audit available.

BA 242. Introduction to Investments. 3 Credits.
Covers popular investment vehicles--what they are, how they can be utilized and the risk and return possibilities. Emphasizes stocks and bonds, mutual funds, options and real estate. Examines securities exchanges and the functions of the broker. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 60 or equivalent placement. Audit available.

BA 249. Principles of Retailing and E-tailing. 3 Credits.
Covers analyzing target market, developing retail marketing mix elements, and reviewing store planning techniques used by retailers. Includes discussions of changing retailing environment and impact of government regulations. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 250. Small Business Management. 3 Credits.
Designed for students and prospective small business owners and managers. It emphasizes the general functions, procedures, and specific subject areas related to initiating, organizing, and operating a successful small business. It specifically prepares the student to develop a business plan for opening a business. Recommended: BA 101. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 255. Project Management - Business Environments. 4 Credits.
Showcases the evolving interpretation of project management by providing practical information useful to project managers from all disciplines. Discussion topics will include: integration, scope, time, cost, quality, human resource management, communication, risk, and procurement management. This course is one of the Project Management series that includes CAS 220, MSD 279, and CIS 245. Project management is a broad term that can include many areas of a business. Recommended: BA 101, MSD 279, BA 250, and CAS 220. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 256. Income Tax. 3 Credits.
Introduces preparation of federal individual and sole proprietorship income tax returns. Provides brief overview of partnership and corporate returns. Audit available.

BA 277. Business Practices and Contemporary Social Issues. 4 Credits.
Introduces contemporary socio-economic and best practices within the business environment with a focus on global, domestic and internal business concerns. Individual and corporate decision-making will be examined in a rational, pragmatic, responsible, and decisive manner. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement, and BA 101. Audit available.
BA 278. Eco-Innovation and Social Entrepreneurship. 4 Credits.
Introduces the social, economic and environmental pillars of sustainability, and social entrepreneurship within the business environment with a focus on global, domestic and internal business methods, practices and policies. Investigates sustainable business, social innovation and intrapreneurship evolution and trends. Includes opportunities to interact with local social entrepreneurs, analyze initiatives, and develop market-based solutions to social problems. Examines individual and corporate decision-making and best practices. Includes team projects and a community-based service learning experience. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 280A. Cooperative Education: Business Experience. 1-6 Credit.
Offers relevant field experience in business environments in one of the following areas: bookkeeping, marketing, management, international business, advertising, banking, purchasing, investment, finance and customer services (sales or credit services). Allows exploration of career options. Course may be repeated for credit up to 12 credits. Prerequisite: Completion of 12 BA credits and instructor permission. Required concurrent, one time only: BA 280B.

BA 280B. Cooperative Education: Business Experience - Seminar. 1 Credit.
Supplements on-the-job experience through feedback sessions, instruction in job-related areas, and linkages to the student's on-campus program. Co-requisite: BA 280A Prerequisite: Department permission required.

BA 281. Accounting Skills Review. 1 Credit.
Refreshes knowledge of the accounting cycle and deepens understanding of accounting. Includes an initial assessment and provides timely and accurate feedback on journal entries, ledger, adjusting entries, closing entries and financial statement presentation. Prerequisites: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement, and BA 211.

BA 285. Human Relations-Organizations. 3 Credits.
Explores interactions in organizations by examining human perceptions, communications, small group dynamics and leadership. Includes dynamics of change, cultural diversity, substance abuse, work stress, ethics and social responsibility, and the challenges of globalization. Prerequisite: (WR 115 and RD 115) or IRW 115 and MTH 20 or equivalent placement. Audit available.

BA 289. Marketing Capstone. 3 Credits.
Covers the development and presentation of a marketing plan in a team environment, drawing on concepts taught throughout the degree program. Focuses on the elements of planning, market research, development of positive team dynamics and the practical application of marketing techniques. Recommended: Students should enroll in this course near the end of their degree program. Prerequisite: Department or instructor approval required.

BA 290. Basic Income Tax Preparation. 8 Credits.
Covers elements of basic tax preparation. Meets the statutory educational requirements for those wishing to be licensed income tax preparers in Oregon. Audit available.

BA 295. Management Capstone. 2 Credits.
Covers the evaluation of business issues and managerial problems posed through case studies and drawing on concepts covered throughout the degree program. The management concepts of planning, organizing, leading/motivating, controlling, and management decision making will be applied to business situations. Recommended: students should enroll in this course near the end of their degree program. Prerequisite: Department or instructor approval required.