

Business Programs

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.

This curriculum complies with the standard approved by the State Board of Community Colleges.

Students may be required to take one or more developmental courses as a result of pre-enrollment placement tests; therefore, the student may need more than the minimum number of semester hours listed for graduation. Developmental courses for this program may include Readiness Level Reading, English, and/or Math and other courses in developmental Reading, English, Math, Biology and Chemistry. For more information on developmental courses, see page 52 or speak to a program advisor.

General Business Administration Pathway (A25120BA)

Associate in Applied Science Degree
Online Option Available

	Class	Lab	Clinic	Work	Credit	Exp.
Fall Semester						
ACA 115	Success and Study Skills	0	2	0	0	1
Or						
ACA 122	College Transfer Success	0	2	0	0	1
ACC 120	Prin of Financial Accounting	3	2	0	0	4
BUS 110	Introduction to Business	3	0	0	0	3
CIS 110	Introduction to Computers	2	2	0	0	3
ENG 111	Writing and Inquiry	3	0	0	0	3
MKT 120	Principles of Marketing	3	0	0	0	3
Subtotal						(17)
Spring Semester						
ACC 121	Principles of Managerial Acct	3	2	0	0	4
BUS 137	Principles of Management	3	0	0	0	3
BUS 153	Human Resource Management	3	0	0	0	3
ENG 112	Writing/Research in the Disc	3	0	0	0	3
MAT 143	Quantitative Literacy	2	2	0	0	3
Or						
MAT 152	Statistical Methods I	3	2	0	0	4
Or						
MAT 171	Pre-Calculus algebra	3	2	0	0	4
Subtotal						(16-17)
Summer Term						
Social/Behavioral Science Elective**						3
Major Course Elective***						3
Subtotal						(6)
Fall Semester						
BUS 115	Business Law I	3	0	0	0	3
ECO 251	Principles of Microeconomics	3	0	0	0	3
WBL 111	Work-Based Learning I	0	0	0	10	1
Major Course Elective***						3
Humanities Elective**						3
Subtotal						(13)

Spring Semester

BUS 116	Business Law II	3	0	0	0	3
BUS 225	Business Finance	2	2	0	0	3
BUS 230	Small Business Mgmt	3	0	0	0	3
BUS 239	Business Applications Seminar	1	2	0	0	2
ECO 252	Principles of Macroeconomics	3	0	0	0	3
Subtotal						(14)

**Humanities Electives and/or Social/Behavioral Science Electives are to be selected from the courses listed on page 52.

***Major Course Electives are to be selected from the courses listed on page 55.

Total Semester Credit Hours in Program.....66-67

Business Administration - Banking and Finance Pathway (A25120BF)

Associate in Applied Science Degree
Online Option Available

	Class	Lab	Clinic	Work	Credit	Exp.
Fall Semester						
ACA 115	Success and Study Skills	0	2	0	0	1
Or						
ACA 122	College Transfer Success	0	2	0	0	1
BAF 110	Principles of Banking	3	0	0	0	3
BUS 110	Introduction to Business	3	0	0	0	3
CIS 110	Introduction to Computers	2	2	0	0	3
ENG 111	Writing and Inquiry	3	0	0	0	3
MKT 120	Principles of Marketing	3	0	0	0	3
Subtotal						(16)
Spring Semester						
BUS 137	Principles of Management	3	0	0	0	3
BAF 141	Law & Banking: Principles	3	0	0	0	3
ENG 112	Writing/Research in the Disc	3	0	0	0	3
MAT 143	Quantitative Literacy	2	2	0	0	3
Or						
MAT 152	Statistical Methods I	3	2	0	0	4
Or						
MAT 171	Pre-Calculus algebra	3	2	0	0	4
Major Course Elective***						3
Subtotal						(15-16)
Summer Term						
Social/Behavioral Science Elective**						3
Major Course Elective***						3
Subtotal						(6)
Fall Semester						
ACC 120	Prin of Financial Accounting	3	2	0	0	4
BUS 115	Business Law I	3	0	0	0	3
ECO 251	Principles of Microeconomics	3	0	0	0	3
WBL 111	Work-Based Learning I	0	0	0	10	1
Humanities Elective**						3
Subtotal						(14)
Spring Semester						
ACC 121	Principles of Managerial Acct	3	2	0	0	4
BAF 131	Fund of Bank Lending	3	0	0	0	3
BAF 222	Money and Banking	3	0	0	0	3
BUS 225	Business Finance	2	2	0	0	3
ECO 252	Principles of Macroeconomics	3	0	0	0	3
Subtotal						(16)
Spring Semester						
**Humanities Electives and/or Social/Behavioral Science Electives are to be selected from the courses listed on page 52.						
***Major Course Electives are to be selected from the courses listed on page 55.						
Total Semester Credit Hours in Program.....67-68						

Business Administration - Marketing & Retailing Pathway (A25120MR)

Associate in Applied Science Degree

Online Option Available

		Class	Lab	Clinic	Work	Credit		
							Exp.	
Fall Semester								
ACA	115	Success and Study Skills	0	2	0	0	1	
		Or						
ACA	122	College Transfer Success	0	2	0	0	1	
BUS	110	Introduction to Business	3	0	0	0	3	
CIS	110	Introduction to Computers	2	2	0	0	3	
ENG	111	Writing and Inquiry	3	0	0	0	3	
MKT	120	Principles of Marketing	3	0	0	0	3	
		Humanities Elective**						3
		Subtotal						(16)

Spring Semester								
BUS	137	Principles of Management	3	0	0	0	3	
BUS	153	Human Resource Management	3	0	0	0	3	
ENG	112	Writing/Research in the Disc	3	0	0	0	3	
MAT	143	Quantitative Literacy	2	2	0	0	3	
		Or						
MAT	152	Statistical Methods I	3	2	0	0	4	
		Or						
MAT	171	Pre-Calculus algebra	3	2	0	0	4	
MKT	223	Customer Service	3	0	0	0	3	
		Subtotal						(15-16)

Summer Term								
		Social/Behavioral Science Elective**						3
		Major Course Elective***						3
		Subtotal						(6)

Fall Semester								
ACC	120	Prin of Financial Accounting	3	2	0	0	4	
BUS	115	Business Law I	3	0	0	0	3	
ECO	251	Principles of Microeconomics	3	0	0	0	3	
MKT	220	Advertising and Sales Promon	3	0	0	0	3	
WBL	111	Work-Based Learning I	0	0	0	10	1	
		Major Course Elective***						3
		Subtotal						(17)

Spring Semester								
ECO	252	Principles of Macroeconomics	3	0	0	0	3	
MKT	225	Marketing Research	3	0	0	0	3	
MKT	227	Marketing Applications	3	0	0	0	3	
MKT	232	Social Media Marketing	3	2	0	0	4	
		Major Course Elective***						3
		Subtotal						(16)

**Humanities Electives and/or Social/Behavioral Science Electives are to be selected from the courses listed on page 52.

***Major Course Electives are to be selected from the MAJOR COURSE ELECTIVES LIST FOR ALL PATHWAYS on page 55.

Total Semester Credit Hours in Program.....70-71

Marketing & Retailing (D25120)

Diploma

Online Option Available

		Class	Lab	Clinic	Work	Credit		
							Exp.	
Fall Semester								
ACA	115	Success and Study Skills	0	2	0	0	1	
		Or						
ACA	122	College Transfer Success	0	2	0	0	1	
BUS	115	Business Law I	3	0	0	0	3	
BUS	137	Principles of Management	3	0	0	0	3	
CIS	110	Introduction to Computers	2	2	0	0	3	
MKT	120	Principles of Marketing	3	0	0	0	3	
MKT	220	Advertising and Sales Promo	3	0	0	0	3	
		Subtotal						(16)

Spring Semester

ECO	251	Principles of Microeconomics	3	0	0	0	3	
MKT	223	Customer Service	3	0	0	0	3	
MKT	225	Marketing Research	3	0	0	0	3	
MKT	227	Marketing Applications	3	0	0	0	3	
MKT	232	Social Media Marketing	3	2	0	0	4	
		Subtotal						(16)

Summer Term

ACC	120	Prin of Financial Accounting	3	2	0	0	4	
ENG	111	Writing and Inquiry	3	0	0	0	3	
MAT	143	Quantitative Literacy	2	2	0	0	3	
		Subtotal						(10)

Total Semester Credit Hours in Program.....42

Leadership Studies (D25120L)

Diploma

		Class	Lab	Clinic	Work	Credit		
							Exp.	
Fall Semester								
ACA	115	Success and Study Skills	0	2	0	0	1	
		Or						
ACA	122	College Transfer Success	0	2	0	0	1	
BUS	110	Introduction to Business	3	0	0	0	3	
BUS	115	Business Law I	3	0	0	0	3	
ENG	111	Writing and Inquiry	3	0	0	0	3	
LDR	110	Introduction to Leadership	3	0	0	0	3	
MAT	110	Math Measure & Literacy	2	2	0	0	3	
		Subtotal						(16)

Spring Semester

BUS	137	Principles of Management	3	0	0	0	3	
BUS	153	Human Resource Management	3	0	0	0	3	
ECO	251	Principles of Microeconomics	3	0	0	0	3	
LDR	115	Evid-Based Ldrshp & Dec Making	3	0	0	0	3	
LDR	225	Leading Change	3	0	0	0	3	
		Subtotal						(15)

Summer Term

ACC	120	Prin of Financial Accounting	3	2	0	0	4	
CIS	110	Introduction to Computers	2	2	0	0	3	
MKT	120	Principles of Marketing	3	0	0	0	3	
PSY	150	General Psychology	3	0	0	0	3	
		Subtotal						(13)

Total Semester Credit Hours in Program.....44

Business Administration - Basic* (C25120BA)

Certificate/Online Option Available

Students may be required to take one or more developmental courses as a result of pre-enrollment placement tests; therefore, the student may need more than the minimum number of semester hours listed for graduation. Developmental courses for this program may include Readiness Level Reading, English, and/or Math and other courses in developmental Reading, English, Math, Biology and Chemistry. For more information on developmental courses, see page 52 or speak to a program advisor. This program of study does not qualify for federal and/or state financial aid.

			Class	Lab	Clinic	Work	Credit
						Exp.	
Fall Semester							
BUS	110	Introduction to Business	3	0	0	0	3
MKT	120	Principles of Marketing	3	0	0	0	3
BUS	115	Business Law I	3	0	0	0	3
		Subtotal					(9)
Spring Semester							
BUS	137	Principles of Management	3	0	0	0	3
CIS	110	Introduction to Computers	2	2	0	0	3
		Subtotal					(6)

Total Semester Credit Hours in Program..... 15

Entrepreneurship (C25120E) Certificate/Online Option Available

Students may be required to take one or more developmental courses as a result of pre-enrollment placement tests; therefore, the student may need more than the minimum number of semester hours listed for graduation. Developmental courses for this program may include Readiness Level Reading, English, and/or Math and other courses in developmental Reading, English, Math, Biology and Chemistry. For more information on developmental courses, see page 52 or speak to a program advisor.

			Class	Lab	Clinic	Work	Credit
						Exp.	
Fall Semester							
BUS	139	Entrepreneurship I	3	0	0	0	3
MKT	120	Principles of Marketing	3	0	0	0	3
		Subtotal					(6)
Spring Semester							
ACC	120	Prin of Financial Accounting	3	2	0	0	4
BUS	230	Small Business Mgmt	3	0	0	0	3
MKT	232	Social Media Marketing	3	2	0	0	4
		Subtotal					(11)

Total Semester Credit Hours in Program..... 17

Leadership Studies (C25120L) Certificate

Students may be required to take one or more developmental courses as a result of pre-enrollment placement tests; therefore, the student may need more than the minimum number of semester hours listed for graduation. Developmental courses for this program may include Readiness Level Reading, English, and/or Math and other courses in developmental Reading, English, Math, Biology and Chemistry. For more information on developmental courses, see page 52 or speak to a program advisor. This program of study does not qualify for federal and/or state financial aid.

			Class	Lab	Clinic	Work	Credit
						Exp.	
Fall Semester							
BUS	110	Introduction to Business	3	0	0	0	3
CIS	110	Introduction to Computers	2	2	0	0	3
LDR	110	Introduction to Leadership	3	0	0	0	3
		Subtotal					(9)
Spring Semester							
LDR	115	Evid-Based Ldrshp & Dec Making	3	0	0	0	3
LDR	225	Leading Change	3	0	0	0	3
		Subtotal					(6)

Total Semester Credit Hours in Program..... 15

***MAJOR COURSE ELECTIVE LIST FOR ALL PATHWAYS ABOVE

ACC	121	Princ of Managerial Acct	3	2	0	0	4
ACC	122	Princ of Financial Acct II	3	0	0	0	3
ACC	129	Individual Income Taxes	2	2	0	0	3
ACC	150	Acct Software Appl	1	2	0	0	2
BAF	110	Principles of Banking	3	0	0	0	3
BAF	131	Fundamentals of Bank Lending	3	0	0	0	3
BAF	222	Money and Banking	3	0	0	0	3
BUS	125	Personal Finance	3	0	0	0	3
BUS	139	Entrepreneurship I	3	0	0	0	3
BUS	193S	Selected Topics in Business	2	3	0	0	3
BUS	230	Small Business Management	4	0	0	0	3
BUS	239	Business Applications Seminar	1	2	0	0	2
BUS	270	Professional Development	3	0	0	0	3
CTS	130	Spreadsheet	2	2	0	0	3
DBA	110	Database Concepts	2	3	0	0	3
HMT	110	Intro to Healthcare Mgt	3	0	0	0	3
HMT	211	Long-Term Care Admin	3	0	0	0	3
HMT	212	Mgt of Healthcare Org	3	0	0	0	3
LDR	110	Introduction to Leadership	3	0	0	0	3
LDR	115	Evid-Based Ldrshp & Dec Making	3	0	0	0	3
LDR	210	Leadership Capacity Assessment	3	0	0	0	3
LDR	225	Marketing Research	3	0	0	0	3
MKT	220	Advertising and Sales Promo	3	0	0	0	3
MKT	225	Marketing Research	3	0	0	0	3
MKT	227	Marketing Applications	3	0	0	0	3
MKT	232	Social Media Marketing	3	2	0	0	4

Transfer Program
Business Administration (A25120LR)
Pathway to Lenoir-Rhyne University

This program is an articulated program with Lenoir-Rhyne University. Students who plan to attend the business administration program at Lenoir-Rhyne University should be enrolled in the Business Administration Associates Degree program at Blue Ridge Community College. Students must complete each course within the Business Administration degree with a grade of "C" or better for the course to transfer.

Students may be required to take one or more developmental courses as a result of pre-enrollment placement tests; therefore, the student may need more than the minimum number of semester hours listed for graduation. Developmental courses for this program may include Readiness Level Reading, English, and/or Math and other courses in developmental Reading, English, Math, Biology and Chemistry. For more information on developmental courses, see page 52 or speak to a program advisor.

			Class	Lab	Clinic	Work	Credit	
						Exp.		
Fall Semester								
ACA	115	Success and Study Skills	0	2	0	0	1	
		Or						
ACA	122	College Transfer Success	0	2	0	0	1	
ACC	120	Prin of Financial Accounting	3	2	0	0	4	
BUS	110	Introduction to Business	3	0	0	0	3	
CIS	110	Introduction to Computers	2	2	0	0	3	
ENG	111	Writing and Inquiry	3	0	0	0	3	
MKT	120	Principles of Marketing	3	0	0	0	3	
		Subtotal					(17)	

Spring Semester								
ACC	121	Prin of Managerial Accounting	3	2	0	0	4	
BUS	137	Principles of Management	3	0	0	0	3	
BUS	153	Human Resource Management	3	0	0	0	3	
ENG	112	Writing/Research in the Disc	3	0	0	0	3	
MAT	143	Quantitative Literacy	3	0	0	0	3	
		Or						
MAT	152	Statistical Methods I	3	2	0	0	4	
		Subtotal					(16-17)	

Summer Term								
		Social/Behavioral Science Elective**					3	
		Subtotal					(3)	

Fall Semester								
BUS	115	Business Law I	3	0	0	0	3	
ECO	251	Principles of Microeconomics	3	0	0	0	3	
		Humanities Elective***					3	
		Major Course Electives****					6	
		Subtotal					(15)	

Spring Semester								
BUS	116	Business Law II	3	0	0	0	3	
BUS	225	Business Finance	2	2	0	0	3	
BUS	230	Small Business Mgmt	3	0	0	0	3	
BUS	239	Bus Applications Seminar	1	2	0	0	2	
ECO	252	Principles of Macroeconomics	3	0	0	0	3	
		Subtotal					(14)	

**Social/Behavioral Science Elective - Select 3 credits from HIS 111, HIS 112, POL 120, PSY 150, or SOC 210

***Humanities/Fine Arts Elective - Select 3 credits from ART 111, DRA 111, or MUS 110

****MAJOR COURSE ELECTIVE LIST for the Pathway to Lenoir-Rhyne University								
ACC	129	Individual Income Taxes	2	2	0	0	3	
BAF	110	Principles of Banking	3	0	0	0	3	
BAF	131	Fund of Bank Lending	3	0	0	0	3	
BAF	222	Money and Banking	3	0	0	0	3	
BUS	125	Personal Finance	3	0	0	0	3	
BUS	139	Entrepreneurship I	3	0	0	0	3	
BUS	270	Professional Development	3	0	0	0	3	
HMT	110	Intro to Healthcare Mgt	3	0	0	0	3	
HMT	211	Long-Term Care Admin	3	0	0	0	3	
HMT	212	Mgt of Healthcare Org	3	0	0	0	3	
LDR	110	Introduction to Leadership	3	0	0	0	3	
LDR	115	Evid-Based Ldrshp & Dec Making	3	0	0	0	3	
LDR	210	Leadership Capacity Assessment	3	0	0	0	3	
LDR	225	Marketing Research	3	0	0	0	3	
MKT	220	Advertising and Sales Promo	3	0	0	0	3	
MKT	225	Marketing Research	3	0	0	0	3	

Total Semester Credit Hours in Program.....65-66

Transfer Program

Business Administration (A25120MH)

Pathway to Mars Hill University

This program is an articulated program with Mars Hill University. Students who plan to attend the business program at Mars Hill University should be enrolled in the Business Administration Degree program at Blue Ridge Community College (see page 53). Students must complete each course within the Business Administration Degree with a grade of "C" or better for the course to transfer.

Students may be required to take one or more developmental courses as a result of pre-enrollment placement tests; therefore, the student may need more than the minimum number of semester hours listed for graduation. Developmental courses for this program may include Readiness Level Reading, English, and/or Math and other courses in developmental Reading, English, Math, Biology and Chemistry. For more information on developmental courses, see page 52 or speak to a program advisor.

			Class	Lab	Clinic	Work	Credit
						Exp.	
Fall Semester							
ACA 115	Success and Study Skills	0	2	0	0	0	1
	Or						
ACA 122	College Transfer Success	0	2	0	0	0	1
ACC 120	Prin of Financial Accounting	3	2	0	0	0	4
BUS 110	Introduction to Business	3	0	0	0	0	3
ENG 111	Writing and Inquiry	3	0	0	0	0	3
MKT 120	Principles of Marketing	3	0	0	0	0	3
	Subtotal						(14)
Spring Semester							
ACC 122	Prin of Financial Acct II	3	0	0	0	0	3
BUS 137	Principles of Management	3	0	0	0	0	3
BUS 153	Human Resource Management	3	0	0	0	0	3
ENG 112	Writing/Research in the Disc	3	0	0	0	0	3
	Or						
ENG 114	Prof. Research and Reporting	3	0	0	0	0	3
MAT 143	Quantitative Literacy	3	0	0	0	0	3
	Subtotal						(15)
Summer Term							
WBL 111	Work Based Learning I	0	0	0	10	0	1
	Humanities Elective**						3
	Subtotal						(4)
Fall Semester							
ACC 121	Prin of Managerial Accounting	3	2	0	0	0	4
BUS 115	Business Law I	3	0	0	0	0	3
CIS 110	Introduction to Computers	2	2	0	0	0	3
ECO 251	Principles of Microeconomics	3	0	0	0	0	3
	Social/Behavioral Science Elective**						3
	Subtotal						(16)
Spring Semester							
ACC 140	Payroll Accounting	1	3	0	0	0	2
BUS 116	Business Law II	3	0	0	0	0	3
BUS 225	Business Finance	2	2	0	0	0	3
BUS 230	Small Business Mgmt	3	0	0	0	0	3
BUS 239	Bus Applications Seminar	1	2	0	0	0	2
ECO 252	Principles of Macroeconomics	3	0	0	0	0	3
	Subtotal						(16)

**Humanities and/or Social/Behavioral Science Electives are to be selected from the courses listed on page 52.

Total Semester Credit Hours in Program.....65