

LUNA COMMUNITY COLLEGE
2012-2015

GENERAL BUSINESS
CURRICULUM PROFILE

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Standard Requirements for Course Syllabus

The **Associate of Arts degree in General Business** is designed to prepare students who plan to obtain a bachelor's degree in the field of business, accounting, management information systems, or a related field. Core competencies are aligned with the New Mexico Collegiate Business Articulation Consortium (NMCBAC).

Graduates of the program will:

- Possess the skills to perform general accounting and financial management tasks.
- Utilize current computer technology and applications.
- Understand which principle of management is applicable to a particular organization.
- Comprehend, evaluate, and synthesize the most current published information with a view to incorporating the relevant procedures into the operations of a business or organization.
- Develop mathematical skills used in business practices.
- Understand which marketing principles are relevant to individual sales programs and efforts.
- Use the critical thinking skills developed in pursuit of the degree as a foundation for life-long learning in business and other areas.

Approval:

Dr. Vidal Martinez

Business Accounting Faculty

Business Accounting Faculty

GENERAL BUSINESS
Associate of Arts Degree
 Minimum of 66 Credit Hours

This program is designed to prepare students who plan to obtain a bachelor's degree in the field of business, accounting, management information systems, or a related field. Core competencies are aligned with the New Mexico Collegiate Business Articulation Consortium (NMCBAC). For transferability, the student must learn in advance of the particular requirements of the intended school or university. Students are strongly encouraged to consult with their LCC advisor for proper advisement and course selection.

| Degree Requirements | Credit Hours: 66 |
|---|-------------------------|
| General Education Core | (36 hours) |
| Area I. Communications | (9 hours) |
| ENG111 Freshman Composition I | 3 |
| ENG115 Freshman Composition II | 3 |
| SPCH111 Public Speaking | 3 |
| Area II. Mathematics | (4 hours) |
| MATH180 College Algebra | 4 |
| Area III. Laboratory Science | (8 hours) |
| Area IV. Social and Behavioral Sciences | (9 hours) |
| ECON208 Principles of Macroeconomics (required course) | |
| Area V. Humanities and Fine Arts | (6 hours) |
| Program Requirements | (30 hours) |
| ACCT200 Accounting Principles I | 4 |
| ACCT201 Accounting Principles II | 4 |
| ACCT210 Managerial Accounting | 4 |
| BUS102 Quantitative Methods in Business | 3 |
| CSA150 Computer Fundamentals | 3 |
| CSA217 Microsoft Excel | 3 |
| MATH130 Statistics | 3 |
| MGMT207 Principles of Management | 3 |
| MKT201 Principles of Marketing | 3 |

ACCT200 Accounting Principles I

4;(4,0)

This course introduces students to the complete accounting cycle and the various generally accepted accounting principles. It also introduces students to assets and liabilities, the use of special journals, accounting for merchandising, internal control, cash, inventories, plant assets, and interest computations. *NM Common Course Number: ACCT2113.*

Learning Outcomes

COMPETENCIES: Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should:

1. (By his/her performance on a Comprehensive Problem) Demonstrate a firm understanding of basic bookkeeping, including journalizing, posting, preparing a trial balance, preparing a worksheet, making adjusting entries, preparing financial statements, preparing closing entries and preparing a post-closing trial balance;
2. Describe accounting information systems, the use of special journals and subsidiary ledgers at a fairly broad level;
3. Explain, define and apply general accepted accounting principles;
4. Demonstrate an understanding of the difference between cash and accrual basis accounting;
5. Demonstrate knowledge of the basics of Internal Control;
6. Demonstrate an understanding of the limitations of accounting and conduct a simple analysis of financial statements.

ACCT201 Accounting Principles II

4;(4,0)

This course is a continuation of Accounting Principles I and is also an introduction to basic accounting for corporations, to include financial statement analysis, stocks, dividends and cash flow statements, costing systems, budgeting, and cost-volume-profit analysis. *Prerequisite: ACCT200. NM Common Course Number: ACCT2123.*

Learning Outcomes

COMPETENCIES: Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should:

1. Perform basic accounting for corporations and on a limited basis for partnerships;
2. Prepare a statement of cash flows;
3. Demonstrate an understanding of the accumulation of costs in the cost accounting system using both the job cost and process cost systems;
4. Describe the basic elements of the budgeting process, its objectives, and its impact on human behavior and demonstrate an understanding of budget preparation, including capital budgeting;
5. Prepare differential analysis reports for decision making;
6. Demonstrate as working knowledge of cost-volume-profit-analysis; and
7. Analyze a complete set of financial statements.

ACCT210 Managerial Accounting

4;(4,0)

This course introduces the accounting students to managerial accounting concepts and principles, manufacturing accounting, planning and control, and decision-making. *Prerequisites: ACCT200 and ACCT201.*

Course Competencies: Upon successful completion of this course students will be able to:

1. Recognize the factors that determine which cost data is appropriate;

2. Understand sufficiently to be able to describe, with examples, the purpose of managerial accounting;
3. Describe the criteria for choosing key performance indicators;
4. Show the advantages and relevance of various budgeting techniques vis-à-vis management needs, and
5. Examine Financial Statements and distinguish the relevant from the irrelevant cost data for the desired analysis.

BUS102 Quantitative Methods in Business

3;(2,2)

This course helps the student develop problem-solving skills using mathematical equations to solve business problems and to enhance business performance and operations. Topics covered in this course include: the time value of money, interest calculations, trade and cash discounts, and concepts related to minimizing operational costs while increasing productivity. *Prerequisite: MATH075 or equivalent COMPASS/ACT score.*

Competencies: Upon successful completion of this course, with a minimum of 70%=C, a student should be able to:

- Explain the time value of money and its application in decision making, including calculating present and future values of single payments and series of payments; calculation of internal rates of return; calculation of payments needed to produce a present or future value and demonstration of competency with respect to the valuation of bonds and perpetuities .
- Calculate Discounts, both trade and cash, differentiating between the applicability of the one or other for a given situation. Additionally, appreciate the financial costs of credit and payment terms.
- Perform break-even calculations, utilizing the concepts of contribution margin, selling price, variable vs fixed costs, and the use of “rules-of thumb” for a particular business when estimates will provide immediate guidance.
- Calculate the real costs of installment buying, advantages/disadvantages of paying off installment loans before due date, and the true cost of revolving charge and credit cards.
- Differentiate between markups based on cost vs. selling price; markdowns, and pricing perishable vs. non-perishable goods.
- Explain the cost-benefit analysis involved in working capital management decisions involving cash, accounts receivable, inventory, accounts payable and short-term financing. Make or buy the asset?

CSA150 Computer Fundamentals

3;(2,2)

This course provides an overview of the basic components and functions of the computer with an emphasis on current business software applications. The course will cover computer operating principles, file management, the Internet, Microsoft Office Suite using Word processing, Excel spreadsheets, Access database, and PowerPoint Presentations. *NM Common Course Number: BCIS1113.*

Learning Outcomes

COMPETENCIES: Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should:

1. Describe basic information technology terminology;
2. Identify and use hardware components of IT systems;
3. Describe and apply concepts of file management;
4. Describe the basic concepts of application and operating systems software;
5. Describe and use IT systems for communication (e.g. word processing, presentation software, email, etc.,)

6. Describe the concepts of information management, databases, and database management systems;
7. Describe the social impact of information technology
8. Describe the international impact of IT issues;
9. Identify and explain important ethical, security, and privacy issues in information systems;
10. Create and use spreadsheets;
11. Create and use databases;
12. Use internet search engines for research.

CSA217 Microsoft Excel

3;(2,2)

This course provides an in-depth study of Microsoft Excel spreadsheet software. A hands-on approach is taken with projects and assignments covering the MOUS certification requirement.

Learning Outcomes

COMPETENCIES: Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should:

1. Identify the basic Excel (spreadsheet) concept;
2. Describe and apply basic to advanced skills;
3. Recognize and demonstrate the concepts of creating, editing, and formatting worksheets;
4. Apply and demonstrate the concepts of working with charts, pivot tables, lists, and use what-if analysis;
5. Apply formulas and functions;
6. Analyze data using formulas, compiling workbook data, utilizing tables

MATH130 Statistics

3;(3,0)

This course is an introduction to descriptive and inferential statistics. Topics to be covered will include sampling procedures, experimental design, measures of center, variation, z-scores, the digression equation with linear correlation and basic probability. *Prerequisite: MATH116 or equivalent COMPASS/ACT score. NM Common Course Number: MATH2113.*

Learning Outcomes

COMPETENCIES: Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should:

1. Use descriptive statistics (graphic representation, numerical measures)
2. Apply basic probability distributions
3. Use discrete probability distributions
4. Use the various sampling methods
5. Conduct one-sample and two-sample tests of hypothesis
6. Develop a regression line and determine the strength of a correlation
7. Use statistical software (Excel recommendation)
8. Apply statistical analysis to decision-making

MGMT207 Principles of Management

3;(3,0)

This course is an introduction to management theory and practices with major emphasis on current management trends and issues. Topics of interest include international management, cultural diversity, information technology, ethics, and social responsibility. Throughout this course, students analyze real life case studies, conduct Internet research, and develop reports to address diverse management issues. *NM Common Course Number: MGMT2113.*

Learning Outcomes

COMPETENCIES: Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should:

1. Explain the major functions of management including planning, organizing, communications, controlling, motivating, leading, and staffing;
2. Explain major developments in the history of management thought;
3. Describe the basic managerial process including the key skills necessary for managers to perform their roles.
4. Identify an organization's stakeholders and the importance of social and ethical responsibility of managers.
5. Explain the relationship between goals, plans, vision statements, and mission statements.
6. Demonstrate an understanding of the components of strategy formulation and implementation and managerial decision making.
7. Define and explain organizational change, forces for change, and sources of resistance to change and explain techniques managers can use to implement and facilitate change.
8. Explain the strategies managers use to help organizations adapt to changing conditions in the internal, task, general, and global environments.

MKT201 Principles of Marketing

3;(3,0)

A comprehensive study of consumer behaviorism and the professional and ethical responsibilities of marketers, the explanation of goods, services and ideas, the concepts surrounding target markets, market segmentation and the marketing mix. Students will also study the importance of market research in marketing decision making, marketing environments, and marketing management. *NM Common Course Number: MKTG2113.*

Learning Outcomes

COMPETENCIES: Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should:

1. Demonstrate an understanding of the professional and ethical responsibilities of marketers;
2. Explain the nature of goods, services and ideas;
3. Define the concepts of target markets, market segmentation and the marketing mix;
4. Explain the components of pricing;
5. Describe the operation of channels of distribution and supply chains;
6. Explain the importance of market research in marketing decision making;
7. Demonstrate an understanding of the elements in the marketing environments;
8. Explain the components of marketing management.