

**LUNA COMMUNITY COLLEGE**  
**2015-2018**  
**BUSINESS ADMINISTRATION**  
**CURRICULUM PROFILE**

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## **PROGRAM GOALS**

The Associate of Applied Science degree in Business Administration prepares graduates to begin or advance their careers in the business world. Core competencies are aligned with the New Mexico Collegiate Business Articulation Consortium (NMCBAC) with a wide range of interests including accounting, business, finance, information systems, management, and marketing.

Graduates of the program will:

- Use the techniques, skills, and business tools necessary to support modern business practices.
- Explain professional and ethical standards and their application to business activities.
- Perform general accounting procedures and financial analyses.
- Explain which principles of management are applicable to a particular organization.
- Explain which marketing principles are relevant to individual sales programs and efforts.
- Utilize current computer technology and application.

**BUSINESS ADMINISTRATION**  
**Associate of Applied Science Degree**  
**Minimum of 61 Credit Hours**

The Associate of Applied Science degree in Business Administration prepares graduates to begin or advance their careers in the business world. Core competencies are aligned with the New Mexico Collegiate Business Articulation Consortium (NMCBAC) with a wide range of interests including accounting, business, finance, information systems, management, and marketing. If the primary goal is to transfer, the student must learn in advance of the particular requirements of the intended school or university. This degree can be completed online.

<b>Degree Requirements</b>	<b>Credit Hours: 61</b>
<b>General Education Core.....</b>	<b>(25 hours)</b>
Area I. Communications.....	(9 hours)
ENG 111    Freshman Composition	3
ENG 115    Freshman Composition II	3
SPCH 111   Public Speaking <b>-OR-</b>	3
SPCH 112   Interpersonal Communication	3
<b>AREA II. Mathematics.....</b>	<b>(4 hours)</b>
MATH 116 Intermediate Algebra	4
<b>AREA III. Laboratory Science, <u>-or-</u></b>	
<b>AREA IV. Social and Behavioral Sciences <u>-or-</u></b>	
<b>AREA V. Humanities and Fine Arts.....</b>	<b>(12 hours)</b>
ECON 208 Principles of Macroeconomics (Required Course)	
ECON 209 Principles of Microeconomics (Required Course)	
<b>PROGRAM REQUIREMENTS.....</b>	<b>(27 hours)</b>
ACCT 200 Accounting Principles I	4
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BUS 120 Principles of Finance	3
CSA 150 Computer Fundamentals	3
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MGMT 211 Business Ethics	3
MKT 201 Principles of Marketing	3
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## Course Descriptions and Learning Outcomes (Competencies)

### **ACCT200      Accounting Principles I (ACCT 2113 Principles of Accounting I (Financial))      4;(4,0)**

An introduction to financial accounting concepts emphasizing the analysis of business transactions in accordance with generally accepted accounting principles (GMP), the effect of these transactions on the financial statements, financial analysis, and the interrelationships of the financial statements.

#### **Learning Outcomes:**

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

1. Analyze business transactions, their effects on the financial statements and the interrelationships of the financial statements involving the following:
  - a. Cash transactions
  - b. Receivables and Net Realizable Value
  - c. Operational Assets and Depreciation
  - d. Inventory
  - e. Current Liabilities
  - f. Long-term Liabilities
2. Define, identify and demonstrate the impact of adjusting entries on financial statements.
3. Explain and demonstrate the differences between cash and accrual basis accounting.
4. Define and identify generally accepted accounting principles.
5. Analyze equity ownership transactions and their effect on the financial statements.
6. Identify the cash flow statement activities and explain the purpose of the cash flow statement.
7. Perform ratio analysis to evaluate financial statements.

### **ACCT201      Accounting Principles II (ACCT 2123 Principles of Accounting II (Managerial))      4;(4,0)**

An introduction to the use of accounting information in the management decision making processes of planning, implementing, and controlling business activities. In addition, the course will discuss the accumulation and classification of costs as well as demonstrate the difference between costing systems.

#### **Learning Outcomes:**

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

1. Identify the differences between financial and managerial accounting.
2. Illustrate the accumulation of costs in cost accounting systems.
3. Describe the basic elements of the budgeting process, its objectives and budget preparation.
4. Define and classify cost behavior.
5. Perform cost-volume-profit analysis for decision making.
6. Perform differential (incremental) analysis for business decision making.
7. Explain the cause of the variance and its effect on the income statement.
8. Explain and demonstrate the difference between traditional costing and activity-based costing.

### **ACCT218      QuickBooks      4;(3,2)**

This is a hands-on-course designed to introduce students to accounting application software. Students will learn how to develop Chart of Accounts; manage accounts payable, accounts receivable, and payroll; and how to develop, print, and analyze financial statements. Prerequisite: ACCT200.

#### **Learning Outcomes:**

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

1. Apply software for setting up company accounting systems;
2. Use, display and print chart of accounts;
3. Create and adjust journal entries;
4. Account for and report on customer and sales transactions;
5. Account for and report on vendor, purchase, and inventory transactions;
6. Account for and report on payroll activities, and
7. Create financial reports, reconcile bank accounts, and adjust entries

**ACCT231 Intermediate Accounting (NOT ARTICULATED AT LCC) 4;(4,0)**  
Accounting theory; preparation of income statements, balance sheets and statements of accounting theory, preparation of income statement, balance sheets and statements of cash flows, and comprehensive income; IFRS; present value concepts; asset valuation and income determination, liabilities and stockholders' equity; revenue recognition and investments. Prerequisite: ACCT201. NM Common Course Number: ACCT2133

**Learning Outcomes:**

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

1. Use accounting and business terminology, and understand the nature and purpose of generally accepted accounting principles (GAAP)
2. Explain the objective of financial reporting, the elements of the financial statements and the related key accounting assumptions and principles
3. Define and distinguish between cash basis and accrual basic accounting and impact of each on the financial statements.
4. Explain the valuation and reporting of current liabilities, estimated liabilities and contingencies
5. Explain the importance of operating, investing, and financing activities reported in the statement of cash flows when evaluating firm performance and solvency
6. Compute and interpret key financial ratios

**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.

**Learning Outcomes:**

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

1. 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.
2. 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.
3. 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.
4. 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.
5. Differentiate between markups based on cost vs. selling price; markdowns, and pricing perishable vs. nonperishable goods.
6. 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?

**BUS105 Introduction to Business (BUSA 1113 Introduction to Business) 3;(3,0)**

Fundamental concepts and terminology of business including areas such as management, marketing, accounting, economics, personnel, and finance; and the global environment in which they operate.

**Learning Outcomes:**

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

1. Explain how business and entrepreneurship affect the quality of life and the world around us.
2. Explain the characteristics of the different forms of business ownership.
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.
4. Demonstrate knowledge of the various dimensions of the business environment including political and legal, socio-cultural, environmental, diversity, economic, technological, and global.
5. Describe the purpose and functions of finance, operations, marketing, management, accounting, and information systems.
6. Demonstrate basic skills such as use of common business terminology, information search skills, presentation and writing skills, and team skills.

**Optional:**

1. Describe the purpose and content of a business plan.

**BUS120 Principles of Finance BFIN 2013 Introduction to Finance 3;(2,2)**

Introduces tools and techniques of financial management. Includes time value of money; financial planning, diversification and risk; debt and equity investment decisions; and financial statement analysis.

**Learning Outcomes:**

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

1. Explain the time value of money and its application in decision-making, including calculating present and future values of single payment and series of payments.
2. Identify the major sources of external long-term financing for corporations.
3. Explain risk-return tradeoff as it relates to diversification.
4. Differentiate the role of finance from other related disciplines such as accounting and economics.
5. Demonstrate knowledge of capital markets and securities (debt and equity).
6. Describe basic types of financial ratios and their uses.
7. Demonstrate the ability to prepare cash flows and make qualitative judgments on the relevance of the changes from one-time frame to another.

**Optional:**

1. Personal finance topics such as managing credit and investments.

**BUS 205 Business Administration Internship 3;(0,9)**

This course provides students with the opportunity to gain academic credit for professional, on-the-job experience while working for a private, local, state or federal agency. Internships are unique and negotiated between the student, employer, and respective facility/advisor. Students are required to comply with specifications set forth in the individualized cooperative education program training agreement. Supervision is monitored and recorded by the specific agency and documented and reported to the specific agency and the Business Administration facility/advisor. *Prerequisite: Instructor approval*

**BUS295 Business Capstone 1;(1,0)**

The capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam based on the program learning outcomes. It is the intent of this course that the student will bring to bear all the learning and knowledge from the course work to show competence in the selected field of business. The student will take the capstone course in his or her last semester at LCC. *Prerequisite: Instructor Approval*

**Learning Outcomes:**

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

1. Apply current concepts and principles of financial and managerial accounting to the measurement and reporting of accounting information.
2. Recognize professional and ethical standards and their application to management, accounting and business activities.
3. Utilize current computer technology and applications, specifically using QuickBooks to develop Chart of Accounts, manage accounts payable, accounts receivable, and payroll; analyze financial statements.
4. Employ marketing principles relevant to individual sales programs and efforts.
5. Recognize principles of management applicable to a specific organization.
6. Apply critical thinking and mathematical skills, techniques and business tools to support current business tools to support current business practices and procedures in the operations of a business or organization.
7. Utilize Generally Accepted Accounting Principles (GAAP) in the recording of assets, liabilities, special journals, internal control practices, and interest computations.
8. Knowledge about sole proprietorships, partnerships, corporations, stocks, dividends, bonds, cash flow statements, payroll deposits, payroll taxes and reports.

**CSA150 Computer Fundamentals (BCIS 1113 Fundamentals of Information Systems) 3;(2,2)**

Examination of information systems and their impact on commerce, education, and personal activities. Utilization of productivity tools for communications, data analysis, information management and decision-making.

**Learning Outcomes:**

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

1. Describe the social impact of information literacy and systems in relation to commerce, education, and personal activities.
2. Explain how to use the information resources legally, safely, and responsibly in relation to ethical, security, and privacy issues.
3. Evaluate bias, accuracy and relevance of information and its sources.
4. Use productivity tools for communications, data analysis, information management and decision making.
5. Describe and use current information systems and technologies.

**CSA 208 Microsoft Access 3;(2,2)**

This course provides an in-depth study of Microsoft Access database software with a hands-on approach. A MOUS Microsoft certified textbook is utilized.

**Learning Outcomes:**

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

1. Identify the basic Access (Database) concept;
2. Describe and apply basic to advanced skills;
3. Recognize and demonstrate the concepts of creating, editing, and formatting Databases;
4. Apply and demonstrate the concepts of working with queries, forms, and reports;
5. Utilize tables in creating databases;
6. Analyze data using reports from basic to advanced reports.

**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:**

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

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

**CSA233 Desktop Publishing 4;(3,2)**

This course utilizes a variety of software packages to produce reports, brochures, advertisements, correspondence, and newsletters. Various software packages are used such as Microsoft Office Publisher and Adobe InDesign CS Suite.

**Learning Outcomes:**

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

1. Describe the fundamentals of Microsoft Office Publisher 2007
2. Define the concepts used to create documents
3. Identify proper procedures used to create professional publications for course work, professional purposes, and/ personal use
4. Give examples via exercise oriented approach to learning
5. Utilize the techniques associated with Adobe In-Design CS4
6. Integrate the use of Master Pages and placed objects
7. Integration of layers and libraries, and color and tables
8. Identify tools available with Adobe In-Design CS4
9. Demonstrate via publication of Adobe In-Design CS4 documents

10. Application of theory/application

**CSA242 Web Design**

**3;(2,2)**

This course introduces students to the design of an HTML document. Students will be required to learn the basic elements of HTML documents using Forms, Frames, and Lists. Students will also use Adobe CS Dreamweaver Suite to design web page formats. Students will apply the design, develop, test, implement, update and evaluate web solutions.

**Learning Outcomes:**

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

1. Identify the elements of HTML
2. Identify common Web page formats and functions-HTML
3. Define the HTML, CSS languages and create Web pages suitable for course work, professional purposes and personal use-Adobe Dreamweaver CS4
4. Apply the design, develop, test, implement, update, and evaluate web solutions-Adobe Dreamweaver CS4

**ECON208 Principles of Macroeconomics (ECON 2113 Macroeconomic Principles) 3;(3,0)**

Introduces macroeconomic theory and explores interrelationships involving inflation, unemployment, gross national product, taxes, government spending and the domestic and world monetary systems. (Not final description)

**Learning Outcomes:**

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

1. Explain the concepts of opportunity cost, comparative advantage and exchange.
2. Demonstrate knowledge of the laws of supply and demand and equilibrium and use supply and demand curves to analyze responses of markets to external events.
3. Explain the circular flow model and use the concepts of aggregate demand and aggregate supply to analyze the response of the economy to disturbances.
4. Explain the concepts of gross domestic product, inflation and unemployment and how they are measured.
5. Describe the determinants of the demand for money, the supply of money and interest rates and the role of financial institutions in the economy.
6. Define fiscal policy and monetary policies and how these affect the economy.

**Optional:**

1. Explain foreign exchange rates, markets, and the balance of payments.
2. Explain how trade restrictions affect the economy.

**ECON209 Principles of Microeconomics (ECON 2123 Microeconomic Principles) 3;(3,0)**

Introduces microeconomic theory and explores market allocation of resources; supply and demand; theory of marginal analysis; market types; market failure; regulation and antitrust; economic growth and innovation; business finance; economic globalization; and cultures of capitalism. (Not final description)

**Learning Outcomes:**

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

1. Explain the concept of opportunity cost.
2. Demonstrate knowledge of the laws of supply and demand and equilibrium and use supply and demand curves to analyze responses of markets to external events, including price ceilings and price floors.
3. Explain the concepts and calculate price elasticity of demand and supply and income elasticity.
4. Demonstrate an understanding of consumer choice including utility analysis.
5. Demonstrate an understanding of producer choice, including cost analysis and breakeven point.
6. Compare and contrast the following market structures: perfect competition, monopoly, monopolistic competition, and oligopoly.

**Optional:**

1. Explain the impact of government intervention in markets including the impact of taxes and antitrust.
2. Explain the role of labor and capital markets.

**MGMT207 Principles of Management (MGMT 2113 Principles of Management) 3;(3,0)**

An introduction to the basic theory of management including the functions of planning, organizing, staffing, leading, and controlling; while considering management's ethical and social responsibilities.

1. Explain the major functions of management including planning, organizing, communications, controlling, motivating, leading, and staffing.
2. Recognize major developments in the history of management thought.
3. Describe the basic managerial processes including decision-making and other 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 formulation and implementation of strategic planning, including the relationship between goals, plans, vision statements, and mission statements.
6. Describe the strategies managers use to help organizations adapt to changing internal and external environments.
7. Explain organizational change, forces for change, sources of resistance to change, and the techniques managers can use to implement and facilitate change.

**MGMT209 Human Resource Management 4;(4,0)**

This course will define the role of human resource management by introducing students to the level of critical thinking skills required to successfully manage people and business. Students will also cover the various aspects of human resource functions and their importance in managing successful organizations. Emphasis is placed on the importance of labor laws, employee benefits, and the development of personal management skills.

**Learning Outcomes:**

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

1. Translate higher level thinking skills required to successfully manage people and businesses;
2. Describe human resource functions and their importance to an organization's successful operation;
3. Identify and develop personal management skills to function effectively and efficiently in a business environment, and
4. Define the role of human resource management.

**MGMT218 Principles of Small Business Management 4;(4,0)**

This course provides students with extensive knowledge of the steps needed to start and run a small business. Topics include; entrepreneurial opportunities, preparing the business plan, marketing and managing small business operations, financial and administrative controls, and social and legal environment.

**Learning Outcomes:**

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

1. Demonstrate the importance of a business plan for small businesses;
2. Demonstrate and utilize all elements in a business plan;
3. Identify business opportunities in starting, operating, and maintaining a business, and
4. Recognize the importance of customer service

**MGMT211 Business Ethics****3;(3,0)**

This course is the study of theoretical and practical problems of moral conduct in the field of business. Emphasis is placed on the application of ethical theories and the practical problems encountered in the day-to-day conduct of business affairs.

**Learning Outcomes:**

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

1. Demonstrate the importance of ethical and corporate responsibility.
2. Identify the value of ethics and social responsibility in building and maintaining business relationships.
3. Identify & differentiate between an ethical or unethical situation.
4. Describe, analyze, develop, and follow policies for managing ethical and legal issues in organizations and in a technology-based society
5. Assess the role of ethics and social responsibility in decision making

**MKT201 Principles of Marketing (MGMT 2113 Principles of Management)****3;(3,0)**

An introduction to the basic theory of management including the functions of planning, organizing, staffing, leading, and controlling; while considering management's ethical and social responsibilities.

**Learning Outcomes:**

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

1. Explain the major functions of management including planning, organizing, communications, controlling, motivating, leading, and staffing.
2. Recognize major developments in the history of management thought.
3. Describe the basic managerial processes including decision-making and other 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 formulation and implementation of strategic planning, including the relationship between goals, plans, vision statements, and mission statements.
6. Describe the strategies managers use to help organizations adapt to changing internal and external environments.
7. Explain organizational change, forces for change, sources of resistance to change, and the techniques managers can use to implement and facilitate change.

**MKT203 E-commerce****3;(2,2)**

This course introduces the student to many aspects of e-commerce that includes: electronic commerce; exchange in buying and selling goods/services via the internet; transfer of funds through digital communications; and various internet functions, such as marketing, finance, invoicing, direct payments, and the use of shopping carts.

**Learning Outcomes:**

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

1. Demonstrate the importance of Electronic Commerce
2. Identify the key business and technology elements of E-Commerce
3. Identify and differentiate between Business strategies for E-Commerce and Marketing on the Web
4. Utilize both theory and practice of conducting business over the Internet/World Wide Web