

LUNA COMMUNITY COLLEGE
2019-2021
BUSINESS MANAGEMENT
CERTIFICATE
CURRICULUM PROFILE

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PROGRAM GOALS

Business Management Certificate

The Business Management Certificate provides education in business theory and practical applications for business owners, entrepreneurship, managers, supervisors, and for gainful employment opportunities. The curriculum provides an overview of business to include finance, management and marketing.

Coursework in the Business Management Certificate can be applied toward the Associate of Applied Science Degree in Business Administration. Students are strongly encouraged to consult with their LCC advisor for proper advisement and course selection.

Institutional Proficiency Requirements

In addition to the courses listed below for this program of study, students must also complete institutional proficiencies of ENG098 and MATH075 to meet all graduation requirements.

**BUSINESS MANAGEMENT
CERTIFICATE**

Minimum of 18 Credit Hours

2019-2021

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Coursework in the Business Management Certificate can be applied toward the Associate of Applied Science Degree in Business Administration. Students are strongly encouraged to consult with their LCC advisor for proper advisement and course selection.

Institutional Proficiency Requirements

In addition to the courses listed below for this program of study, students must also complete institutional proficiencies of ENG098 and MATH075 to meet all graduation requirements.

Certificate Requirements	Credit Hours: 18
PROGRAM REQUIREMENTS..... (12 hours)	
BUSA1110 Introduction to Business	3
BFIN2110 Principles of Finance	3
MGMT2110 Principles of Management	3
MKTG2110 Principles of Marketing	3
Approved Electives..... (6 hours)	
ACCT2110 Principles of Accounting I	4
ACCT2120 Principles of Accounting II	4
BCIS1110 Introduction to Information Systems	3
MGMT211 Business Ethics	3
MGMT218 Principles of Small Business Management	4

Requirements for the Business Management Certificate:

- A student who has previously earned an associate degree from LCC – School of Business is ineligible to receive the certificate.
- The certificate will not be awarded concurrently with any associate degree offered through the School of Business.
- A minimum of 12 credit hours for the certificate requirements must be completed at LCC and all courses must be completed within five years of term of graduation.
- Additional courses offered through the School of Business may be used as approved electives.

Course Descriptions and Learning Outcomes (Competencies)
CERTIFICATE REQUIREMENTS

NEW#:	BUSA1110	Introduction to Business	
OLD#:	BUS105	Introduction to Business	
NM Consortium #	BUSA 1113	Introduction to Business	3;(3,0)

Fundamental basic 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.

NEW#:	BFIN2110	Introduction to Finance	
OLD#:	BUS120	Principles of Finance	
NM Consortium #:	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.

NEW#: MGMT2110 Principles of Management
OLD#: MGMT207 Principles of Management
NM Consortium #: 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 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.

NEW#: MKTG2110 Principles of Marketing
OLD#: MKT201 Principles of Marketing
NM Consortium #: 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.

APPROVED ELECTIVES

NEW#: ACCT2110 **Principles of Accounting I**
OLD#: ACCT200 **Accounting Principles I**
NM Consortium #: 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 (GAAP), 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.

Required to be included in either ACCT 2113 or 2123

1. Analyze equity ownership transactions and their effect on the financial statements.
2. Identify the cash flow statement activities and explain the purpose of the cash flow statement.
3. Perform ratio analysis to evaluate financial statements.

NEW#: ACCT2120 **Principles of Accounting II**
OLD#: ACCT201 **Accounting Principles II**
NM Consortium #: 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.

Required to be included in either ACCT 2113 or 2123

1. Analyze equity ownership transactions and their effect on the financial statements.
2. Identify the cash flow statement activities and explain the purpose of the cash flow statement.
3. Perform ratio analysis to evaluate financial statements.

NEW#:	BCIS1110	Introduction to Information Systems	
OLD#:	CSA150	Computer Fundamentals	
NM Consortium #:	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.

NEW#:	MGMT211	Business Ethics	
OLD#:	MGMT211	Business Ethics	
NM Consortium #:	NOT ARTICULATED		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

NEW#:	MGMT218	Principles of Small Business Management	
OLD#:	MGMT218	Principles of Small Business Management	
NM Consortium #:	ENTR2113	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. Contrast the legal forms of business ownership.
2. Prepare a feasible business plan.
3. Describe the impact of internal and external environmental factors on management decision-making.
4. Explain typical governmental regulations, registrations, and reporting and compliance requirements impacting business.
5. Project financial resources and statements to identify problems and timing of cash infusion.
6. Develop a customer relationship management system.