

# Business Administration (Transfer Program)

## Associate in Science Degree

This program is designed to meet the needs of students who wish to earn a baccalaureate degree, in an area of business administration, upon completing two additional years at a four-year institution. The curriculum prepares students for upper college-level specialization in finance, management, accounting or marketing.

## Articulation Agreements

Students should check with the Transfer Office about articulation agreements with this program.

For more information, visit the [Business Administration \(http://www.ccm.edu/academics/divdep/bmet/business/business-administration-transfer-program/\)](http://www.ccm.edu/academics/divdep/bmet/business/business-administration-transfer-program/) website.

## Degrees

### A.S. Business Administration

(P2110)

#### General Education Foundation

Communication	6
ENG-111 English Composition I	
ENG-112 English Composition II	
Math-Science-Technology	
Restricted Math Elective - Select Two of the Following <sup>MAT 124 or 130 are strongly recommended</sup>	6
MAT-110 College Algebra	
MAT-117 Mathematical Analysis for Business and Economics	
MAT-118 Calculus With Application to Business And Economics	
MAT-123 Precalculus	
MAT-131 Analytic Geometry and Calculus I	
MAT-124 Statistics (OR)	
MAT-130 Probability and Statistics	
Laboratory Science Elective	4
Social Science	6
ECO-211 Principles of Economics I Macroeconomics	
ECO-212 Principles of Economics II Microeconomics	
Humanities	3
History Elective	
HIS-113 Early Modern Europe	
HIS-114 Modern Europe	
HIS-117 The Ancient World-Greece and Rome	
HIS-118 The Middle Ages	
HIS-122 History of Russia	
HIS-123 History of Modern Africa	

HIS-147 History of Modern East Asia	
HIS-148 Modern Middle East	
HIS-151 Latin American History	
HIS-166 Emergence of America - U.S. History I	
HIS-167 Twentieth Century American History - U.S. History II	
HIS-203 History of Minorities in U.S.	
HIS-204 History of the African-American Experience	
HIS-209 History of American Women	
General Education Electives	6
General Education Foundation Credits	31
<b>Business Core</b>	
ACC-111 Principles of Accounting I - Financial Accounting	3
ACC-112 Principles of Accounting II - Managerial Accounting	3
BUS-112 Introduction to Business	3
BUS-215 Principles of Management	3
BUS-119 Business Information Systems and Applications	3
MKT-113 Principles of Marketing I	3
Business Electives <sup>1</sup>	9
Free Electives	2
Business Core Credits	29
<b>Total Credits</b>	<b>60</b>

**BUSINESS ELECTIVES:** Students may take any 3 credit course with an ACC, BUS, or MKT prefix (outside of the required Business Core courses) to meet the 9 credit Business Elective requirement. Please note that some courses are offered every semester, while others are only offered once a year. Please check Web Advisor for the schedule by term.

Students may also choose 6 credits of the 9 requirement from the following list: CMP-239 The Internet & Web Page Design HOS-118 Introduction to the Hospitality Industry MAT-118 Calculus for Business MAT 114- Introduction to Data Science MAT-131 Analytical Geometry Calculus MAT-123 Pre-Calculus CMP-128 Computer Science I COM-111 Introduction of Journalism COM-209 Editing and Publication Design PHL 118 Philosophy of Leadership CMP 131 Fundamentals of Programming CMP 241 Database Programming CMP 262 Datascience Programming MUS 166 Introduction to Music Business

NOTE: Students will not receive credit toward graduation for more than one of the following courses: (CMP-135 and CMP-126 and BUS-119.) OR (BUS 135 and BUS 233) OR (MAT 124 and MAT 130) OR (BUS 242 and MKT 207). Students interested in obtaining a Small Business Management Certificate, Social Media Marketing and Communications Certificate, or Finance Certificate should consider using their Business electives to fulfill some of those requirements.

MATH restricted electives: It is strongly recommended that students choose either MATH 124 or MATH 130 as most 4 year schools prefer students to take a statistics course. Students will not receive credit toward graduation for both courses, but it is strongly recommended they choose one of the statistics options.

GENERAL EDUCATION ELECTIVES: Students should consult with an academic adviser or a Transfer counselor in choosing their general education electives. Please note some colleges require MAT 124 OR MAT 130, MAT 118, MAT 123 and/ or MAT 131. Please note some 4 year colleges require 6 credits of a foreign language as a graduation requirement for their Bachelor degrees.

FREE ELECTIVES: Students may take any (2) credit course that they have interest in, or would help them in their major. The Business department offers the following 2 credit courses: Internship - work experience (BUS 228) and Business Case Study Methodologies (BUS 200). The Communications department offers Professional Communications (COM 113). The college also offers 2 credit classes in Health & Wellness, Health & Exercise Science, Music and Dance.) Students can also choose to take any 3 credit course that the college offers, that they have not already taken. Since the program is 60 credits, these 2 credits may be met with two 4 credit math electives (e.g. MAT 123, MAT 130 or MAT 131.)

### Certificate of Achievements

- Finance-A Certificate of Achievement Within Business Administration (p. 2)
- Foundations in Business - A Certificate of Achievement (p. 2)
- Small Business Management - A Certificate of Achievement Within Business Administration (p. 2)
- Social Medial Marketing & Communications - (p. 3) A Certificate of Achievement within Business Administration

### Finance

#### A Certificate of Achievement within Business Administration

(P0344)

The 12-credit Certificate of Achievement in Finance, offered through the Business Administration department, includes three required courses: Money and Banking, Principles of Finance and Investment Principles. It also includes one elective course. Please see curriculum checksheet.

The certificate in Finance takes a practical approach to the subject matter, providing broad exposure to the stock and bond markets, money and capital markets, financial management, financial planning and financial analysis while improving financial decision-making abilities. By gathering financial information and analyzing trends, students experience a practical hands-on approach to learning about finances. Students learn about the financial health of a firm, recognize the role and effects of money on the financial system, study investment alternatives offered in the securities market, analyze investment portfolios, learn how to effectively manage personal assets, and understand the role of the global marketplace in business and financial decisions. This combination provides a broad, comprehensive investigation of various aspects of the financial marketplace.

Core Courses	9
BUS-211	Money and Banking
BUS-212	Principles of Finance
BUS-218	Investment Principles

Students must select 3 credits from the following:	3
BUS-136	Personal Finance (OR)
BUS-233	Principles of International Business (OR)
MAT-118	Calculus With Application to Business And Economics (OR)
MAT-123	Precalculus (OR)
MAT-131	Analytic Geometry and Calculus I (OR)
<b>Total Credits</b>	<b>12</b>

### Foundations in Business

#### A Certificate of Achievement within Business Administration

(P0345)

A 12-credit certificate or achievement to provide non-business majors with an overview of major business concepts. This certificate will enable students to earn a credential, which will enhance their employability. Topics covered include analyzing accounting and financial data to assess the financial needs of the organization and methods used in market planning, pricing, promotion and distribution of goods and services.

#### CORE COURSES

BUS-112	Introduction to Business	3
MKT-113	Principles of Marketing I	3

#### ELECTIVE IN TECHNOLOGY

BUS-119	Business Information Systems and Applications (OR)	3
CMP-126	Computer Technology and Applications	
ACC-105	Computerized Accounting (OR)	3
ACC-111	Principles of Accounting I - Financial Accounting	

<b>Total Credits</b>	<b>12</b>
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### Small Business Management

#### A Certificate of Achievement within Business Administration

(P0400)

The Small Business Management Certificate of Achievement, offered through the Business Administration department, is a 12-credit certificate program that includes three required courses: Computerized Accounting, Small Business Planning and Finance, and Small Business Operations. It also includes an elective course, either Customer Relations, Advertising or Sales Principles and Practices. The certificate provides a broad, comprehensive introduction and study of the essential components of starting and running a small business. It culminates in a capstone course, Small Business Operations that incorporates all aspects of the certificate's learning. The Small Business Management Certificate takes a practical, hands-on approach to small business by providing an up-to-date foundation by exploring current planning, financing, accounting, advertising, customer relations and management concepts.

ACC-105	Computerized Accounting	3
BUS-219	Small Business Operations	3
MKT-113	Principles of Marketing I	3
Elective Courses		3
Select one course from the following:		
BUS-242	Customer Relations	
MKT-218	Advertising	
MKT-208	Social Media Marketing	
MKT-215	Sales Principles and Practices	
<b>Total Credits</b>		<b>12</b>

## Social Media Marketing & Communications

### A Certificate of Achievement within Business Administration

(P0346)

MKT-113	Principles of Marketing I	3
MKT-208	Social Media Marketing	3
MKT-210	Social Media Analytics	3
COM-111	Introduction to Journalism	3
COM-209	Editing and Publication Design	3

Social Media has greatly impacted marketing and media. It has dramatically impacted news organizations and how they have delivered the news. It has also greatly impacted how businesses and other organizations have promoted their products and services.

The use of Social Media for communications and promotions has greatly increased by organizations, including, of course, businesses and media outlets. This certificate will enable working professionals and students who want to develop their social media marketing skills. The 15-credit Certificate of Achievement in Social Media offered by the Business Administration and Communications programs includes 5 required courses. The Marketing courses cover the development of a marketing plan and the use of social media in promoting goods and services. Communication courses cover content creation, including the use of Adobe Photoshop and Adobe InDesign.

## Faculty

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## Courses

### **BUS-112. Introduction to Business. 3 Credits.**

LECT 45 hrs

This course introduces both business and non-business majors to various fields of business study. Topics include foundations of business and economic systems, management and leadership styles, entrepreneurship, motivational theory and techniques, personnel and production management, accounting, information systems, business law, union/management relations and global issues. The course prepares students for higher-level business study and explores a variety of major options and career paths.

### **BUS-119. Business Information Systems and Applications. 3 Credits.**

LECT 45 hrs LAB 15 hrs

This course provides an introduction to the business productivity software programs available for problem solving and decision making in business and industry. This is a hands-on laboratory course designed to provide the student with experience in preparing professional business documents, analyzing business data, and presenting business results. Students will utilize the Microsoft Office software package, focusing on MS Word, Excel and PowerPoint. Special emphasis will be placed on analyzing data and preparing summary reports for decision making and problem solving using MS Excel. Students will acquire skills that can be applied to the preparation for optional Microsoft Office Specialist (MOS) Certification. Students will not receive credit towards graduation for more than one of the following courses: CMP-135, CMP-126 or BUS-119.

**Additional Fees:** Course fee applies.

**BUS-135. Introduction to International Business. 3 Credits.**

LECT 45 hrs

This course introduces students to the field of international business and trade. A broad range of topics prepares students for the rapidly evolving global business world and for advanced study in international business. Topics include an overview of international business, the global economy, international business environments, issues related to operating and managing an international business and concepts and theories related to the global marketplace. Students will not receive credit for both BUS-135 and BUS-233.

**BUS-136. Personal Finance. 3 Credits.**

LECT 45 hrs

This course provides a practical introduction to personal finance and money management by focusing on realistic ways to effectively manage and protect personal assets, minimize taxes, and provide for a secure retirement. Students may design a personal budget and learn to make appropriate decisions with regard to savings, investments, insurance, credit protection, and estate planning. Students evaluate the cost of borrowed money, real estate investments, effective use of credit, tax implications, and the effects of the economy on personal financial decisions. The use of financial periodicals may be required.

**Prerequisites:** MAT-016 or equivalent and ENG-111 or ENG-111CL or ENG-111CW

**Additional Fees:** Course fee applies.

**BUS-200. Business Case Study Methodologies. 2 Credits.**

LECT 30 hrs

This course will introduce students to business case study analysis methodology. Students will analyze a variety of case study types and will develop case resolutions. Upon completion of the course, students will be able to identify, describe and summarize the problems related to business case studies. Students will also be able to develop and present sound alternative case strategies. A team of students will qualify for case study competitions, including but not limited to the New Jersey Community College Case Competition (NJC4) held annually at Rutgers Business School.

**Prerequisites:** BUS-112 BUS-119 MKT-113

**Corequisites:** ACC-111.

**BUS-201. Human Relations in Business. 3 Credits.**

LECT 45 hrs

This course provides a broad perspective dealing with human relations from the viewpoint of the manager. It treats the human aspect as it is encountered in the business organization. The behavior of individuals in interpersonal, intergroup and interorganizational situations as they relate to work is also studied.

**BUS-205. Landscape Specifications and Estimating. 3 Credits.**

LECT 45 hrs

Required for students in Landscape Management and Design Agribusiness and Turf and Turfgrass Management and recommended for others with an interest in landscape maintenance or landscape design and installation. The course focuses on developing systems for the identification of costs associated with the preparation of landscape estimates and bids. Topics include pricing, budgeting, understanding and writing specifications; contracts and related issues; insurance and accounting applications for landscape businesses; estimating with an emphasis on cost-finding processes; and client and employee relations.

**BUS-211. Money and Banking. 3 Credits.**

LECT 45 hrs

This course analyzes the organization and operation of our financial system. Included in the study are the money and capital markets, commercial banking, and other financial institutions such as commercial finance companies. The relationship between financial and economic activity, including monetary and fiscal policy, is shown.

**Prerequisites:** MAT-016 or equivalent and ENG-111 or ENG-111CL or ENG-111CW

**Additional Fees:** Course fee applies.

**BUS-212. Principles of Finance. 3 Credits.**

LECT 45 hrs

This course is a study of principles and practices followed in the financial organization and operation of a business organization, including financing new and growing businesses, sources of capital, banking and credit accommodations, and the handling of other financial matters.

**Prerequisites:** ACC-111 and ENG-111 or ENG-111CL or ENG-111CW

**Additional Fees:** Course fee applies.

**BUS-213. Business Law I. 3 Credits.**

LECT 45 hrs

This course is a basic study of the fundamentals of legal liability, the growth of our legal system, and the legal rights, duties and obligations of the individual. Specifically covered are law and society, contracts, agency and employment. Where applicable, the Uniform Commercial Code is used as the basis for statutory interpretation.

**BUS-215. Principles of Management. 3 Credits.**

LECT 45 hrs

This course is a study of the basic managerial functions of planning, organizing, staffing, directing and controlling. Emphasis is placed on the theory of management, organization and executive leadership. Case studies of actual business situations present problems requiring executive decisions for solution.

**Prerequisites:** ENG-111 or ENG-111CL or ENG-111CW; ENG-112 or equivalent; BUS-119 or CMP-126.

**BUS-218. Investment Principles. 3 Credits.**

LECT 45 hrs

This course introduces students to basic types of investment alternatives focusing on the mechanics of investing including online investing, researching and interpreting financial information, understanding risk/return tradeoffs, and reviewing investment strategies associated with various stock orders. The course offers a thorough review of the primary and secondary securities markets, securities regulations and ethics, and a general understanding of the impact of the economy and the Federal Reserve on investment decisions. The course objective is to develop students into independently sophisticated investors through a practical hands-on approach. The use of financial periodicals may be required.

**Prerequisites:** MAT-016 or equivalent and ENG-111 or ENG-111CL or ENG-111CW and ACC-111

**Additional Fees:** Course fee applies.

**BUS-219. Small Business Operations. 3 Credits.**

LECT 45 hrs

This course focuses on all aspects of operating an existing business or starting a new venture, culminating in the preparation and simulated execution of a business plan. Study includes evaluations of both new and existing businesses, financing approaches, forms of ownership, traditional and Internet marketing and advertising, directing, staffing, purchasing, risk mitigation, cash management, tax obligations, bootstrapping techniques, and financial and breakeven evaluation. This is a hands-on pragmatic approach to small business management.

**BUS-222. International Finance. 3 Credits.**

LECT 45 hrs

International Finance provides a basic understanding of the relationship between the international business environment and the international financial markets. Topics to be covered include: international flow of funds, international capital markets, international monetary system, exchange rate behavior, and financial management of the multinational firm.

**Prerequisites:** ENG-111 or ENG-111CL or ENG-111CW and MAT-016

**Additional Fees:** Course fee applies.

**BUS-224. Cooperative Work Experience-Business. 3 Credits.**

COOP 45 hrs

This course provides students enrolled in the Business Career curriculum with job-oriented training and practical work experience in a work environment prior to permanent employment. The course may be taken in fulfillment of a business elective in the Business Career curriculum. Students desiring to participate in this experience should make their intention known to the department chair at the beginning of their third semester.

**Prerequisites:** Permission of department chair

**Corequisites:** BUS-225.

**BUS-225. Cooperative Work Experience Business- Related Class. 1 Credit.**

LECT 15 hrs

A supplement to the cooperative work experience program, this course provides a variety of experiences to further develop students' career development and occupational adjustment. It also develops positive points of view toward human relationships and the responsibilities of both the employee and the employer.

**Prerequisites:** Permission of department chair

**Corequisites:** BUS-224.

**BUS-226. Internship Work Experience-Business. 3 Credits.**

COOP 45 hrs

This course provides students enrolled in the Business curriculum with job oriented training and practical work experience in a non-paid work environment prior to permanent employment. The course may be taken in fulfillment of a business elective. Students desiring to participate in this experience should make their intentions known to the department chair during the prior semester.

**Prerequisites:** Permission of department chair

**Corequisites:** BUS-225.

**BUS-227. Internship Experience-Business (45-100 Hours). 1 Credit.**

COOP 45 hrs

This course provides students in the Business Department's programs with job training and practical experience in a work environment prior to permanent employment amounting to between 45-100 hours in duration. The course is a business elective in the Business Administration and Business Professional programs. Students desiring to participate in this experience should make their intention known to the Department Chairperson or the Faculty Coordinator at the beginning of their third semester.

**Prerequisites:** Permission of department chair.

**BUS-228. Internship Experience-Business (90-200 Hours). 2 Credits.**

COOP 90 hrs

This course provides students in the Business Department's programs with job training and practical experience in a work environment prior to permanent employment amounting to between 90-200 hours in duration. The course is a business elective in the Business Administration and Business Professional programs. Students desiring to participate in this experience should make their intention known to the Department Chairperson or the Faculty Coordinator at the beginning of their third semester.

**Prerequisites:** Permission of department chair.

**BUS-229. Internship Experience-Business (135-300 Hours). 3 Credits.**

COOP 135 hrs

This course provides students in the Business Department's programs with job training and practical experience in a work environment prior to permanent employment amounting to between 135-300 hours in duration. The course is a required course for the Business Professional program and a business elective in the Business Administration curriculum. Students desiring to participate in this experience should make their intention known to the Department Chairperson or the Faculty Coordinator at the beginning of their third semester.

**Prerequisites:** Permission of department chair.

**BUS-233. Principles of International Business. 3 Credits.**

LECT 45 hrs

This course introduces students to the field of international business and trade. A broad range of topics prepares students for the rapidly evolving global business world and for advanced study in international business. Topics include an overview of international business, the global economy, international business environments, issues related to operating and managing an international business and concepts and theories related to the global marketplace.

**Prerequisites:** BUS-112 and ENG-025 or equivalent.



**BUS-240. Small Business Planning and Finance. 3 Credits.**

LECT 45 hrs

This course focuses on the planning and financing of small business ventures. Included is the development of a business plan. This includes market analysis and a resulting marketing plan, a comprehensive operations plan and the development of financial projections. Attention also is placed on attracting seed and growth capital from such sources as individuals, family, venture capital, investment banking and commercial banks. Bootstrapping or creative ways for obtaining greater impact of available funds is introduced. The end of the business cycle, business valuation and exit strategies are fully explored.

**Prerequisites:** ENG-111 or ENG-111CL or ENG-111CW and MAT-016 or equivalent.

**BUS-242. Customer Relations. 3 Credits.**

LECT 45 hrs

This course focuses on customer relations as the measure of present and future business success. It begins with describing how business develops its business strategy on identified customer base. Recognizing the challenge of meeting customer expectations, the course defines customer satisfaction and introduces approaches to move from satisfying the customer to delighting the customer. A comprehensive customer relations process, customer relationship management, is introduced and its role discussed in the electronic business age.

**BUS-291. Special Topics in Business. 3 Credits.**

LECT 45 hrs

This course is an examination of selected topics or issues in business areas of study. Topics may differ each time the course is offered. Students should consult with the Department of Business Administration chair for additional information.

**BUS-292. Special Topics in Business. 3 Credits.**

LECT 45 hrs

This course is an examination of selected topics or issues in business areas of study. Topics may differ each time the course is offered. Students should consult with the Department of Business Administration chair for additional information. Prerequisites may be required dependent on topic of study.

**Corequisites:** BUS-224.

**BUS-ELE. Business Elective. 3 Credits.**

LECT 45 hrs