

The Division of Business Administration

This program is designed to prepare a student for the first two years of a four year degree in business. The major part of this program for the freshman and sophomore years consists of courses that provide a sound foundation in the humanities, natural and behavioral sciences and mathematics as well as the basic courses in business. These courses are designed to transfer to a senior college or university. The junior and senior years would consist of an intensive study in one of the selected areas of business (some of which are listed below.) If the student plans to transfer outside the University System of Georgia, he should contact the college or university and obtain a catalog or curriculum guide from the School of Business to determine whether different requirements for that school can be accommodated in the Abraham Baldwin curriculum.

BUSINESS ADMINISTRATION

A student who completes the Business Administration Curriculum will receive the Associate of Science Degree.

A student who chooses this program has a wide variety of majors to choose from at senior colleges and universities. Some of the various majors that this curriculum would prepare the student for are:

Accounting	Logistics and Transportation Management
Advertising	Management Services
Banking and Finance	Management Information Systems
Business Administration	Marketing
Business Systems	Management
Economics	Office Administration
Fashion Merchandising	Organizational Management
General Business	Human Resource Management
Industrial Relations	Public Administration
Information Technology	Pre-Law
Insurance and Risk Management	Real Estate
International Business	

Core Curriculum: Areas A-E (see pages 95-97)

AREA D: NON-SCIENCE MAJORS

AREA F: Major Courses—18 hours

ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
ECON 2105*	Principles of Macroeconomics	3
ECON 2106*	Principles of Microeconomics	3
Select 6 hours from the following:		
BUSA 1105	Introduction to Business	3
BUSA 2105	Communicating in the Bus Environment	3
BUSA 2106	The Environment of Business	3
CISM 2201	Fundamentals of Computer Applications	3
TOTAL		60

PHED 1100 and two PE activities

*A student may not simultaneously enroll in ECON 2105 and ECON 2106.

Students intending to teach grades 9 – 12 should also take the following pre-professional courses:

EDUC 2110	Investigating Critical and Contemporary Issues in Education	3
EDUC 2120	Exploring Socio-Cultural Perspectives on Diversity in Educational Contexts	3
EDUC 2130	Exploring Learning and Teaching	3
TOTAL		69

* A minimum grade of C is required in all EDUC courses for Education majors.

ECONOMICS

A student completing the curriculum in economics will receive the Associate of Science degree.

Core Curriculum: Areas A-E (see pages 95-97)

AREA D: NON-SCIENCE MAJORS

AREA F: Major courses – 18 hours

Courses	Hours	
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Select 12 hours from the following:		
CISM 2201	Fundamentals of Computer Applications	3
Foreign Language	1002, 2001, 2002	3-6
GEOG 1101	Introduction to Human Geography	3
HIST 1112	World History II	3
MATH 2000	Statistics	3
MATH 2053	Calculus I	4
MATH 2054	Calculus II	4
MATH 2055	Calculus III	4
POLS 2401	Global Issues	3
SOCI 1101	Introduction to Sociology	3
SOCI 1160	Introduction to Social Problems	3
		TOTAL 60

PHED 1100 and two PE activities

INFORMATION TECHNOLOGY

A student completing the curriculum in Information Technology will receive the Associate of Science degree.

The program has been designed to provide core courses in introductory information technology and general education. After successfully completing this curriculum a student will be prepared to enter a senior college or university in one of the following areas of interest:

Computer Programming	Multimedia and Graphics Design
Database Administration	Web Technology
Educational Technology	Networking and Data Communication
Management Information Systems	

Core Curriculum: Areas A-E (see pages 95-97)

AREA D: NON-SCIENCE MAJORS

AREA F: Major courses – 18 hours

Courses	Hours	
ITEC 2215	Introduction to Information Technology	3
ITEC 2260	Computer Programming I	3
ITEC 2370	Computer Programming II	3
MATH 2000	Statistics	3
Select 2 courses from the following:		
ITEC 2220	Computer Hardware & Software Concepts	3
ITEC 2245	Microcomputer Database Management	3
ITEC 2261	Web Applications Development	3
		TOTAL 60

PHED 1100 and two PE activities

MANAGEMENT AND MARKETING

The Management and Marketing Program is designed to prepare students for entry-level management and marketing positions or for management or marketing training programs in retail, wholesale, service and manufacturing companies. A student in this program also receives the well-rounded training necessary to initiate and run his/her own business.

A student who completes the requirements will be awarded the Associate of Applied Science degree in Applied Business Technology: Major-Management and Marketing.

COURSES	Hours
ACCT 2101 Principles of Accounting I	3
ACCT 2102 Principles of Accounting II	3
BUSA 1105 Introduction to Business	3
BUSA 2155 Business Law	3
CISM 2201 Fundamentals of Computer Applications	3
BUSA 2105 Communicating in the Business Environment OR	
COMM 1100 Human Communications	3
ECON 2105 Principles of Macroeconomics OR	
ECON 2106 Principles of Microeconomics	3
ENGL 1101 Composition I	3
ENGL 1102 Composition II	3
HIST 2112 United States History II	3
Humanities Elective (see page 98)	3
MATH 1101 Math Modeling OR	
MATH 1111 College Algebra	3
MGMT 2165 Principles of Management	3
MGMT 2166 Small Business Management	3
MGMT 2167 Human Resource Management	3
MKTG 2175 Principles of Marketing	3
MKTG 2176 Advertising and Sales Promotion	3
MKTG 2177 Personal Selling	3
POLS 1101 American Government	3
Select 6 hours from the following:	
Any BUSA or ITEC course (other than courses already required)	6
	TOTAL 63

PHED 1100 and two PE activities

Certificate in Information Technology

Successful completion of this program enables the student to gain employment in businesses and industries which use microcomputers to perform word processing, spreadsheet, and database management operations. Students majoring in this certificate program are required to earn a "C" or better in all CISM and ITEC courses and will receive a Certificate in Information Technology.

COURSES		Hours
ENGL 1101*	Composition I	3
HIST 2112*	United States History II	3
POLS 1101*	American Government	3
CISM 2201*	Fundamentals of Computer Applications	3
Any 7 of the following courses below:		
ITEC 2215*	Introduction to Information Technology	3
ITEC 2220*	Micro Hardware & Software	3
ITEC 2230	Advanced Office Applications	3
ITEC 2236	Introduction to Multimedia for Web	3
ITEC 2245	Microcomputer Database Management	3
ITEC 2260*	Computer Programming I	3
ITEC 2261	Web Applications Development	3
ITEC 2370*	Computer Programming II	3
		TOTAL 33

PHED 1100 and two PE activities

* These courses can be applied toward an Associate of Science degree in Information Technology. The student may then transfer to the Macon State program on the ABAC campus and receive a Bachelor of Science in Information Technology degree.

Certificate in Management and Marketing

The Management and Marketing program is designed to prepare students for entry-level management and marketing positions or for management or marketing training programs in retail, wholesale, service and manufacturing companies. A student in this program also receives the well-rounded training necessary to initiate and run his/her own business.

The objective of this certificate option is to give a student the foundation needed for obtaining a sales or service position in a merchandising firm. A student who completes the requirements under this option will receive a Certificate in Applied Business Technology: Management and Marketing.

COURSES		Hours
ENGL 1101*	Composition I	3
ENGL 1102	Composition II OR	
BUSA 2105*	Communicating in the Business Environment	3
HIST 2112*	United States History II	3
CISM 2201*	Fundamentals of Computer Applications	3
BUSA 1105*	Introduction to Business	3
BUSA 2155	Business Law	3
MGMT 2166	Small Business Management	3
MKTG 2175	Principles of Marketing	3
MKTG 2176	Advertising & Sales Promotion	3
MKTG 2177	Personal Selling	3
POLS 1101*	American Government	3
	TOTAL	33

PHED 1100 and two PE activities

* These courses can be applied toward an Associate of Science degree in Business Administration. All of these courses can be applied toward an Associate of Applied Science degree in Management and Marketing.

Certificate in General Business

This program is designed to acquaint students with the fundamental aspects of the American business environment. Those who complete this program will be familiar with the various tracts within the business discipline and be better prepared to make a decision regarding further study and/or training.

COURSES		Hours
ACCT 2101	Principles of Accounting I	3
BUSA 2105	Communicating in the Business Environment	3
CISM 2201	Fundamentals of Computer Applications	3
ECON 2105	Principles of Macroeconomics	3
ENGL 1101	Composition I	3
MATH 1111	College Algebra	3
TOTAL		18

Certificate in Office Technology

Individuals who complete this program will be skilled in the use and application of Microsoft Office in a professional administrative environment. They will also be prepared for MOUS (Microsoft Office User Specialist) testing. These individuals will be prepared for employment as administrative assistants and/or management trainees.

COURSES		Hours
CISM 2201	Fundamentals of Computer Applications	3
ITEC 2215	Introduction to Information Technology	3
ITEC 2220	Micro Hardware & Software	3
ITEC 2230	Advanced Office Applications	3
ITEC 2245	Microcomputer Database Management	3
ITEC 2261	Web Applications Development	3
TOTAL		18

Certificate in Web Technologies

Individuals who complete this program will be skilled in the development of web-based applications including the incorporation of a variety of media to build data-driven web sites. They will also learn the principles of web-server management. These individuals will be prepared for employment as webmasters and/or instructional support specialists.

COURSES		Hours
CISM 2201	Fundamentals of Computer Applications	3
ITEC 2215	Introduction to Information Technology	3
ITEC 2220	Micro Hardware & Software	3
ITEC 2236	Introduction to Multimedia for Web	3
ITEC 2245	Microcomputer Database Management	3
ITEC 2261	Web Applications Development	3
TOTAL		18