

LANSING COMMUNITY COLLEGE

Business, Economics & Management

Curriculum Code: 0243
(Effective Fall 2018 –
Summer 2023)

Business Administration A.B. Pathway

This degree, which can be completed entirely online, provides basic instruction in key business areas such as management, marketing, finances, computers and other business-related areas. Graduates may qualify for entry level/hands-on positions. Additional education will enhance an individual's employment and advancement opportunities. Not all courses in this program transfer to all colleges. Students planning to transfer should see an academic advisor before enrolling in any course.

For More Information

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number (517) 483-1522, or the Academic Advising Department, Gannon Building - StarZone, telephone number (517) 483-1904.

Students in this program **choose a pathway, Accounting/Finance, Entrepreneurial, General Business or Management**, to determine the courses needed to complete the degree.

Semester I	Course Title	Prerequisites	Credit/Billing Hours
Writing Core Area - <i>Select 1</i>			
ENGL 121	Composition I	Reading Level 5 and Writing Level 6 or (Reading Level 4 and Writing Level 4 and ENGL 099 concurrently)	4 / 4
ENGL 131	Honors Composition I	Reading Level 5 and Writing Level 7	4 / 4
Global Perspectives & Diversity Core Area - <i>Select 1</i> <i>For students taking the General Business Pathway, COMM 280 is recommended</i>			
COMM 280	Intercultural Communication	Reading Level 5 and Writing Level 6	3 / 3
MGMT 234	Diversity in the Workplace	Reading Level 5 and Writing Level 6	3 / 3
Program of Study Requirements			
BUSN 118	Introduction to Business	Reading Level 5 or (Reading Level 4 and ENGL 099 concurrently) and Writing Level 4	3 / 3
MKTG 200	Principles of Marketing	Reading Level 5 and Writing Level 6	3 / 3

Electives - <i>Select 1</i>			
<i>Courses may not be duplicated</i>			
MKTG 100	Current Issues in Business	Reading Level 5 and Writing Level 6	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	Reading Level 5 and Writing Level 4	3 / 3
MKTG 221	Consumer Behavior	Reading Level 5 and Writing Level 4	3 / 3
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
Credits			16 / 16
Semester II	Course Title	Prerequisites	Credit/Billing Hours
Math Core Area - <i>Select 1</i>			
MATH 119	Math - Applications for Living	(Minimum 2.0 in MATH 105 or MATH 106 or MATH 107 or Math Level 5) and Reading Level 5 and Writing Level 4	4 / 4
MATH 120	College Algebra	(Minimum 2.0 in MATH 109 or MATH 112 within 2 years or Math Level 6 within 2 years) and Reading Level 5 and Writing Level 4	4 / 4
STAT 170	Introduction to Statistics	(Minimum 2.0 in MATH 105 or MATH 106 or above or Math Level 5) and Reading Level 5 and Writing Level 4	4 / 4
Communication Core Area - <i>Select 1</i>			
COMM 130	Fund of Public Speaking	Reading Level 5 and Writing Level 6	3 / 3
Program of Study Requirements			
BUSN 201	International Business	Reading Level 5 and Writing Level 4	3 / 3
ECON 201	Principles of Economics-Micro	Reading Level 5 and Math Level 4	4 / 4

Electives - <i>Select 1</i>			
<i>Courses may not be duplicated</i>			
MKTG 100	Current Issues in Business	Reading Level 5 and Writing Level 6	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	Reading Level 5 and Writing Level 4	3 / 3
MKTG 221	Consumer Behavior	Reading Level 5 and Writing Level 4	3 / 3
MKTG 229	Public Relations	Reading Level 5 and Writing Level 4	3 / 3
Credits			17 / 17
Semester III	Course Title	Prerequisites	Credit/Billing Hours
Science Core Area - <i>Select 1</i>			
BIOL 120	Environmental Science	(Reading Level 5 or ENGL 099 concurrently) and Writing Level 6	4 / 6
CHEM 135	Chemistry in Society	Reading Level 5 and Writing Level 6 and (Math Level 4 or minimum 2.0 in MATH 105 or MATH 106)	4 / 5
PHYS 120	The Art of Physics	Reading Level 5 and Writing Level 6 and (Math Level 5 or MATH 107 concurrently or MATH 109 concurrently)	4 / 5
Program of Study Requirements			
ACCG 210	Principles of Accounting I	Reading Level 5 and Math Level 4	4 / 4
MGMT 200	Creative Thinking for Business	Reading Level 5 and Writing Level 6	3 / 3
MGMT 225	Principles of Mgmt/Leadership	Reading Level 5 and Writing Level 6	3 / 3
Credits			14 / 15-16

Semester IV	Course Title	Prerequisites	Credit/Billing Hours
Program of Study Requirements			
LEGL 215	Business Law-Basic Principles	None	3 / 3
Choose a pathway, Accounting/Finance, Entrepreneurial, General Business or Management, to determine the courses needed to complete the degree.			
Accounting/Finance Pathway (14 credits)			
ACCG 161	Accounting with Quickbooks	Reading Level 4 and Math Level 4	2 / 2
ACCG 211	Principles of Accounting II	Minimum 2.0 in ACCG 210 and Reading Level 5 and Math Level 4	4 / 4
BUSN 250	Personal Finance	Reading Level 5 and Writing Level 4 and Math Level 5	3 / 3
BUSN 251	Stock Market Essentials	Reading Level 5 and Writing Level 4	3 / 3
BUSN 254	Introduction to Investments	Reading Level 5 and Writing Level 4	2 / 2
Entrepreneurial Pathway (11 credits)			
BUSN 155	Marketing Your Small Business	Reading Level 5 and Writing Level 4 and Math Level 4	1 / 1
BUSN 157	Business Feasibility Analysis	Reading Level 5 and Writing Level 4 and Math Level 4	2 / 2
BUSN 150	Legal Issues: Start Small Busn	Reading Level 5 and Writing Level 4	2 / 2
BUSN 160	Starting a Business	Reading Level 5 and Writing Level 4 and Math Level 4	4 / 4
BUSN 161	Writing a Business Plan	Minimum 3.0 in BUSN 160 and Reading Level 5 and Writing Level 6 and Math Level 4	2 / 2

General Business Pathway (12 credits)			
BUSN 160`	Starting a Business	Reading Level 5 and Writing Level 4 and Math Level 4	4 / 4
MGMT 150	Managing Customer Relations	Reading Level 5 and Writing Level 6	3 / 3
ACCG 161	Accounting with Quickbooks	Reading Level 4 and Math Level 4	2 / 2
MGMT 234	Diversity in the Workplace	Reading Level 5 and Writing Level 6	3 / 3
Management Pathway (12 credits)			
MGMT 223	Supervisory Skills	Reading Level 5 and Writing Level 6	3 / 3
MGMT 224	Human Resource Management	Reading Level 5 and Writing Level 6	3 / 3
MGMT227	Training/Development for Busn	Reading Level 5 and Writing Level 6	3 / 3
MGMT228	Organization Behavior	Reading Level 5 and Writing Level 6	3 / 3
Credits			14-17 / 14-17
Total Credits			61-64 / 62-66