

# Business Administration

## Business Administration Degrees and Certificates

### Business Administration, Associate in Applied Science

Designed for students who wish to immediately embark on their careers upon graduating with an associate degree. The A.A.S. in Business Administration will emphasize the skills necessary for the student to be successful in entry-level positions in management, real estate, sales, marketing, accounting, logistics and human resources management.

For additional information, contact area coordinator, Dr. Karl Giulian, at (609) 343-4996 or [kgiulian@atlanticcape.edu](mailto:kgiulian@atlanticcape.edu).

#### Upon completion of this program students will be able to:

- Evaluate ethics, social responsibility, honesty and accuracy in business reporting;
- Communicate basic business principles effectively in written, oral and technology based applications;
- Describe the impact of government in business activities;
- Analyze business situations and evaluate possible solutions;
- Demonstrate basic understanding of business management disciplines and corporate cultures;
- Demonstrate proficiency in applying basic financial and accounting principles;
- Compare and contrast various career opportunities.

(BUSI-Fall 2024)

## General Education Courses

When a course is not specified, refer to the list of approved General Education courses.

### Communication

Course #	Title	Credits
ENGL101	Composition I	3
ENGL102	Composition II	3

### Mathematics-Science-Technology

Course #	Title	Credits
	General Education Mathematics Course (4 credits)	4
	General Education Science Course (4 credits)	4

### Social Science

Course #	Title	Credits
ECON110	Macroeconomics	3

### Humanities

Course #	Title	Credits
	Choose one: HIST101, HIST102, HUMT201 or HUMT202 (3 credits)	3

## Program Courses

Course #	Title	Credits
ACCT130	Financial Accounting	4
ACCT131	Managerial Accounting	4
BUSN101	Introduction to Business	3
BUSN202	Principles of Marketing	3
BUSN/HOSP205	Human Resources Management	3
BUSN210	Business Law I	3
BUSN222	Principles of Management	3
BUSN/CISM247	Management Information Systems	3
BUSN295	Career Development in Business Administration	2
CISM125	Introduction to Computers	3
ECON210	Microeconomics	3

## Program Electives

Note: Liberal Arts courses include college-level courses with the following alphas: ANTH, ARTS, BIOL, CHEM, COMM, DANC, ECON, ENGL, ESCI, FREN, GEOG, GOVT, HIST, HUMT, ITAL, MATH, MUSC, PHIL, PHYS, PSYC, RELG, SGNL, SOCL, SPAN, THEA

Course #	Title	Credits
	Choose a course from the following alphas: ACCT, BUSN, CISM, HOSP, LEGL or OSTM (3 credits)	3
	Choose any Liberal Arts (see list of alphas) or Business (BUSN) course (3 credits)	3
	Total Credits	60

## Recommended Sequence of Courses

### First Semester

Course #	Title	Credits
BUSN101	Introduction to Business	3
CISM125	Introduction to Computers	3
ECON110	Macroeconomics	3
ENGL101	Composition I	3
	General Education Mathematics Course (4 credits)	4

### Second Semester

Course #	Title	Credits
ECON210	Microeconomics	3
ENGL102	Composition II	3
	General Education Science Course (4 credits)	4
	Choose one: HIST101, HIST102, HUMT201 or HUMT202 (3 credits)	3

## Third Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ACCT130	Financial Accounting	4
BUSN202	Principles of Marketing	3
BUSN210	Business Law I	3
BUSN222	Principles of Management	3
	Choose a course from the following alphas: ACCT, BUSN, CISM, HOSP, LEGL or OSTM (3 credits)	3

## Fourth Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ACCT131	Managerial Accounting	4
BUSN/HOSP205	Human Resources Management	3
BUSN/CISM247	Management Information Systems	3
BUSN295	Career Development in Business Administration	2
	Choose any Liberal Arts (see list of alphas) or Business (BUSN) course (3 credits)	3

# Esports - Option, Associate in Applied Science

The Esports Option in Business Administration is designed for students who wish to acquire knowledge about the business of Esports, including future employers and other stakeholders in the industry. Students will develop business skills while being introduced the basic concepts of the business of Esports and game design. Students will examine business disciplines, review the language of Esports, learn the basics of game design and study the general components of the industry. This program prepares students with skills and tools needed to enter the Esports industry in an introductory management position.

For additional information, contact area coordinator, Dr. Karl Giulian, at (609) 343-4996 or [kgiulian@atlanticcape.edu](mailto:kgiulian@atlanticcape.edu).

## Upon completion of this program students will be able to:

- Evaluate ethics, social responsibility, honesty and accuracy in business and Esports reporting;
- Communicate basic business principles effectively in written, oral and technology-based applications;
- Analyze business and Esports situations and evaluate possible solutions;
- Demonstrate basic understanding of business, Esports;
- Demonstrate proficiency in applying basic financial and accounting principles;
- Demonstrate a basic understanding of game development and gaming event planning;
- Compare and contrast various career paths.

(ESPO-Fall 2024)

## General Education Courses

When a course is not specified, refer to the list of approved General Education courses.

### Communication

Course #	Title	Credits
ENGL101	Composition I	3
ENGL102	Composition II	3

### Mathematics-Science-Technology

Course #	Title	Credits
	General Education Mathematics Course (4 credits)	4
	General Education Science Course (4 credits)	4

### Social Science

Course #	Title	Credits
ECON110	Macroeconomics	3

### Humanities

Course #	Title	Credits
	Choose one: HIST101, HIST102, HUMT201 or HUMT202 (3 credits)	3

# Program Courses

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ACCT130	Financial Accounting	4
ACCT131	Managerial Accounting	4
BUSN144	Introduction to Esports	3
BUSN150	Principles of Esports & Event Planning	3
BUSN202	Principles of Marketing	3
BUSN/HOSP205	Human Resources Management	3
BUSN210	Business Law I	3
BUSN222	Principles of Management	3
BUSN295	Career Development in Business Administration	2
CISM125	Introduction to Computers	3
ECON210	Microeconomics	3
GAME110	Fundamentals of Game Design	3
GAME150	Introduction to Game Programming	3
	Total Credits	60

## Recommended Sequence of Courses

### First Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
BUSN144	Introduction to Esports	3
CISM125	Introduction to Computers	3
ECON110	Macroeconomics	3
ENGL101	Composition I	3
	General Education Mathematics Course (4 credits)	4

### Second Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ECON210	Microeconomics	3
ENGL102	Composition II	3
GAME110	Fundamentals of Game Design	3
	General Education Science Course (4 Credits)	4

### Third Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ACCT130	Financial Accounting	4
BUSN202	Principles of Marketing	3
BUSN210	Business Law I	3
BUSN222	Principles of Management	3
	Choose one: HIST101, HIST102, HUMT201 or HUMT202 (3 credits)	3

## Fourth Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ACCT131	Managerial Accounting	4
BUSN150	Principles of Esports & Event Planning	3
BUSN/HOSP205	Human Resources Management	3
GAME150	Introduction to Game Programming	3
BUSN295	Career Development in Business Administration	2

# Business Administration, Associate in Science

Designed for students who wish to transfer to a four-year institution, this degree offers a broad introduction to business administration and provides the background necessary to move into baccalaureate majors in fields such as accounting, management, marketing, economics and human resources management.

Atlantic Cape provides many different and flexible opportunities in business education to meet the varied needs and interests of its student body. The Associate in Applied Science and the Associate in Science degrees are designed to facilitate these needs and interests.

For additional information, contact area coordinator, Dr. Karl Giulian, at (609) 343-4996 or [kgiulian@atlanticcape.edu](mailto:kgiulian@atlanticcape.edu).

## Upon completion of this program students will be able to:

- Evaluate ethics, social responsibility, honesty and accuracy in business reporting;
- Communicate basic business principles effectively in written, oral and technology based applications;
- Describe the impact of government in business activities;
- Analyze business situations and evaluate possible solutions;
- Demonstrate basic understanding of business management disciplines and corporate cultures;
- Demonstrate proficiency in applying basic financial and accounting principles.

(BUSN-Fall 2024)

## General Education Courses

When a course is not specified, refer to the list of approved General Education courses.

### Communication

Course #	Title	Credits
ENGL101	Composition I	3
ENGL102	Composition II	3

### Mathematics-Science-Technology

\*Students planning on transferring to a four-year institution are strongly advised to speak with a transfer advisor regarding Math requirements as requirements may vary.

Course #	Title	Credits
	General Education Mathematics Course (4 credits)	4
MATH220	Statistical Methods	4
	General Education Science Course (4 credits)	4

### Social Science

Course #	Title	Credits
	General Education Social Science Course (3 credits)	3
ECON110	Macroeconomics	3

# Humanities

Course #	Title	Credits
	General Education Humanities Course (3 credits)	3
	General Education Humanities Course (3 credits)	3

## Program Courses

Course #	Title	Credits
ACCT130	Financial Accounting	4
ACCT131	Managerial Accounting	4
BUSN101	Introduction to Business	3
BUSN202	Principles of Marketing	3
BUSN210	Business Law I	3
BUSN222	Principles of Management	3
BUSN/CISM247	Management Information Systems	3
BUSN290	Practicum in Business Administration	1
ECON210	Microeconomics	3

## Program Electives

Note: Liberal Arts courses include college-level courses with the following alphas: ANTH, ARTS, BIOL, CHEM, COMM, DANC, ECON, ENGL, ESCI, FREN, GEOG, GOVT, HIST, HUMT, ITAL, MATH, MUSC, PHIL, PHYS, PSYC, RELG, SGNL, SOCL, SPAN, THEA

Course #	Title	Credits
	Choose any Business (BUSN) course, Liberal Arts course (see list of alphas), or CISM125 (3 credits)	3

## Technological Competency: 0-4 Credits

(Is fulfilled with CISM125 or CISM132, which may be taken as a Program Elective, testing or reviewed departmental portfolio.)

Total Credits	60
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## Recommended Sequence of Courses

### First Semester

Course #	Title	Credits
BUSN101	Introduction to Business	3
ECON110	Macroeconomics	3
ENGL101	Composition I	3
	General Education Mathematics Course (4 credits)	4



## Second Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ECON210	Microeconomics	3
ENGL102	Composition II	3
MATH220	Statistical Methods	4
	General Education Humanities Course (3 credits)	3
	General Education Humanities Course (3 credits)	3

## Third Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ACCT130	Financial Accounting	4
BUSN222	Principles of Management	3
BUSN210	Business Law I	3
	General Education Science Course (4 credits)	4
	General Education Social Science Course (3 credits)	3

## Fourth Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ACCT131	Managerial Accounting	4
BUSN202	Principles of Marketing	3
BUSN/CISM247	Management Information Systems	3
BUSN290	Practicum in Business Administration	1
	Choose any Business (BUSN) course, Liberal Arts course (see list of alphas), or CISM125 (3 credits)	3

# Business Administration, Certificate

The Business Administration Certificate Program provides students with an opportunity to learn and develop skills that will help them find immediate employment in entry-level supervision and supervisory positions. This Certificate is also intended for students who plan to continue with their Associate degree or transfer to 4-year institutions.

The Business Administration Certificate Program includes up to 17 credits of general education coursework and up to 19 credits of Atlantic Cape's Business Administration degree program coursework. Credits earned may be applied to a Business Administration, A.S. or Business Administration, A.A.S. degree.

For information, contact area coordinator, Dr. Karl Giulian, at (609)343-4996 or [kgiulian@atlanticcape.edu](mailto:kgiulian@atlanticcape.edu).

(BUSC–Fall 2022)

## Upon completion of this program students will be able to:

- Summarize the importance of ethics, social responsibility, honesty and accuracy in business reporting;
- State basic business principles effectively in written, oral and technology-based applications;
- Identify the impact of government on business activities;
- Recognize business problems and describe possible solutions;
- Outline basic business functions and recognize corporate cultures;
- Explain financial and accounting principles.

## General Education Courses

When a course is not specified, refer to the list of approved General Education courses.

### Communication

Course #	Title	Credits
ENGL101	Composition I	3

### Mathematics-Science-Technology

Course #	Title	Credits
	General Education Mathematics Course (4 credits)	4

### Social Science

Course #	Title	Credits
ECON110	Macroeconomics	3

### General Education Electives

Course #	Title	Credits
	Choose: CISM125 or COMM120 (3 credits)	3

## Program Courses

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ACCT130	Financial Accounting	4
BUSN101	Introduction to Business	3
BUSN202	Principles of Marketing	3
BUSN210	Business Law I	3
BUSN222	Principles of Management	3

## Program Elective

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
	Choose: BUSN106-Business Ethics, BUSN205-Human Resources Management, ENGL102-Composition II, or a General Education Science course	3-4
	<b>Total Credits</b>	<b>32-33</b>

## Recommended Sequence of Courses

### First Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
BUSN101	Introduction to Business	3
ECON110	Macroeconomics	3
ENGL101	Composition I	3
	General Education Mathematics Course (4 credits)	4
	Choose: CISM125 or COMM120 (3 credits)	3

### Second Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
ACCT130	Financial Accounting	4
BUSN202	Principles of Marketing	3
BUSN210	Business Law I	3
BUSN222	Principles of Management	3
	Choose: BUSN106-Business Ethics, BUSN205-Human Resources Management, ENGL102-Composition II, or a General Education Science course	3-4

# Business Leadership Professional, Professional Series

This series is designed for the person who is transitioning into a supervisory position and does not have a business degree. The series is 4 college classes (12 credits) that will familiarize the student with common business terminology, fundamental business concepts and current business issues and trends. These courses will prepare the student for leadership opportunities within the business world. All courses in the series are offered during the regular semesters in a variety of delivery options. Credits earned can be applied towards the Business Administration, A.S. and A.A.S. degrees.

For information, contact the area coordinator, Dr. Karl Giulian, at (609) 343-4996 or [kgiulian@atlanticcape.edu](mailto:kgiulian@atlanticcape.edu).

## Upon completion of this program students will be able to:

- Describe the role of business in society;
- Utilize proper marketing terminology;
- Explain the importance of marketing in for-profit and not-for-profit businesses;
- Identify the different levels, roles and functions of managers;
- Compare and contrast the external and internal environments that impact management;
- Discuss ethical issues more clearly, critically and logically.

(ZBLP)

## Courses

Course #	Title	Credits
BUSN101	Introduction to Business	3
BUSN202	Principles of Marketing	3
BUSN106	Business Ethics	3
BUSN222	Principles of Management	3
	Total Credits	12

# Entrepreneurial Professional, Professional Series

This series is designed for an Entrepreneur who is looking to better understand and develop themselves as an Entrepreneur. The series includes four college classes (13 credits) that will introduce the Entrepreneur to the basics in planning a new business as well as operating the small business. The course work will prepare the student to do the basic accounting, management and marketing tasks required for business success. All courses in the series are offered during the regular semesters in a variety of delivery options. Credits earned can be applied towards the Business Administration, A.S. and A.A.S. degrees.

For information, contact the area coordinator, Dr. Karl Giulian, at (609)343-4996 or [kgiulian@atlanticcape.edu](mailto:kgiulian@atlanticcape.edu).

## Upon completion of this program students will be able to:

- Describe the role of business in society;
- Utilize proper marketing terminology;
- Explain the importance of marketing in for profit and not for profit businesses;
- Recognize the challenges associated with start-up ventures, franchises or family-run succession as entrepreneurial opportunities;
- Explain the steps involved in, and benefits of, writing a business model as an initial step in creating a business plan;
- Apply basic accounting cycle concepts utilizing Quickbooks Pro.

(ZENP)

## Courses

Course #	Title	Credits
ACCT130	Financial Accounting	4
BUSN101	Introduction to Business	3
BUSN104	Entrepreneurship	3
BUSN202	Principles of Marketing	3
	Total Credits	13

## Human Resources Professional, Professional Series

This series is designed to provide students with the knowledge needed for entry-level human resources and/or supervisory positions. The series includes four college classes (12 credits) that will provide the student with a foundation in management, human resources, ethics and employment law. All courses in the series are offered during the regular semesters in a variety of delivery options. Credits earned can be applied towards the Business Administration, A.S. and A.A.S. degrees.

For information, contact the area coordinator, Dr. Karl Giulian, at (609)343-4996 or [kgiulian@atlanticcape.edu](mailto:kgiulian@atlanticcape.edu).

### Upon completion of this program students will be able to:

- Explain the human resource management process and its importance to organizational effectiveness;
- Identify the different levels, roles and functions of managers;
- Compare and contrast the external and internal environments that impact management;
- Discuss ethical issues more clearly, critically and logically;
- Examine leadership theories, models and perspectives within a variety of workplace situations and organizational cultures;
- Articulate an understanding of power, influence and change as related to leadership styles.

(ZHRP)

## Courses

Course #	Title	Credits
BUSN106	Business Ethics	3
BUSN/HOSP205	Human Resources Management	3
BUSN222	Principles of Management	3
ECON110	Macroeconomics	3
	Total Credits	12

## Business Administration Courses

### BUSN/CISM247 : Management Information Systems

Introduces the concept of information as a resource in business and the integration and management of various information resources in a business organization, including management information systems, decision support systems, telecommunications, data management and office automation. Analysis of the manager's role in information system design and the management of information system departments.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

BUSN222 and CISM125

## BUSN/HOSP205 : Human Resources Management

Studies the internal problems of management related to the administration of staffing, interviewing, selection, labor relations, promotion and separation policies, and expatriate training, roles and responsibilities.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

BUSN222 (may be taken concurrently), or permission of instructor.

## BUSN101 : Introduction to Business

The nature of American business, its opportunities, and capitalistic environment. Topics include various types of ownership, organization, management, marketing, industries, personnel, labor and legal considerations.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

## BUSN104 : Entrepreneurship

Study of the problems in operating a small business. Includes site selection, insurance, record keeping, inventory control, buying, promotion and employee relations.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

## BUSN106 : Business Ethics

Course requires students to confront provoking ethical issues by first examining their personal values system, along with critical thinking and reasoning skills, and placing these systems and skills into challenging ethical dilemmas. The course emphasizes ethical issues currently being faced in all lines of business and workplace organizations. Students will be introduced to the concepts of corporate governance and corporate social responsibility. Documented case studies from actual businesses will be used to illustrate and analyze ethical dilemmas.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

## BUSN142 : Personal Finance

This course provides students with a basic understanding of personal finance so they may properly prepare and manage their financial needs. Topics include, but are not limited to, personal financial planning, budgeting, income taxes, cash management, credit cards and debt, various types of insurances, homeownership, stocks, bonds and mutual funds, retirement and estate planning.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL080 with a grade of C or better or placement into ENGL101.

## BUSN144 : Introduction to Esports

This course introduces students to the industry of Esports. The course examines the essential foundation of how to create value via solving problems and fulfilling consumers' wants and needs in the industry. The course highlights the rapidly changing business cycles of the Esports industry with particular interest in the unique operational challenges faced by managers given their roles and functions in the organization.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL080 with a grade of C or better or placement into ENGL101

## **BUSN150 : Principles of Esports & Event Planning**

This course focuses on the management skills of planning, organizing, leading and controlling Esports events. This course will also focus on the management skills needed to identify and understand the techniques used to analyze and categorize the risks that come with managing Esports events. Additional emphasis will be placed on the ethics and social responsibility concerns that are relevant to the industry. This course will also help the student develop their Esports management skills in decision-making, motivation, change and innovation. Additionally, students will study the impact of the various stakeholders, business environments, scheduling and event budgeting.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

BUSN144

## **BUSN202 : Principles of Marketing**

Introduces the basic elements of the marketing mix including product, pricing, distribution and promotional concepts. Acquaints students with marketing terminology and prepares them for advanced study in component areas of marketing. This course is the logical first step for those planning further study in advertising, retailing, small business, sales and international marketing or for students seeking to add a dimension of business basics to their non-business program.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

## **BUSN210 : Business Law I**

Foundations of the law of contracts, elements, rights, remedies and discharge; sources of law, court systems, torts and agency; application of the Uniform Commercial Code.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

## **BUSN211 : Business Law II**

Application of law in varied business transactions including negotiable instruments under the Uniform Commercial Code; sales and the formation, operation and dissolution of the sole proprietorship, partnership and corporation.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisite Courses**

BUSN210: Business Law I

## **BUSN222 : Principles of Management**

Principles and techniques used by managers to achieve organizational objectives. Emphasis is on the basic functions performed by managers, including planning, directing, organizing and controlling.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

## BUSN228 : Supply Chain Management

The focus of this course is on understanding the history, principles and major elements of supply chain management. Specific topics include sourcing and purchasing management; managing supplier relationships; demand forecasting; inventory management; quality management; domestic and international transportation; customer relationship management; enterprise resource planning systems; facility location decision-making; performance management; and future challenges facing supply chain managers.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL080 with a grade of C or better or placement into ENGL101.

## BUSN290 : Practicum in Business Administration

Designed to give students the opportunity to develop themselves as future leaders in business as they will experience actual work situations in a professional setting under the supervision of the course instructor. In addition to the 45 hour field experience, students will attend an orientation session and a mid-semester session on a schedule determined by the course instructor.

**Credits** 1

**Lecture Hours** 0

**Lab/Clinical/Field Study Hours** 3

**Prerequisites**

Completion of 15 credits of ACCT, BUSN, and/or ECON.

## BUSN295 : Career Development in Business Administration

Designed to give students the opportunity to develop themselves as future leaders in business as they will experience actual work situations in a professional setting under the supervision of the course instructor. This course will also help the student be better prepared for their job search through the development of an ePortfolio. In addition to the 45 hour field experience, students will attend classroom sessions on a schedule determined by the course instructor.

**Credits** 2

**Lecture Hours** 1

**Lab/Clinical/Field Study Hours** 3

**Prerequisites**

Completion of 15 credits of ACCT, BUSN, and/or ECON.

## CISM/BUSN247 : Management Information Systems

Introduces the concept of information as a resource in business and the integration and management of various information resources in a business organization, including management information systems, decision support systems, telecommunications, data management and office automation. Analysis of the manager's role in information system design and the management of information system departments.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

BUSN222 and CISM125