

# Certificate Business Administration Pathway

<i>Courses Offered at GCHS</i>	
ENGL 111 English Composition	3 credits
BUSN 105 Principles of Management	3 credits
CINS 101 Introduction to Microcomputers	3 credits
ENTR 101 The Entrepreneur & The Enterprise	3 credits
MKTG 101 Principles of Marketing	3 credits
Social & Behavior Science Elective (HIST 101 or 102 or PSYC 101)	3 credits
	18 credits

<i>Courses Offered at IVY TECH- (After High School)</i>	
IVYT 114 Student Success in Business	1 credit
BUSN 101 Introduction to Business	3 credits
BUSN 201 Business Law	3 credits
XXX XXX Business Administration Technical Elective	3 credits
XXX XXX Business Administration Technical Elective	3 credits
	13 credits

<b>30 minimum credits for Certificate</b>
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# IVY TECH COURSE DESCRIPTIONS

## Business Administration Certificate Pathway

### *Courses Offered at GCHS*

#### **ENGL 111 English Composition**

**Transfer IN 3 credits**

English Composition is designed to develop students' abilities to think, organize, and express their ideas clearly and effectively in writing. This course incorporates reading, research, and critical thinking. Emphasis is placed on the various forms of expository writing such as process, description, narration, comparison, analysis, persuasion, and argumentation. A research paper is required. Numerous in-class writing activities are required in addition to extended essays written outside of class.

#### **BUSN 101 Introduction to Business**

**Transfer IN 3 credits**

Examines the American business system in relation to the economic society. Studies business ownership, organization principles and problems, management, control facilities, administration, and development practices of American business enterprises.

#### **CINS 101 Introduction to Microcomputers**

**Transfer IN 3 credits**

Introduces the physical components and operation of microcomputers. Focuses on computer literacy and provides hands-on training in four areas of microcomputer application software: word processing, electronic spreadsheets, database management and presentation software. Use of a professional business integrated applications package is emphasized.

#### **ENTR 101 The Entrepreneur and the Enterprise**

**3 credits**

This is an introductory entrepreneurship course that focuses on the creation of new ventures and the relationship between ideas, entrepreneurs, markets and enterprise as well as the role that entrepreneurship plays in our economy. The course evaluates the business skills and commitment necessary to successfully operate an entrepreneurial venture and help students decide if they have an interest in starting or being part of an entrepreneurially driven business.

#### **MKTG 101 Principles of Marketing**

**3 credits**

Introduces environmental analysis, marketing research, consumer behavior, segmenting, targeting, positioning, branding, product management, price strategy, supply chain management, integrated marketing communications, and market analytics and control. Develop a basic marketing plan.

#### **HIST 101 Survey of American History I**

**Transfer IN 3 credits**

Covers major themes and events in American history from domestic and global standpoints, including exploration of the New World; the colonial period; causes and results of the American Revolution; the development of the federal system of government; the growth of democracy; early popular American culture; territorial expansion; slavery and its effect; reform movements, sectionalism; causes and effects of the Civil War.

#### **HIST 102 Survey of American History II**

**Transfer IN 3 credits**

Covers major themes including the post Civil War period, western expansion, industrial growth of the nation and its effects, immigration and urban discontent and attempts at reform, World War I, the Roaring Twenties, social and governmental changes of the thirties, World War II and its consequences, the growth of the federal government, social upheaval in the sixties and seventies, and recent trends in conservatism, globalization, and cultural diversity.

#### **PSYC 101 Introduction to Psychology**

**Transfer IN 3 credits**

The course focuses on biological foundations, learning processes, research methodologies, personality, human development and abnormal and social psychology.

## *Courses Offered at IVY TECH- (After High School)*

### **IVYT 114 Student Success in Business**

**1 credit**

This course provides students with an overview of skills and strategies necessary to reach their educational, career, and life objectives. Topics include time management, study skills, learning styles, campus and community resources, critical thinking, and utilization of technology, career skills, and diversity in society.

### **BUSN 105 Principles of Management**

**3 credits**

Describes the functions of managers, including the management of activities and personnel. Focuses on application of guidance principles in management.

### **BUSN 201 Business Law**

**3 credits**

Describes the judicial system and the nature and sources of law affecting business. Studies contracts, sales contracts with emphasis on Uniform Commercial Code Applications, remedies for breach of contract and tort liabilities. Examines legal aspects of property ownership, structures of business ownership, and agency relationships.

### **XXXX XXX Business Administration Technical Elective**

**3 credits**

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**3 credits**