



## San Jose City College

Enter your institution 6-digit OPEID:

**0128200**

PROGRAM NAME & LENGTH: **Business Management 3 - 15 Months**

Enter Department of Education 6-digit CIP for program (Ex: 11.0101) and click on "Search CIP":

**52.0201**

CIP Program description:

The Business Department offers degrees and certificate programs in three major areas: Entrepreneurship, Management, and Marketing. The degree programs require a total of 60 units; of which, 24 units are selected from General Education areas and the remaining 36 units are selected from a business major concentration. Several levels of certificates are available in each of the three areas of concentration. The certificate programs can be completed without the requirements of General Education.

The business programs are designed for students who are planning to begin a business career, preparing to assume positions of responsibility, or planning to operate their own businesses. The following are brief descriptions of each of the following areas of concentrations:

### ENTREPRENEURSHIP

For those who are planning to start their own businesses, the Entrepreneurship program offers a unique opportunity to learn all the "how-tos" from conceptual stage through implementation and operating stages. Built on the foundation of writing a business plan, to acquisition of funding, to marketing and management, students will be able to learn the A-Z in starting and managing a successful small business.

### MANAGEMENT

This program is designed with consideration of the skills in management and supervision in today's ever-changing business environment. Students are introduced to a variety of subjects including fundamentals of management, marketing, advertising, human relations, leadership, and international business.

### MARKETING

In a competitive business environment today, technology comes and goes; however, one skill remains constant—the ability to market. This program is designed for those students who are interested in pursuing a career in one of the most exciting careers in existence. Completion of this program will prepare students to seek employment in marketing and sales in a variety of domestic and international businesses

including hi-tech, retail, advertising, and consumer or industrial products.

Enter the name of the program, if different than the CIP program description provided above:

Select the level for this program: Certificate

Enter the program length in months: 15

**RELATED OCCUPATIONS:**

**COST:**

Enter the total tuition and required fees for the entire program completed in normal time:

1124

Enter the total estimated costs for books and supplies for the entire program:

2760

Enter the total annual room and board charges for living on campus:

Check here if your institution does not offer on-campus living

Enter the URL for program cost information available on your institution's website under Sec. 668.43(a):

**DEBT AT PROGRAM COMPLETION:**

Enter the number of students completing the program between July 1, 2009 and June 30, 2010:

2

Of the **XXX** *[pre-populated from the response above]* completers reported above, enter the number completing with any student loan debt: *[The percentage of students completing the program with debt will be calculated using this field and the field above]*

For all students (both borrowers and non-borrowers) completing the program between July 1, 2009 and June 30, 2010, enter the median cumulative debt for each of the following:

Federal student loan debt: 0

Private loan debt: n/a

Institutional financing plan debt: **n/a**

**PROGRAM COMPLETION IN NORMAL TIME:**

Enter the normal time in months to complete program as published in your institution catalog:

**21**

Of the **XXX** *[pre-populated from response to the first question in the debt at program completion section]* students completing the program between July 1, 2009 and June 30, 2010, enter the number who completed the program within the normal time reported above:

**n/a**

**JOB PLACEMENT:**

Enter the job placement rate for program completers:

**n/a** %

For the job placement rate reported above, enter the following information to be included in the template as context for the job placement rate.