

San José City College
Associate in Science Degree
2016-2017

BUSINESS

The Business Department offers Associate in Science 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. A “C” grade or better is required in all degree and certificate major and major elective courses.

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. Career options could include: Small/Medium Size Business Owner or Start-up Business Owner.

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. Career options could include: Entry-Level Supervisor.

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. Career options could include: Marketing Assistant, Assistant Product Researcher or Retail Sales.

FOR ADDITIONAL INFORMATION, SEE A COUNSELOR, VISIT THE CAREER/TRANSFER CENTER, OR CONTACT:

Momoh Lahai, momoh.lahai@sjcc.edu
Business and Workforce Development Division
San José City College Web Page

408-298-2181 ext. 3636
408-288-3131
www.sjcc.edu

BUSINESS
Entrepreneurship

<u>CERTIFICATE OF ACHIEVEMENT - LEVEL 2:</u>		<u>UNITS</u>
Choose <u>one</u> of the following:		3-5
ACCTG 020	Financial Accounting	5
– OR –		
ACCTG 101	Bookkeeping for Small Business	3
Plus <u>all</u> of the following:		
BUS 068	Small Business Management	3
BUS 071	Legal Environment of Business	3
BUS 082	Introduction to Business	3
BUS 120	Marketing Principles	3
CIS 041	Introduction to Computer Information Systems	<u>3</u>
TOTAL		18-20
 <u>CERTIFICATE OF ACHIEVEMENT - LEVEL 3:</u>		
COMPLETION OF CERTIFICATE OF ACHIEVEMENT - LEVEL 2		18-20
Choose 12-14 units from the following:		12-14
ACCTG 021	Managerial Accounting	5
BUS 112	Advertising, Promotion, and Sales	3
BUS 113	Principles of Management	3
BUS 124	International Marketing	3
BUS 126	Retail Management	3
BUS 135	Human Relations and Leadership	<u>3</u>
TOTAL		30-34
 <u>A.S. DEGREE REQUIREMENTS:</u>		
COMPLETION OF CERTIFICATE OF ACHIEVEMENT - LEVEL 3		30-34
6 units of non-duplicated courses from Certificate of Achievement - Level 3		6
– OR – 6 units from the following:		
BUS 060	Fundamentals of Business Statistics – OR –	3
MATH 063	Elementary Statistics	
ECON 010A	Principles of Macroeconomics Theory	3
ECON 010B	Introduction to Microeconomic Theory	3
ENGL 001B	English Composition	3
MATH 061	Finite Mathematics	3
GENERAL EDUCATION PATTERN/GRADUATION REQUIREMENTS		24
PHYSICAL ACTIVITY		<u>1</u>
TOTAL REQUIRED UNITS		61-65

BUSINESS Management

<u>CERTIFICATE OF ACHIEVEMENT - LEVEL 2:</u>	<u>UNITS</u>
Choose <u>one</u> of the following:	3-5
ACCTG 020 Financial Accounting – OR –	5
ACCTG 101 Bookkeeping for Small Business	3
Plus <u>all</u> of the following:	
BUS 071 Legal Environment of Business	3
BUS 082 Introduction to Business	3
BUS 113 Principles of Management	3
BUS 135 Human Relations and Leadership	3
CIS 041 Introduction to Computer Information Systems	<u>3</u>
TOTAL	18-20
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BUS 068 Small Business Management	3
BUS 112 Advertising, Promotion, and Sales	3
BUS 120 Marketing Principles	3
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BUS 126 Retail Management	<u>3</u>
TOTAL	30-34
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BUSINESS Marketing

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