

**San José City College**  
**Associate in Science Degree**  
**2019-2020**

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***BUSINESS***

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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:**

Business and Workforce Development Division  
San José City College Web Page

(408) 288-3131  
www.sjcc.edu

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## ***BUSINESS*** ***Entrepreneurship***

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**MAJOR REQUIREMENTS:**

			<b><u>UNITS</u></b>
ACCTG	020	Financial Accounting	5
– <b>OR</b> –			
ACCTG	101	Bookkeeping for Small Business	3
BUS	068	Entrepreneurship and 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	3

**Choose 18-20 units from the following:**

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	3
ECON	010A	Principles of Macroeconomics Theory	3
ECON	010B	Introduction to Microeconomic Theory	3
ENGL	001B	English Composition	3
MATH	061	Finite Mathematics	3

BUS	060	Fundamentals of Business Statistics*	3
– <b>OR</b> –			
MATH	063	Elementary Statistics*	3

*\*Students may take MATH 063 or BUS 060, but not both.*

MAJOR REQUIREMENTS	36-40
GENERAL EDUCATION REQUIREMENTS	24
PHYSICAL ACTIVITY	<u>1</u>
<b>TOTAL REQUIRED UNITS</b>	<b>61-65</b>

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## ***BUSINESS Management***

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**MAJOR REQUIREMENTS:**

			<b><u>UNITS</u></b>
ACCTG	020	Financial Accounting	5
– <b>OR</b> –			
ACCTG	101	Bookkeeping for Small Business	3
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	3

**Choose 18-20 units from the following:**

ACCTG	021	Managerial Accounting	5
BUS	068	Entrepreneurship and Small Business Management	3
BUS	112	Advertising, Promotion, and Sales	3
BUS	120	Marketing Principles	3
BUS	124	International Marketing	3
BUS	126	Retail Management	3
ECON	010A	Principles of Macroeconomics Theory	3
ECON	010B	Introduction to Microeconomic Theory	3
ENGL	001B	English Composition	3
MATH	061	Finite Mathematics	3
BUS	060	Fundamentals of Business Statistics*	3
– <b>OR</b> –			
MATH	063	Elementary Statistics*	3

*\*Students may take MATH 063 or BUS 060, but not both.*

MAJOR REQUIREMENTS	36-40
GENERAL EDUCATION REQUIREMENTS	24
PHYSICAL ACTIVITY	<u>1</u>
<b>TOTAL REQUIRED UNITS</b>	<b>61-65</b>

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## ***BUSINESS*** ***Marketing***

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**MAJOR REQUIREMENTS:**

			<b><u>UNITS</u></b>
ACCTG	020	Financial Accounting	5
– <b>OR</b> –			
ACCTG	101	Bookkeeping for Small Business	3
BUS	071	Legal Environment of Business	3
BUS	082	Introduction to Business	3
BUS	112	Advertising, Promotion, and Sales	3
BUS	120	Marketing Principles	3
CIS	041	Introduction to Computer Information Systems	3

**Choose 12-14 units from the following:**

ACCTG	021	Managerial Accounting	5
BUS	068	Entrepreneurship and Small Business Management	3
BUS	113	Principles of Management	3
BUS	124	International Marketing	3
BUS	126	Retail Management	3
BUS	135	Human Relations and Leadership	3
ECON	010A	Principles of Macroeconomics Theory	3
ECON	010B	Introduction to Microeconomic Theory	3
ENGL	001B	English Composition	3
MATH	061	Finite Mathematics	3
BUS	060	Fundamentals of Business Statistics*	3
– <b>OR</b> –			
MATH	063	Elementary Statistics*	3

*\*Students may take MATH 063 or BUS 060, but not both.*

MAJOR REQUIREMENTS	36-40
GENERAL EDUCATION REQUIREMENTS	24
PHYSICAL ACTIVITY	<u>1</u>
<b>TOTAL REQUIRED UNITS</b>	<b>61-65</b>