

**San José City College**  
**Certificate of Achievement**  
**Level 3**  
**2020-2021**

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***BUSINESS***

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The Business Department offers 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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**CERTIFICATE OF ACHIEVEMENT - LEVEL 3:****Choose one of the following:**

			<b><u>UNITS</u></b>
ACCTG	020	Financial Accounting	5

**– OR –**

ACCTG	101	Bookkeeping for Small Business	3
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BUS	068	Entrepreneurship and Small Business Management	3
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BUS	071	Legal Environment of Business	3
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BUS	082	Introduction to Business	3
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BUS	120	Marketing Principles	3
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CIS	041	Introduction to Computer Information Systems	3
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**Choose 12-14 units from the following:**

ACCTG	021	Managerial Accounting	5
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BUS	112	Advertising, Promotion, and Sales	3
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BUS	113	Principles of Management	3
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BUS	124	International Marketing	3
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BUS	126	Retail Management	3
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BUS	135	Human Relations and Leadership	3
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<b>TOTAL REQUIRED UNITS</b>			<b>30-34</b>
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***BUSINESS***  
***Management***

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**CERTIFICATE OF ACHIEVEMENT - LEVEL 3:****Choose one of the following:**

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

**Plus all 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	3

**Choose 12-14 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	<u>3</u>

**TOTAL REQUIRED UNITS****30-34**

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***BUSINESS***  
***Marketing***

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**CERTIFICATE OF ACHIEVEMENT - LEVEL 3:****Choose one of the following:**

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

**Plus all of the following:**

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	<u>3</u>

**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	<u>3</u>

**TOTAL REQUIRED UNITS****30-34**