



Business Administration 2013-2014

The Business Administration Major prepares the student for transfer to upper-division status at a four-year educational institution, and for increased professional proficiency, career changes and enhancements, and new employment challenges. This program provides the student with the basic courses necessary to pursue studies in specialized business fields such as international business, finance, advertising, marketing, management, accounting, and banking. All students expecting to work in private or profit organizations, the government, or business are strongly urged to include business principles and other business specialized courses as electives.

Program Learning Outcomes:

- Students shall develop skills to interpret resource allocation through research in basic financial literacy skills, (computation) (critical thinking skills) by analyzing the data with understanding of communication/leadership local and in the global sphere of the business world. This is accomplished in writing and in their oral presentations.
- As a result of these basic business experiences students then can develop strategies on to which area of business they may enter.

Career Opportunities:

Generally, advancement to levels of middle-management and upper-management in business requires at least a Bachelor of Arts degree in Business. There are numerous opportunities in the domestic and international arenas. Careers in marketing, sales, advertising, personnel management, accounting, risk management, and collections are abundant. Business procedures are also applicable to government and other non-profit organizations. Preparation for these fields of specialization are available at most four-year colleges and universities.

Units required for Major: 54

Units required for Certificate: 22-24

Associate Degree Requirements:

- English proficiency: ENGL 1A, 1AH, 1S & 1T, ESLL 26 or equivalent.
- Mathematics proficiency: MATH 57, 105, 108 or equivalent.

A minimum of 90 units is required* to include:

- All Foothill General Education requirements (30 Units)
- Core courses (24 Units)
- Support courses (30 Units)

*Additional elective course work may be necessary to meet the 90-unit minimum requirement for the associate degree.

NOTE: All courses pertaining to the major must be taken for a letter grade. In addition, a GPA of 2.0 or higher is required in all core and support courses for the degree or certificates.

In addition, students having difficulty in attaining an Associate in Art Degree because of timing or availability of classes should consult with a counselor to submit a petition for course substitution.

Program Types:

AA = Associate in Arts Degree.

CS = Certificate of Specialization.

CCC = Career Certificate [Non-Transcriptable].

Core Courses: 24 Unit(s)

ACTG 1A Financial Accounting I (5 units)

ACTG 1B Financial Accounting II (5 units)

BUSI 18 Business Law I (5 units)

BUSI 22 Principles of Business (5 units)

BUSI 59 Principles of Marketing (4 units)

Support Courses: 30 Unit(s)

ACTG 1C Managerial Accounting (5 units)

BUSI 53A Business Communications & Technologies (5 units)

ECON 1A Principles of Macroeconomics (5 units)

ECON 1B Principles of Microeconomics (5 units)

MATH 10 Elementary Statistics (5 units)

And select one from the following:

BUSI 11 Introduction to Information Systems (5 units)

BUSI 19 Business Law II (4 units)

BUSI 53 Survey of International Business (4 units)

BUSI 57 Principles of Advertising (4 units)

BUSI 59A Web Marketing (5 units)

BUSI 59B E-Business (5 units)

BUSI 61 Investment Fundamentals (3 units)

BUSI 62 Principles of Salesmanship (3 units)

BUSI 70 Business Professional Ethics (4 units)

BUSI 70R Independent Study in Business (1-4 units)

BUSI 90A Principles of Management (4 units)

BUSI 91L Introduction to Business Information Processing (4 units)

BUSI 95 Entrepreneurship - Small Business Management (4 Units)

CSU campuses require:

MATH 11 Finite Mathematics (5 units)

MATH 12 Calculus for Business & Economics (5 units)

University of California campuses require:

MATH 1A Calculus (5 units)

MATH 1B Calculus (5 units)

NOTE: Consult your Counselor for the most recent math requirements for CSU and UC requirements in business administration.

Certificates:

**Business Management Career Certificate
24 Unit(s)**

BUSI 18 Business Law I (5 units)

BUSI 22 Principles of Business (5 units)



BUSI 59 Principles of Marketing (4 units)
BUSI 90A Principles of Management (4 units)

And one of the following:

ACTG 1A Financial Accounting I (5 units)
ACTG 1C Managerial Accounting I (5 units)
ACTG 60 Accounting for Small Business (5 units)
BUSI 11 Introduction to Information Systems (5 units)
BUSI 53A Business Communication & Technologies (5 units)
BUSI 70 Business & Professional Ethics (4 units)

**Career Certificate in E-Commerce & Electronic Business
23 Unit(s) [Non-Transcriptable]**

BUSI 11 Introduction to Information Systems (5 units)
BUSI 59 Principles of Marketing (4 units)
BUSI 59A Web Marketing (5 units)
BUSI 59B E-Business (5 units)
BUSI 95 Entrepreneurship-Small Business Management (4 units)

**Marketing Career Certificate
23 Unit(s) [Non-Transcriptable]**

BUSI 53A Business Communication & Technologies (5 units)
BUSI 57 Principles of Advertising (4 units)
BUSI 59 Principles of Marketing (4 units)
BUSI 59A Web Marketing (5 units)

And one of the following:

BUSI 18 Business Law I (5 units)
BUSI 22 Principles of Business (5 units)
BUSI 58 Survey of International Marketing (4 units)
BUSI 59B E-Business (5 units)
BUSI 62 Principles of Salesmanship (3 units)

**Entrepreneurship Career Certificate
22 Unit(s) [Non-Transcriptable]**

BUSI 18 Business Law I (5 units)
BUSI 59 Principles of Marketing (4 units)
BUSI 90A Principles of Management (4 units)
BUSI 95 Entrepreneurship-Small Business Management (4 units)

And one of the following:

BUSI 22 Principles of Business (5 units)
ACTG 1A Financial Accounting I (5 units)
ACTG 1C Managerial Accounting I (5 units)
ACTG 60 Accounting for Small Business (5 units)