

# BUSINESS ADMINISTRATION, CERTIFICATE OF ACHIEVEMENT

The Business Administration Certificate of Achievement prepares students for an entry-level business administration role in a small business. It is also an excellent way for self-made business professionals to add key formal business elements to their skill sets in business law, marketing and communication, accounting, management, human resources, and leadership. This certificate may be completed entirely online. Students planning to transfer to a university to earn a bachelor's degree should consider the Business Administration 2.0 Associate in Science for Transfer degree.

## Learning Outcomes

Upon successful completion of the program, students will be able to:

- Develop a familiarity with multiple aspects of business and the relationships among them.
- Apply quantitative information competencies to manage business resources and communicate the results.
- Evaluate and develop effective business strategies that embrace the power of diversity.
- Apply current management strategies and practices in the global business environment.
- Apply core marketing or communication practices to business situations.
- Apply specific small business operational skills in the areas of technology, leadership, or human resources.

## Certificate of Achievement Requirements

Code	Title	Units
<b>Required Core</b>		
Select one from the following contextual overview courses:		3
BUSI 18	Business Law	
BUSI 20	Introduction to Business	
Select one from the following marketing/communication courses:		3
BUSI 36	Introduction to International Marketing	
BUSI 50	Introduction to Marketing	
BUSI 70	Business Communication	
Select one from the following quantitative courses:		3-4
BUSI 1A	Financial Accounting	
BUSI 110	Business Mathematics	
BUSI 120A	Basic Accounting	
Select one from the following management courses:		3
BUSI 40	Principles of Management	
BUSI 44	Introduction to Business Ownership/Management	
Select one from the following humanistic courses:		3
BUSI 22	Effective Leadership in Business	
BUSI 38	Managing Diversity and Inclusion	
BUSI 42	Human Resources Management	
<b>Concentrations</b>		

Select at least one concentration from the following lists. 12-15  
 These courses may be counted as both core requirements and concentration requirements, but all concentration and core requirements must be completed.

<i>Entrepreneurship/Small Business Concentration</i>		
Select 15 units from the following courses:		
BUSI 18	Business Law	
BUSI 20	Introduction to Business	
BUSI 36	Introduction to International Marketing	
or BUSI 50	Introduction to Marketing	
BUSI 44	Introduction to Business Ownership/Management	
BUSI 46	Entrepreneurial Mindset	
BUSI 54	Introduction to E-Marketing	
BUSI 68	Entrepreneurial Start-up Ventures	
BUSI 131	Financial Analysis for Entrepreneurs	
<i>Business Technology Concentration</i>		
Select 15 units from the following courses:		
BUSI 54	Introduction to E-Marketing	
BUSI 120B	QuickBooks Online Accounting Software	
CSIS 1	Computer Information Systems	
CSIS 50	MS Office Applications	
& CSIS 50L	and MS Office Applications Lab	
CSIS 75	Introduction to Computer Hardware/A+ Prep	
CSIS 76A	Cisco Certified Network Associate (CCNA) 1	
CSIS 86	Network Security Fundamentals/Security+ Prep	
<i>Leadership Concentration</i>		
Select 12 units from the following courses:		
BUSI 22	Effective Leadership in Business	
BUSI 24	Business Issues and Ethics	
BUSI 38	Managing Diversity and Inclusion	
BUSI 39	Breaking the Glass Ceiling: Women in Business Leadership	
BUSI 70	Business Communication	
<i>Human Resources Concentration</i>		
Complete all 12 units.		
BUSI 18	Business Law	
BUSI 20	Introduction to Business	
BUSI 22	Effective Leadership in Business	
BUSI 42	Human Resources Management	
<i>Sales &amp; Marketing Concentration</i>		
Select 12 units from the following courses:		
BUSI 49	Professional Selling	
BUSI 50	Introduction to Marketing	
BUSI 54	Introduction to E-Marketing	
BUSI 64	Customer Service	
BUSI 89	Creative Brand Management	
<b>Electives</b>		
Select one of the following courses in addition to the chosen concentration:		0.5-6
ECON 1	The American Economic System	
or ECON 2	Principles of Economics: Macro	
& ECON 4	and Principles of Economics: Micro	
PHIL 10	Introduction to Critical Thinking	

WORK 99 Career-Focused Work Experience

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**Total Units** **27.5-37**

Please refer to the graduation requirements section of the Catalog for information about degree and certificate requirements including Reading and Writing, Mathematics, Information Competency, and General Education requirements.