



*A Course of Study for*  
**BUSINESS**

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Business Managers coordinate business activities in both private industry and public agencies. They are responsible for operations, maintenance, purchasing, planning, organizing, budgeting, and directing the work of the employees. Business executives are the higher-level management staff, directing the activities of the firm. They develop and administer policies to maximize profits. They also direct financial programs and develop policies aimed at maintaining good relations with the public, stockholders, employees, and customers.

For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

### **PROGRAMS OFFERED**

- Transfer Preparation

### **DEGREES AND CERTIFICATES**

#### Associate Degree for Transfer

- Business Administration 2.0 (*refer to Business Administration 2.0 sheet*)  
*Students who began college Fall 2022 or later, must follow this version 2.0. Students may satisfy the requirements of this degree with approved courses (which may be fewer units) taken at other California community colleges. The courses listed below are SMC courses. If completed entirely at SMC, the Area of Emphasis requires 29 units.*

#### Associate Degrees

- Business
- Insurance Professional
- Logistics/Supply Chain Management
- Management/Leadership
- Sales and Promotion (*formerly Merchandising*)

## Certificates of Achievement

- Business Bookkeeping
- Digital Marketing
- Entry Level Business Information Assistant
- Entrepreneurship
- Human Resources Management
- Insurance Professional
- Insurance Specialist
- International Business
- Introduction to Logistics and Supply Chain Management
- Logistics/Supply Chain Management
- Management/Leadership
- Marketing
- Sales and Promotion (*formerly Merchandising*)
- Sustainability in Business

**NOTE:** There are three or four Core courses in all Business Certificates of Achievement (*except Insurance Specialist*). These Core courses are required for all students, and should be completed BEFORE taking Concentration courses. Moreover, Business 1 should be completed BEFORE enrolling in other Core courses.

## Department Certificates

- Business: Salon Business (*see Cosmetology*)

## ASSOCIATE DEGREE REQUIREMENTS

An Associate degree is granted upon successful completion of a program of study with a minimum grade point average (GPA) of 2.0 (C) in degree applicable coursework and a minimum of **60 degree applicable semester units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of one of the following general education patterns: SMC GE, CSU GE, or IGETC;
- Completion of the SMC Global Citizenship graduation requirement.

## CERTIFICATE OF ACHIEVEMENT REQUIREMENTS

A Certificate of Achievement is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College. Department Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a "C" or better grade.

## DEPARTMENT CERTIFICATE REQUIREMENTS

A Department Certificate is granted upon successful completion of a program of study with a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College. Department Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a “C” or better grade.

Note: Department Certificates are not noted on student transcripts. Students must submit a petition to the relevant academic department to be awarded a Department Certificate.

## CATALOG RIGHTS

A student may satisfy the requirements of a degree that were in effect at any time of the student's **continuous** enrollment. Continuous enrollment means attendance in at least one semester (Fall or Spring) in each academic year.

## TRANSFER PREPARATION

Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at [assist.org](https://assist.org).

A listing of private, nonprofit California colleges and universities can be found online at [aiccu.edu](https://aiccu.edu). For articulation agreements between SMC and some of these institutions see [smc.edu/articulation](https://smc.edu/articulation).

The **University of California system has a transfer pathway** for any UC campus that offers Business Administration. For more information, visit [pathwaysguide.universityofcalifornia.edu](https://pathwaysguide.universityofcalifornia.edu)

**BUSINESS, ASSOCIATE DEGREE**

**PLEASE NOTE:** This is NOT the CSU transfer degree. For details about the Business Administration Associate in Science for Transfer (AS-T) to CSU, please see above.

**Program Learning Outcomes:** Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, and identify and resolve ethical dilemmas in the domestic and global business environment.

**AREA OF EMPHASIS: (24 UNITS)****Required Core Courses: (12 units minimum)**

ACCTG 1	Introduction to Financial Accounting	5
<i>or</i>		
ACCTG 21	Business Bookkeeping	3
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BUS 1	Introduction to Business	3
BUS 5	Business Law and the Legal Environment	3
BUS 32	Business Communications	3

Using the electives below, students may focus on a particular area of interest (including Marketing, Insurance, Global Trade & Logistics, Entrepreneurship/Small Business Management, Finance, Management/Leadership, Retail/Hospitality/Tourism, and/or General Business) or may create their own area of study by selecting a combination of courses that meets career goals: (12 units minimum required)

**MARKETING**

BUS 20	Principles of Marketing	3
BUS 22	Introduction to Advertising	3
BUS 23	Principles of Selling	3
BUS 26	Marketing Research and Consumer Behavior	3
BUS 28	Marketing Promotion	3
BUS 29	Public Relations and Publicity ( <i>same as JOURN 43</i> )	3
BUS 33	Broadcast Advertising ( <i>same as MEDIA 18</i> )	3
BUS 34A	Introduction to Digital Marketing ( <i>formerly BUS 34</i> )	3
BUS 34B	Digital Marketing Applications ( <i>same as CIS 70</i> )	3
BUS 35	Customer Relationship Management	3
BUS 36B	Introduction to Salesforce Marketing Cloud	3
CIS 70	Digital Marketing Applications ( <i>same as BUS 34B</i> )	3
JOURN 43	Public Relations and Publicity ( <i>same as BUS 29</i> )	3
MEDIA 18	Broadcast Advertising ( <i>same as BUS 33</i> )	3

**INSURANCE**

BUS 15	Introduction to Insurance with Code and Ethics	2
BUS 15B	Introduction to Life and Health Insurance	3
BUS 16	Personal Insurance	3
BUS 17	Property and Liability Insurance	3
BUS 18	Commercial Insurance	3

GLOBAL TRADE & LOGISTICS		
BUS 50	Introduction to International Business	3
BUS 51	Intercultural Business Communication	3
BUS 52	International Marketing	3
BUS 53	Importing and Exporting	3
BUS 54	International Management	3
BUS 55	Southern California's International Connections and Blue/Ocean Economy	3
BUS 57	Introduction to Lean Six Sigma	3
BUS 80	Principles of Logistics	3
BUS 81	Transportation Management	3
BUS 82	Supply Chain Management	3
BUS 83	Operations Management	3
BUS 84	Introduction to Procurement	3
BUS 85	Project Management Global Trade and Logistics	3
BUS 86	Earned Value Management Systems	3
BUS 87	ERP System Procurement	4
ENTREPRENEURSHIP/SMALL BUSINESS MANAGEMENT		
BUS 8	Law for the Entrepreneur	3
BUS 9	Intellectual Property for the Entrepreneur	3
BUS 10	Introduction to Intellectual Property	1
BUS 27	Introduction to E-Commerce ( <i>formerly same as CIS 27</i> )	3
BUS 37	Business of Hip-Hop Industry	3
BUS 60	Design Thinking for the Entrepreneur	1
BUS 63	Principles of Entrepreneurship	3
FINANCE		
ACCTG 45	Individual Financial Planning ( <i>same as BUS 45</i> )	3
BUS 45	Individual Financial Planning ( <i>same as ACCTG 45</i> )	3
BUS 46	Introduction to Investments	3
BUS 47	Understanding Money for Lifelong Success ( <i>same as COUNS 47</i> )	1
COUNS 47	Understanding Money for Lifelong Success ( <i>same as BUS 47</i> )	1
MANAGEMENT/LEADERSHIP		
BUS 36B	Introduction to Salesforce Marketing Cloud	3
BUS 65	Management Principles	3
BUS 67	Business Strategies	3
BUS 72	Organizational Management and Leadership	3
BUS 76	Human Resource Management	3
BUS 76B	Compensation and Benefits	3
BUS 79	Bargaining and Negotiations	3
RETAIL/HOSPITALITY/TOURISM		
BUS 11	Introduction to the Hospitality Industry	3
BUS 21	Merchandising Principles	3
BUS 25	Advertising Display	3
BUS 36A	Customer Service in the Digital Age	3

GENERAL BUSINESS		
BUS 6	Advanced Business Law ( <i>formerly same as ACCTG 26</i> )	3
BUS 7	Introduction to Sustainability in Business	3
BUS 7B	Sustainability Reporting in Business	3
BUS 7C	Corporate Sustainability Strategies in Business	3
BUS 7D	Business Strategies and Social Sustainability	3
BUS 14A	Women in Business	3
BUS 40A	Introduction to Business Analytics	3
BUS 56	Understanding the Business of Entertainment	3
BUS 56B	Entertainment Law	3
BUS 59	Design for Delight for the Entrepreneur	3
BUS 62	Human Relations and Ethical Issues in Business	3
BUS 64	Business Protocol and Professionalism	2
BUS 69	Success in the Gig Economy	1

### BUSINESS BOOKKEEPING, CERTIFICATE OF ACHIEVEMENT

This certificate is designed to provide students with basic accounting skills and knowledge necessary to obtain entry-level accounting and other accounting support positions in small and medium sized businesses.

This bookkeeping certificate curriculum also prepares students for the exams for Intuit bookkeeping certificate and for bookkeeping professional license offered by the American Institute of Professional Bookkeepers (AIPB). For information on the Intuit bookkeeping certificate exam, please see:

<https://certiport.pearsonvue.com/Certifications/Intuit/Certifications/Certify/Certified-Bookkeeping.aspx>

For information on the professional licensing exam, please see:

[https://aipb.org/wp-content/uploads/dlm\\_uploads/2019/08/AIPB-CB-Designation.pdf](https://aipb.org/wp-content/uploads/dlm_uploads/2019/08/AIPB-CB-Designation.pdf)

**Program Learning Outcomes:** Upon completion of the program, students will demonstrate basic accounting skills to classify, analyze, record business and payroll transactions, prepare financial reports and closing entries at the end of an accounting cycle.

#### AREA OF EMPHASIS: (12 UNITS)

**(Effective Fall 2023)**

#### Required Courses: (9 units)

ACCTG 21	Business Bookkeeping	3
ACCTG 22	Advanced Bookkeeping	3
ACCTG 23	Payroll Accounting	3
Select 1 course from the following: (3 units)		
ACCTG 31A	Excel for Accounting	3
ACCTG 31B 32	Advanced Excel for Accounting	3
CIS 35A	QuickBooks Desktop	3
CIS 35B	QuickBooks Online	3

**ENTRY LEVEL BUSINESS INFORMATION ASSISTANT, CERTIFICATE OF ACHIEVEMENT**

Companies in various industries require employees who have basic business information systems and bookkeeping skills and can effectively communicate and interact with customers at an entry-level position.

**Program Learning Outcomes:** Upon completion of this program, students will demonstrate the ability to utilize business information systems; perform basic bookkeeping skills; communicate professionally in a business environment and interact successfully with customers.

**AREA OF EMPHASIS: (12 UNITS)****Required Courses: (12 units)**

Students can take either BUS 31 or BUS 32

ACCTG 21	Business Bookkeeping	3
BUS 35	Customer Relationship Management	3
CIS 4	Business Information Systems with Applications	3
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BUS 31	Business English Fundamentals	3
<u>or</u>		
BUS 32	Business Communications	3

**ENTREPRENEURSHIP, CERTIFICATE OF ACHIEVEMENT**

This Program provides students the opportunity to develop the skills needed to analyze business issues and explore their own entrepreneurial vision as they produce a thorough business plan. The coursework leads to a strong foundation in entrepreneurship. SMC collaborates with the National Association for Community College Entrepreneurship (NACCE).

**Program Learning Outcomes:** Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and produce a thorough written business plan.

**AREA OF EMPHASIS: (18 UNITS)****Required Core Courses: (12 units)**

ACCTG 1	Introduction to Financial Accounting	5
<i>or</i>		
ACCTG 21	Business Bookkeeping	3
<i>or</i>		
CIS 35A	QuickBooks Desktop ( <i>formerly CIS 35; formerly same as ACCTG 45</i> )	3
<i>or</i>		
CIS 35B	QuickBooks Online	3
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BUS 1	Introduction to Business	3
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BUS 5	Business Law and the Legal Environment	3
<i>or</i>		
BUS 8	Law for the Entrepreneur	3
<i>or</i>		
BUS 9	Intellectual Property for the Entrepreneur	3
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BUS 63	Principles of Entrepreneurship	3
<b>Select 2 or more courses from the following if not used above: (6 units minimum)</b>		
ACCTG 45	Individual Financial Planning ( <i>same as BUS 45</i> )	3
BUS 7	Introduction to Sustainability in Business	3
BUS 8	Law and Entrepreneurship	3
BUS 9	Intellectual Property for the Entrepreneur	3
BUS 10	Introduction to Intellectual Property	1
BUS 20	Principles of Marketing	3
BUS 23	Principles of Selling	3
BUS 27	Introduction to E-Commerce ( <i>formerly same as CIS 27</i> )	3
BUS 32	Business Communications	3
BUS 34A	Introduction to Digital Marketing ( <i>formerly BUS 34</i> )	3
BUS 34B	Digital Marketing Applications ( <i>same as CIS 70</i> )	3
BUS 45	Individual Financial Planning ( <i>same as ACCTG 45</i> )	3
BUS 50	Introduction to International Business	3
BUS 53	Importing and Exporting	3
BUS 56	Understanding the Business of Entertainment	3
BUS 59	Design for Delight for the Entrepreneur	3
BUS 60	Design Thinking for the Entrepreneur	1
BUS 65	Management Principles	3
BUS 69	Success in the Gig Economy	1
CIS 70	Digital Marketing Applications ( <i>same as BUS 34B</i> )	3
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BUS 80	Principles of Logistics	3
<i>or</i>		
BUS 82	Supply Chain Management	3



## HUMAN RESOURCES MANAGEMENT, CERTIFICATE OF ACHIEVEMENT

The Human Resources certificate program examines the policies and practices used by human resource management staff to build and maintain an effective work force. Topics include human resource planning, job analysis, recruitment, selection, performance appraisal, manpower development, compensation, and labor relations.

**Program Learning Outcomes:** Upon completion of this program, students will be able to demonstrate an understanding of human resources management position in government, private industry and other organizations; to aid existing managers in upgrading human resource management skills; and to assist employees for promotion to management/supervision positions. The certificate program provides the student with practical managerial skills. Upon completion of the program, students will be able to identify the core competencies needed for a career in human resources and management. Build processes and procedures for a diverse and engaged workforce; learn how to communicate processes and procedures to your workforce; learn the fundamentals of performance management and develop your workforce.

### AREA OF EMPHASIS: (12 UNITS)

**(EFFECTIVE FALL 2024)**

#### Required Courses:

BUS 72	Organizational Management and Leadership	3
BUS 76	Human Resources Management	3
BUS 76B	Compensation and Benefits	3
BUS 79	Bargaining and Negotiations	3

## INSURANCE PROFESSIONAL, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

This program prepares students for highly skilled positions in the insurance industry, such as claims adjuster, examiner, investigator, salesperson, legal support worker or insurance underwriter. Course offerings include personal insurance, property and liability insurance, commercial insurance and ethics, among others.

**Program Learning Outcomes:** Upon completion of this program, students will demonstrate coherent and comprehensive understanding of various types of insurance products, including personal, property and liability, and commercial insurance.

### AREA OF EMPHASIS: (26-28 UNITS)

#### Required Courses:

ACCTG 1	Introduction to Financial Accounting	5
<i>or</i>		
ACCTG 21	Business Bookkeeping	3
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BUS 1	Introduction to Business	3
BUS 5	Business Law and the Legal Environment	3
BUS 15	Introduction to Insurance with Code and Ethics	2
BUS 16	Personal Insurance	3
BUS 17	Property and Liability Insurance	3
BUS 18	Commercial Insurance	3
BUS 32	Business Communications	3
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CIS 30	Microsoft Excel	3
<i>or</i>		
ACCTG 31A	Excel for Accounting	3

**INSURANCE SPECIALIST, CERTIFICATE OF ACHIEVEMENT**

Familiarity with insurance products and principles is useful in a wide variety of business pursuits as well as the task of addressing the numerous perils faced by each of us in our society.

**Program Learning Outcomes:** Upon completion of the program, \*students will demonstrate an understanding of risk management principles, along with the ability to apply these principles to practical personal and business situations, e.g. the risk represented by vehicles that are owned by a business. \*students will be familiar with the structure of the insurance industry understanding how it is regulated, where coverage is shopped for and purchased and finally how claims are resolved. \*students will understand the products they are likely to consider including personal lines products (Automobile, Homeowners, Umbrella, Life, Health, Disability) and commercial products (Commercial Property, Business Auto, Crime, Inland and Ocean Marine, Business Interruption).

**AREA OF EMPHASIS: (12 UNITS)****(Effective Fall 2023)****Required Courses:**

BUS 15B	Introduction to Life and Health Insurance	3
BUS 16	Personal Insurance	3
BUS 17	Property and Liability Insurance	3
BUS 18	Commercial Insurance	3

## INTERNATIONAL BUSINESS, CERTIFICATE OF ACHIEVEMENT

After successful completion of the International Business Certificate or Achievement program, the student demonstrates the skills, knowledge, and training for entry-level positions in multinational companies and incorporates the global business perspectives in to their current assignment. The student's knowledge and skills will include the ability to analyze global business opportunities as well as interact with others from different cultures. Individuals are able to prepare basic international commercial and shipping documents as well as to understand the issues that are involved in a global business operation. To gain a competitive edge in today's emerging marketplace, companies need professionals who know how to streamline diverse, supply-side activities on global scale. If your aim is to extend your professional influence to the international market, the International Business Department Certificate can help.

**Program Learning Outcomes:** Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and apply business principles to international trade issues in the context of global citizenship.

### AREA OF EMPHASIS: (18 UNITS)

#### Required Core Courses: (9 units)

BUS 1	Introduction to Business	3
BUS 53	Importing and Exporting	3
BUS 54	International Management	3
<b>Select 3 Courses from the following: (9 units)</b>		
BUS 50	Introduction to International Business	3
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BUS 51	Intercultural Business Communication	3
<i>or</i>		
COM ST 37	Intercultural Communication	3
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BUS 52	International Marketing	3
BUS 57	Introduction to Lean Six Sigma	3
BUS 80	Principles of Logistics	3
BUS 81	Transportation Management	3
BUS 82	Supply Chain Management	3
BUS 83	Operations Management	3
BUS 84	Introduction to Procurement	3
BUS 85	Project Management Global Trade and Logistics	3
BUS 87	ERP System: Procurement	4

## INTRODUCTION TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT, CERTIFICATE OF ACHIEVEMENT

The Introduction to Logistics and Supply Chain certificate program examines the policies and practices used by Logistics and Supply Chain management staff to build and maintain an effective workforce. Topics include human logistics basics, and supply chain analysis and simulations for students to understand the flow of products from manufacturing to shipping to warehouse to stores.

**Program Learning Outcomes:** Upon completion of this program, students will be able to understand how to move products across the globe with a career in logistics. Upon completion of the program students will be able to identify the core competencies needed for a career in logistics and supply chain management.

### AREA OF EMPHASIS: (12 UNITS)

**(Effective Fall 2024)**

#### Required Courses: (9 units)

BUS 1	Introduction to Business	3
BUS 80	Principles of Logistics	3
BUS 82	Supply Chain Management	3
<b>Select 1 courses from the following: (3 units)</b>		
BUS 53	Importing and Exporting	3
BUS 55	Southern California's International Connections and Blue/Ocean Economy	3
BUS 57	Introduction to Lean Six Sigma	3
BUS 81	Transportation Management	3
BUS 83	Operations Management	3
BUS 87	ERP System: Procurement	4

## LOGISTICS AND SUPPLY CHAIN MANAGEMENT, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

This program provides students the opportunity to develop skills in the growing field of logistics and supply chain management. Students will learn about the flow and movement that organizations utilize to produce and deliver their products and services. Logistics and supply chain touches all aspects of a company's operations—from the movement of raw materials, energy, goods, money, [people, satellites, information and an array of operational tools. Our logistics' and supply chain management degree will prepare you for a career in the growing field of Global Trade and Logistics/Supply Chain. Our program partners with PRO-GTL to enhance education and business partnerships for optimal job opportunities.

**Program Learning Outcomes:** Upon completion of this program, students will demonstrate coherent and comprehensive understanding of logistics, supply chain management, Production and Processing, production processes, quality control, scheduling, inventory management, transportation, costs and techniques for maximizing the effective manufacture and distribution of goods and services for present and future systems.

### AREA OF EMPHASIS: (24 UNITS)

#### Required Core Courses: (12 units)

BUS 1	Introduction to Business	3
BUS 32	Business Communications	3
BUS 80	Principles of Logistics	3
BUS 82	Supply Chain Management	3

#### Select 3 Courses from the following: (9 units)

BUS 57	Introduction to Lean Six Sigma	3
BUS 81	Transportation Management	3
BUS 83	Operations Management	3
BUS 84	Introduction to Procurement	3
BUS 85	Project Management Global Trade and Logistics	3
BUS 86	Earned Value Management Systems	3
BUS 87	ERP System: Procurement	4

#### Select 1 course from the following: (3 units)

ACCTG 31A	Excel for Accounting	3
ACCTG 31B	Advanced Excel for Accounting	3
CIS 30	Microsoft Excel	3
CIS 34	Advanced Excel with Visual Basic for Applications	3

## MANAGEMENT/LEADERSHIP, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

With the constantly growing variety of businesses in the world, business management career opportunities are vast and diverse. SMC's Management/Leadership program prepares students for this unlimited field with solid analytical skills, training in methods for resolving problems, and the managerial skills required for planning and executing strategies in pursuit of organizational goals.

**Program Learning Outcomes:** Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and apply managerial skills in planning, organizing, directing, and controlling business enterprises in the domestic and global environments.

### AREA OF EMPHASIS: (24 UNITS)

#### Required Core Courses: (12 units)

BUS 1	Introduction to Business	3
BUS 5	Business Law and the Legal Environment	3
BUS 32	Business Communications	3
BUS 65	Management Principles	3
<b>Select 4 Courses from the following: (12 units)</b>		
BUS 36	Salesforce for your Business	3
BUS 36A	Customer Service in the Digital Age	3
BUS 36B	Introduction to Salesforce Marketing Cloud	3
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BUS 51	Intercultural Business Communication	3
<i>or</i>		
COM ST 37	Intercultural Communication	3
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BUS 54	International Management	3
BUS 62	Human Relations and Ethical Issues in Business	3
BUS 67	Business Strategies	3
BUS 72	Organizational Management and Leadership	3
BUS 76	Human Resources Management	3
BUS 79	Bargaining and Negotiations	3

**DIGITAL MARKETING, CERTIFICATE OF ACHIEVEMENT**

The digital revolution in the business sector has led to an ever-increasing demand for skilled digital marketing professionals. Our program trains students to understand and develop various digital marketing channels, such as search-engine optimization (SEO), search engine marketing (SEM), social media marketing, pay per click (PPC) advertising, affiliate marketing, email marketing and content marketing, and how these channels relate to the customer experience. Students use digital marketing applications and tools to create effective content and a dynamic web presence to drive brand awareness and generate leads, as well as measure and track online performance.

**Program Learning Outcomes:** Upon completion of the program, students can demonstrate the ability to build digital marketing channels for an effective, customer-focused strategy and utilize applications and tools to create content, build a web presence and measure and analyze online performance.

**AREA OF EMPHASIS: (12 UNITS)****Required Courses:**

BUS 34A	Introduction to Digital Marketing ( <i>formerly BUS 34</i> )	3
BUS 34B	Digital Marketing Applications ( <i>same as CIS 70</i> )	3
BUS 34C	Digital Marketing Analytics	3
BUS 35	Customer Relationship Management	3
CIS 70	Digital Marketing Applications ( <i>same as BUS 34B</i> )	3

**MARKETING, CERTIFICATE OF ACHIEVEMENT**

Every company needs effective marketing to succeed. Our program trains students to analyze business issues, solve problems, develop effective marketing strategies for designated target audiences, and employ the various elements of the marketing mix to achieve specific goals.

**Program Learning Outcomes:** Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues; identify and resolve ethical dilemmas in the domestic and global business environments; and develop an effective marketing strategy that includes a target audience and all elements of the marketing mix.

**AREA OF EMPHASIS: (18 UNITS)****Required Core Courses: (6 units)**

BUS 1	Introduction to Business	3
BUS 20	Principles of Marketing	3

**Select 4 or more courses from the following: (12 units minimum)**

BUS 22	Introduction to Advertising	3
BUS 23	Principles of Selling	3
BUS 26	Marketing Research and Consumer Behavior	3
BUS 28	Marketing Promotion	3
BUS 29	Public Relations and Publicity ( <i>same as JOURN 43</i> )	3
BUS 32	Business Communications	3
BUS 34A	Introduction to Digital Marketing ( <i>formerly as BUS 34</i> )	3
BUS 34B	Digital Marketing Applications ( <i>same as CIS 70</i> )	3
BUS 35	Customer Relationship Management	3
BUS 37	Business of Hip-Hop Industry	3
BUS 52	International Marketing	3
BUS 59	Design for Delight for the Entrepreneur	3
BUS 60	Design Thinking for the Entrepreneur	1
CIS 70	Digital Marketing Applications ( <i>same as BUS 34B</i> )	3
JOURN 43	Public Relations and Publicity ( <i>same as BUS 29</i> )	3

## SALES AND PROMOTION (FORMERLY MERCHANDISING), ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

This program prepares students for careers in sales and other contemporary marketing responsibilities. Sales promotion techniques are examined as students develop skills in the modern sales process. Developing a strategic approach to customer relationship management and the lifetime value of the customer will equip students with the mindset to succeed in today's dynamic marketplace.

**Program Learning Outcomes:** Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and develop a sales and promotion plan that incorporates elements of the promotion mix, including social media, and an engaging oral and written sales presentation.

### AREA OF EMPHASIS: (24 UNITS)

#### Required Courses: (21 units)

BUS 1	Introduction to Business	3
BUS 20	Principles of Marketing	3
BUS 22	Introduction to Advertising	3
BUS 23	Principles of Selling	3
BUS 28	Marketing Promotion	3
BUS 32	Business Communications	3
BUS 34A	Introduction to Digital Marketing ( <i>formerly BUS 34</i> )	3
<b>Select 1 Course from the following: (3 units)</b>		
BUS 5	Business Law and the Legal Environment	3
BUS 8	Law for the Entrepreneur	3
BUS 21	Merchandising Principles	3
BUS 25	Advertising Display	3
BUS 27	Introduction to E-Commerce ( <i>formerly same as CIS 27</i> )	3
BUS 34B	Digital Marketing Applications ( <i>same as CIS 70</i> )	3
BUS 37	Business of Hip-Hop Industry	3
BUS 59	Design for Delight for the Entrepreneur	3
BUS 62	Human Relations and Ethical Issues in Business	3
CIS 70	Digital Marketing Applications ( <i>same as BUS 34B</i> )	3



## SUSTAINABILITY IN BUSINESS, CERTIFICATE OF ACHIEVEMENT

This program is designated for students who are interested in pursuing an entry level job position (or an upgrade of current skills and knowledge base) in the business field, with a focus on sustainability I business, and need a working knowledge of the fundamental concepts in tis area of sustainability. This certificate of achievement in Sustainability in Business comprises for core courses, including introduction to Sustainability in Business, Corporate Sustainability Reporting, Corporate Stainability Strategies in Business, and Business Strategies and Social Sustainability.

Upon completion of this program, students will be able to demonstrate an understanding of the functions of Global Sustainability in Business ad apply key concepts to this setting; explain the procedures of a Global sustainable Supply Chain from sourcing input materials until the product reaches the end-consumer; demonstrate the procedures for Corporate Sustainability Impact Report (Environmental, Social and Governance Reporting (ESG's)); evaluate the current Global Sustainability Corporate culture to determine best practices for building further sustainability in all organizations; and examine the role business plays in advancing diversity, equity, inclusion, innovation, activism and charging policies.

The goal of this certificate is to equip students with a strong understanding of Global Sustainability in the context of rapidly evolving Environmental, Social and Governance systems. These systems are impacted by various challenges such as scarcity of resource, climate change, limited access to clean water and diversity, equity and inclusion. In addition to gaining knowledge about these issues, students will also develop the necessary skills for entry-level employment and future career advancement. Achieving this certificate will set students apart from other candidates as 21<sup>st</sup>-century leaders when seeking empl9iyment in various fields, including Business. Additionally, individuals who are already working in Business can benefit from the certificate by expanding their knowledge and skills, increasing their changes for promotion. The Earth Science and Business Advisory Board has recommended this Certificate of Achievement.

### Program Learning Outcomes:

Upon successful completion of this program, students will demonstrate how sustainability best practices can impact a business' bottom line by reducing costs and increasing efficiencies and building moral with an organization.

Upon successful completion of the program, students will demonstrate an awareness of global businesses' positive and negative impacts to Environmental, Social, Governance development through the lens of sustainability reporting, which will result in creating a sustainability and climate action plan report.

Upon successful completion of this program, students will demonstrate a business case that articulates the three pillars of sustainability, (Environmental/Planet, Social/People, Governance/Profits) culminating in a circular economy systems thinking outlook.

Upon successful completion of this program, students will create a socially responsible business model in the form of a corporate policy, which holds a business leadership accountable for embedding Environmental, Social, Governance into corporate performance.

### AREA OF EMPHASIS: (12 UNITS)

**(EFFECTIVE FALL 2023)**

### Required Courses: (12 units)

BUS 7	Introduction to Sustainability in Business	3
BUS 7B	Sustainability Reporting in Business	3
BUS 7C	Corporate Sustainability Strategies in Business	3
BUS 7D	Business Strategies and Social Sustainability	3