



A Course of Study for
**Online
 BUSINESS**
**Certificate of Achievement Programs &
 Department Certificate Programs**

Though it is possible to complete these certificates completely online, please note that not all classes are offered every semester in an online format. In addition, some courses listed in the restricted electives are not offered online.

CERTIFICATE OF ACHIEVEMENT

Catalog rights dictate that a student may satisfy the requirements of a degree or certificate by completing the general education and major/area of emphasis requirements in effect at any time of their continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the units required for Certificates of Achievement must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Certificates of Achievement.

Except for Insurance Specialist, each Certificate of Achievement requires two types of courses: Core and Concentration.

Except for Insurance Specialist there are three or four Core courses in all Business Certificate of Achievement Programs. These courses are required for all students and they should be completed before taking Concentration courses. In the Core sequence Business 1 should be taken first before other Core courses.

ENTREPRENEURSHIP (24 units)

Program Learning Outcomes: Upon completion of the program in Entrepreneurship 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.

Required Core Courses: (12-14 units)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 1, Introduction to Business (3)

Business 32, Business Communications (3)

Business 63, Principles of Entrepreneurship (3)

Concentration Courses: (9 units)

Business 5, Business Law (3)

Business 20, Principles of Marketing (3)

Business 65, Management Principles (3)

Select one additional course from the following: (3 units)

Business 23, Principles of Selling (3)

Business 27, Introduction to E-Commerce (3)

Business 45, Individual Financial Planning (3) *(same as Accounting 45)*

Business 50, Introduction to International Business (3)

Business 53, Importing and Exporting (3)

Business 62, Human Relations & Ethical Issues in Business (3)

Business 80, Principles of Logistics (3)

CIS 1, Introduction to Computers (3)

or

CIS 4, Introduction to Computers with Business Applications (3) *(The*

CIS course is strongly recommended if a student has few or no computer skills).

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At least 50% of the units required for Certificates of Achievement must be completed at Santa Monica College.

Each course must be completed with a grade of C (2.0) or higher.

Please note: This Certificate of Achievement may be expanded into an Associate in Arts degree by completing a total of 60 semester units that include general education requirements (requirement listed on separate sheet) and recommended courses from the certificate areas.

Each Certificate of Achievement requires two types of courses: Core and Concentration

There are four core courses in all Business Certificate of Achievement Programs. These courses are required for all students and they should be completed before taking concentration courses.

MANAGEMENT/LEADERSHIP (24 units)

Program Learning Outcomes: Upon completion of the program in Business Management/Leadership 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.

Required Core Courses: (12 units)

Business 1, Introduction to Business (3)

Business 5, Business Law (3)

Business 32, Business Communications (3)

Business 65, Management Principles (3)

Concentration Courses: (12-14 units)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 20, Principles of Marketing (3)

Business 51, Intercultural Business Communication (3)

or

Communication Studies 37, Intercultural Communication (3) (*formerly Speech 7*)

Business 62, Human Relations and Ethical Issues in Business (3)

Select one additional course from the following: (3 units)

Business 45, Individual Financial Planning (3) (*same as Accounting 45*)

Business 50, Introduction to International Business (3)

Business 80, Principles of Logistics (3)

Business 83, Operations Management (3)

CIS 1, Computer Concepts with Applications (3)

or

CIS 4, Introduction to Computers, Business Applications (3)

(*The CIS course is strongly recommended if a student has few or no computer skills*). Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed on a separate sheet in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

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At least 50% of the units required for Certificates of Achievement must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Certificates of Achievement.

Each Certificate of Achievement requires two types of courses: Core and Concentration

There are three or four Core courses in all Business Certificate of Achievement Programs. These courses are required for all students and they should be completed before taking Concentration courses. In the Core sequence Business 1 should be taken first before other Core courses.

MARKETING (24 units)*Required Core Courses: (9 units)*

Business 1, Introduction to Business (3)

Business 20, Principles of Marketing (3)

Business 32, Business Communications (3)

Concentration Courses: (9 units)

Business 26, Marketing Research and Consumer Behavior (3)

Business 28, Marketing Promotion (3)

Business 52, International Marketing (3)

Select two additional courses from the following: (6 units)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 5, Business Law (3)

Business 22, Introduction to Advertising (3)

Business 23, Principles of Selling (3)

Business 25, Advertising Display (3)

Business 27, Introduction to e-Commerce (3) (*same as CIS 27*)

Business 28, Marketing Promotion (3)

Business 34, Introduction to Social Media Marketing (3)

Business 45, Individual Financial Planning (3) (*same as Accounting 45*)

Business 62, Human Relations and Ethical Issues in Business (3)

CIS 1, Computer Concepts with Applications (3)

or

CIS 4, Introduction to Computers, Business Applications (3)

(The CIS course is strongly recommended if a student has few or no computer skills).

DEPARTMENT CERTIFICATE

Catalog rights dictate that a student may satisfy the requirements of a degree or certificate by completing the general education and major/area of emphasis requirements in effect at any time of their continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the units required for Department Certificates must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Department Certificate.

BUSINESS ENTREPRENEURSHIP (12 units)

A Department Certificate in Business Entrepreneurship will be awarded upon completion of 12 required units listed below.

Required Courses:

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 5, Business Law (3)

or

Business 32, Business Communication (3)

Business 63, Principles of Entrepreneurship (3)

and

Select one additional course from the following:

Accounting 35, QuickBooks (3) (same as CIS 35)

Business 1, Introduction to Business (3)

Business 27, Introduction to E-Commerce (3)

Business 50, Introduction to International Business (3)

Business 65, Management Principles (3)

Business 80, Principles of Logistics (3)

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At least 50% of the units required for Department Certificates must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Department Certificate.

BUSINESS LOGISTICS (12 units)

A Department Certificate in Business Logistics will be awarded upon completion of 12 required units listed below.

Required Courses:

Business 80, Principles of Logistics (3)

Business 81, Transportation Management (3)

Business 82, Supply Chain Management (3)

Business 83, Operations Management (3)

Recommended Courses:

Business 1, Introduction to Business (3)

Business 51, Introduction to International Business (3)

Business 52, International Marketing (3)

Business 53, Importing and Exporting (3)

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Students must receive a grade of C or higher in each course to successfully complete the Department Certificate.

BUSINESS MANAGEMENT (12 units)

A Department Certificate in Business Management will be awarded upon completion of 12 required units listed below.

Required Courses:

- Business 1**, Introduction to Business (3)
- Business 20**, Principles of Marketing (3)
- Business 32**, Business Communications (3)
- Business 65**, Management Principles (3)

Recommended Courses:

- Accounting 1**, Introduction to Financial Accounting (5)
- Business 5**, Business Law (3)
- Business 51**, Intercultural Business Communication (3)
- Business 54**, International Management (3)
- Business 62**, Human Relations and Ethical Issues in Business (3)
- Business 76**, Human Resources Management (3)

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At least 50% of the units required for Department Certificates must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Department Certificate.

BUSINESS MARKETING (12 units)

A Department Certificate in Business Marketing will be awarded upon completion of 12 required units listed below.

Required Courses: (9 units)

- Business 1**, Introduction to Business (3)
- Business 20**, Principles of Marketing (3)
- Business 26**, Marketing Research and Consumer Behavior (3)

Select one additional course from the following: (3 units)

- Business 22**, Introduction to Advertising (3)
- Business 23**, Principles of Selling (3)
- Business 28**, Marketing Promotion (3)
- Business 34**, Introduction to Social Media Marketing (3)
- Business 52**, International Marketing (3)