

2. Prepare students for all stages of business ownership and management, including start-up, growth, and strategic market positioning.
3. Provide students with an understanding of business finances, including financial plans and reports, fiscal management, and investment opportunities.
4. Allow students to focus and collaborate in key areas of interest, including computer science, culinary arts, digital technology, fashion, finance, and hospitality.

Program Emphasis

The Certificate in Small Business Management and Entrepreneurship has room for areas of emphasis that will positively impact key groups of students, including veterans, African-American and Hispanic populations, and women. Many of these groups face bias in the business world, and turn to small business ownership and entrepreneurship as a way of realizing their full potential while putting down roots in their local communities.

Career Options

According to reports from San Diego Workforce Partnership, in conjunction with San Diego and Imperial Counties Community Colleges Association (SDICCCA), five “Priority Sectors” have been identified for workforce development and resources. They are:

- Advanced Manufacturing
- Information & Computer Technology
- Health Care
- Life Sciences
- Clean Energy, including Advanced Transportation

The workforce needs of Small Business in San Diego, identified by San Diego Workforce Partnership, indicate the following business trends:

In San Diego County, 95% of business establishments employ fewer than 50 employees. Small businesses are a primary driving economic force. 90% of all small businesses in San Diego County fall within the five priority sectors identified above.

Courses Required for the Major:		Units
BUSE 100	Introduction to Business	3
BUSE 119	Business Communications	3
MARK 100	Principles of Marketing	3

BUSE 155	Small Business Management	3
BUSE 150	Human Relations in Business	3
BUSE 140	Business Law and the Legal Environment	3
BUSE 129	Introduction to Entrepreneurship	3
ACCT 116A	Financial Accounting	4
ACCT 116B	Managerial Accounting	4
CISC 181	Principles of Information Systems	4
ECON 120	Principles of Macroeconomics	3
ECON 121	Principles of Microeconomics	3
BUSE 115	Statistics for Business	3
MATH 121	Basic Techniques of Applied Calculus I	3

Total Units = 45

For graduation requirements see **Requirements for the Associate Degree** on page 110

Electives as needed to meet minimum of 60 units required for the degree.

Associate in Science in Business Administration 2.0 for Transfer Degree:

The Associate in Science in Business Administration for Transfer Degree 2.0 is intended for students who plan to complete a bachelor’s degree in Business Administration or a related major in the California State University (CSU) system. It is accepted by some but not all CSU campuses. Students who complete this degree and transfer to a participating CSU campus will be required to complete no more than 60 units after transfer to earn a bachelor’s degree. It may not be appropriate preparation for students transferring to a CSU campus that does not accept the degree.

Award Notes:

Students are required to complete a maximum of 60 CSU transferable units with a minimum overall grade point average of 2.0.

Major: Minimum grade of "C" or "P" or better for each course in the major. Students should review the Pass/No Pass acceptance policy of the transfer institution prior to requesting this grade option.

General Education: In addition to the courses required in the major, students must complete one of the following general education options:

- The California State University General Education Breadth pattern
- The Intersegmental General Education Transfer Curriculum pattern

Electives: As needed, to meet maximum of 60 CSU-transferable units required for the degree.

Note: Students who plan to complete this degree should consult a counselor and visit www.assist.org for additional information about participating CSU campuses as well as university admission, degree and transfer requirements.

Program Goals:

The purpose of this Associate in Science in Business Administration 2.0 for Transfer Degree program is to offer an organized course of study that will prepare students intending to major in Business Administration at the California State University.

Program Emphasis:

The Associate in Science in Business Administration 2.0 for Transfer Degree program emphasizes preparation for the major in Business Administration at the California State University.

Courses Required for the Major:		Units
BUSE 119	Business Communications	3
BUSE 140	Business Law and the Legal Environment	3
ACCT 116A	Financial Accounting	4
ACCT 116B	Managerial Accounting	4
ECON 120	Principles of Macroeconomics	3
ECON 121	Principles of Microeconomics	3

Select one of the following:

BUSE 115	Statistics for Business	3
MATH 119	Elementary Statistics	3

Select one of the following:

MATH 121	Basic Techniques of Applied Calculus I	3
MATH 150	Calculus with Analytic Geometry I	5

Total Units = 26–28

Recommended electives: Computer and Information Sciences 181.

Note: CISC 181 is a major preparation course required by many CSU campuses, including SDSU. Completion prior to transfer is strongly recommended.

Electives as needed to meet maximum of 60 units required for the degree.

Transfer Information

Students planning to transfer to a four-year college or university should complete courses required for the university major and the general education pattern required by that transfer institution.

See catalog TRANSFER INFORMATION section. Additional courses may be required to meet university lower-division requirements. **Course requirements at the transfer institution are subject to change and may be verified by a counselor or by consulting the current university catalog. Many Baccalaureate in Arts degrees require third semester competency in a foreign language. Consult the current catalog of the transfer institution and consult with a counselor.**

Business Management

Award Type	Units
Certificate of Performance:	
Retail Store Associate	6
Certificate of Achievement:	
Business Management	34–35
Retail Management	25
Associate of Science Degree:	
Business Management	41–42*

* and courses to meet graduation requirements, general education and electives as needed to meet the minimum of 60 units required for the degree.

Description

Intended for the student who wishes to plan a program in preparation for a business occupational area of his/her own choice. Flexible course selection is emphasized to enable students to achieve their specific educational, vocational and personal goals. Students planning to transfer to a four-year college or university should select the Business Administration major.

Career Options

Graduates with an associate degree in business management are qualified for entry- and intermediate-level managerial positions in service, industry, manufacturing, government and non-profit organizations. Specific career options include department manager, human resource manager, banking manager and marketing manager.

Program Learning Outcomes

Students who complete the Business Management Program will gain facility with: