BUSINESS ADMINISTRATION

Program Description
The Business Administration program has a dual mission (transfer and workforce) in providing students with the theoretical knowledge and practical skills to prepare for transfer to four-year institutions and to pursue a career or to develop their own businesses.

Students are provided the courses necessary to pursue studies in specialized business fields such as accounting, finance, advertising, marketing, management, banking, and business information systems. All students expecting to work in private or profit organizations or government are strongly urged to include business principles and other business specialized courses as electives.

Additionally, the department offers coursework and activities for increased professional proficiency, career changes, or new employment challenges, as well as for small business development. The Business department’s small business entrepreneurship program is currently in redesign mode and will be refocused on the development of curriculum, activities, and community partnerships with the objective to address the “skills gap.” Our initial emphasis will be on skills areas in leadership, communication, collaboration, project management, and innovation.

The department also offers a Certificate of Achievement in Digital Marketing. Created in collaboration with Facebook Inc., this certificate is designed for people who are seeking to learn the latest marketing tools to promote a business or an organization online. The program provides 25 units of online instruction and hands-on practice in creating marketing content, understanding basic elements of building a website, employing search engine optimization, developing online ad campaigns and analyzing key performance metrics.

Learn more about the program on the Business Administration website.

Associate Degree for Transfer
This program also offers an Associate Degree for Transfer. Learn more and review the degree requirements on the Business Administration AS-T listing.

Program Learning Outcomes
- Students will demonstrate appropriate use of business terms and concepts across a standard breadth of business functions (R&D, Mfg, Sales, Mkrg, Ops, IT, Acctg, Finance, etc.).
- Students will demonstrate appropriate use of analytical frameworks, methods, and skills in response to business questions, cases, and projects.

Career Opportunities
Generally, entry level or advancement to levels of middle-management and upper-management in business requires at least a bachelor degree in Business. There are numerous opportunities in the domestic and international arenas. Careers in marketing, sales, advertising, personnel management, accounting, finance, market research, business advisory, and risk management. Additionally, opportunities in the development of new small businesses are also available through our program.

Award Type(s)
- AA = Associate in Arts Degree
- CA = Certificate of Achievement

Units Required
- Major: 45
- Certificate(s): 25

Additional Information
Note: Consult your counselor for the most recent math requirements for CSU and UC requirements for business administration. Students having difficulty in attaining a degree because of timing or availability of classes should consult with a counselor to submit a petition for course substitution.

Associate Degree Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td></td>
<td>English Proficiency</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Select one of the following:</td>
<td></td>
</tr>
<tr>
<td>ENGL 1A</td>
<td>COMPOSITION &amp; READING</td>
<td>5</td>
</tr>
<tr>
<td>ENGL 1AH</td>
<td>HONORS COMPOSITION &amp; READING</td>
<td>5</td>
</tr>
<tr>
<td>ENGL 1S &amp; ENGL 1T</td>
<td>INTEGRATED COMPOSITION &amp; READING &amp; INTEGRATED COMPOSITION &amp; READING</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Mathematics Proficiency</td>
<td></td>
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<tr>
<td></td>
<td>Select one of the following:</td>
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<tr>
<td>MATH 105</td>
<td>INTERMEDIATE ALGEBRA</td>
<td>5</td>
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<tr>
<td>MATH 180</td>
<td>QUANTITATIVE REASONING</td>
<td>5</td>
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<tr>
<td></td>
<td>or any MATH course approved for Foothill GE Area V, Communication &amp; Analytical Thinking</td>
<td></td>
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</tbody>
</table>

A minimum of 90 units is required to include:
- Completion of one of the following general education patterns: Foothill General Education, CSU General Education Breadth Requirements or the Intersegmental General Education Transfer Curriculum (IGETC)
- Core courses (33 units)
- Support courses (12 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 grade of “C” or better is required for all core and support courses used for the degree or certificate.

Core and Support Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACTG 1A</td>
<td>FINANCIAL ACCOUNTING I</td>
<td>5</td>
</tr>
<tr>
<td>BUSI 11</td>
<td>INTRODUCTION TO INFORMATION SYSTEMS</td>
<td>5</td>
</tr>
<tr>
<td>BUSI 18</td>
<td>BUSINESS LAW I</td>
<td>5</td>
</tr>
<tr>
<td>BUSI 22</td>
<td>PRINCIPLES OF BUSINESS</td>
<td>5</td>
</tr>
<tr>
<td>or BUSI 22H</td>
<td>HONORS PRINCIPLES OF BUSINESS</td>
<td>5</td>
</tr>
<tr>
<td>BUSI 59</td>
<td>PRINCIPLES OF MARKETING</td>
<td>4</td>
</tr>
</tbody>
</table>
BUSI 60  FUNDAMENTALS OF FINANCE 5
BUSI 90A  PRINCIPLES OF MANAGEMENT 4
 or BUSI 95  ENTREPRENEURSHIP-THE BUSINESS PLAN

Support Courses
Select 12 units from the following: 12

Accounting & Finance Courses
ACTG 1B  FINANCIAL ACCOUNTING II  
or ACTG 1BH HONORS FINANCIAL ACCOUNTING II
ACTG 1C  MANAGERIAL ACCOUNTING  
or ACTG 1CH HONORS MANAGERIAL ACCOUNTING
BUSI 45  FUNDAMENTALS OF PERSONAL FINANCE
BUSI 61  INVESTMENT FUNDAMENTALS

Marketing & Technology Courses
BUSI 12  INTRODUCTION TO DATA ANALYTICS & BUSINESS DECISIONS
BUSI 57  PRINCIPLES OF ADVERTISING
BUSI 59A  WEB MARKETING
BUSI 59B  E-BUSINESS
BUSI 59C  MARKETING CONTENT STRATEGY & BRANDING
BUSI 59D  MARKET ANALYTICS & PERFORMANCE OPTIMIZATION
BUSI 59E  EMAIL MARKETING
BUSI 91L  INTRODUCTION TO BUSINESS INFORMATION PROCESSING

Business Law & Ethics Courses
ACTG 76  ETHICS IN ACCOUNTING
BUSI 19  BUSINESS LAW II
BUSI 70  BUSINESS & PROFESSIONAL ETHICS

Management Courses
ACTG 1C  MANAGERIAL ACCOUNTING  
or ACTG 1CH HONORS MANAGERIAL ACCOUNTING
BUSI 87  HUMAN RESOURCES MANAGEMENT
BUSI 88A  FOUNDATIONS OF LEADERSHIP
BUSI 90A  PRINCIPLES OF MANAGEMENT 1
BUSI 95  ENTREPRENEURSHIP-THE BUSINESS PLAN 1
BUSI 96  ENTREPRENEURSHIP-STARTING & MANAGING A SMALL BUSINESS
ECON 1A  PRINCIPLES OF MACROECONOMICS

Other Applicable Courses
BUSI 53  SURVEY OF INTERNATIONAL BUSINESS
BUSI 70R  INDEPENDENT STUDY IN BUSINESS
BUSI 71R  INDEPENDENT STUDY IN BUSINESS
BUSI 72R  INDEPENDENT STUDY IN BUSINESS
BUSI 73R  INDEPENDENT STUDY IN BUSINESS
ECON 1B  PRINCIPLES OF MICROECONOMICS
GIST 11  INTRODUCTION TO MAPPING & SPATIAL REASONING  
or GEOG 11  INTRODUCTION TO MAPPING & SPATIAL REASONING

Total Units 45

Certificate Requirements
Certificate of Achievement in Digital Marketing
• Units: 25

<table>
<thead>
<tr>
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<th>Units</th>
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</thead>
<tbody>
<tr>
<td>BUSI 57</td>
<td>PRINCIPLES OF ADVERTISING</td>
<td>4</td>
</tr>
<tr>
<td>BUSI 59</td>
<td>PRINCIPLES OF MARKETING</td>
<td>4</td>
</tr>
<tr>
<td>BUSI 59A</td>
<td>WEB MARKETING</td>
<td></td>
</tr>
<tr>
<td>BUSI 59C</td>
<td>MARKETING CONTENT STRATEGY &amp; BRANDING</td>
<td>5</td>
</tr>
<tr>
<td>BUSI 59D</td>
<td>MARKET ANALYTICS &amp; PERFORMANCE OPTIMIZATION</td>
<td>4</td>
</tr>
<tr>
<td>BUSI 59E</td>
<td>EMAIL MARKETING</td>
<td>4</td>
</tr>
</tbody>
</table>

Total Units 25

1 May be completed only once for credit to satisfy either the core or support course requirement.