

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 skill areas in leadership, communication, collaboration, project management, and innovation.

The department also offers two Certificates of Achievement. The Certificate of Achievement in Data Analytics, created in collaboration with Silicon Valley Bank and Tableau, is designed for people who are seeking to gain real-world experience in data analytics in pursuit of a career as a data professional. The program provides 23 units of instruction and hands-on practice in understanding data needs of a business; acquiring, cleaning, storing, sorting, visualizing, analyzing, and presenting data; and positively impacting business outcomes through data analytics. The Certificate of Achievement in Digital Marketing, created in collaboration with Facebook Inc., 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, Mktg, 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): 23-25

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

Code	Title	Units
English Proficiency		
Select one of the following:		
ENGL 1A	COMPOSITION & READING	5
ENGL 1AH	HONORS COMPOSITION & READING	5
ENGL 1S & ENGL 1T	INTEGRATED COMPOSITION & READING and INTEGRATED COMPOSITION & READING	8
or equivalent		
Mathematics Proficiency		
Select one of the following:		
MATH 105	INTERMEDIATE ALGEBRA	5
MATH 180	QUANTITATIVE REASONING	5
or any MATH course approved for Foothill GE Area V, Communication & Analytical Thinking		

A minimum of 90 units is required¹ 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)

¹ 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

Code	Title	Units
Core Courses		
ACTG 1A	FINANCIAL ACCOUNTING I	5
BUSI 11	INTRODUCTION TO INFORMATION SYSTEMS	5
BUSI 18	BUSINESS LAW I	5

BUSI 22	PRINCIPLES OF BUSINESS	5
or BUSI 22H	HONORS PRINCIPLES OF BUSINESS	
BUSI 59	PRINCIPLES OF MARKETING	4
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

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

Certificate Requirements

Certificate of Achievement in Data Analytics

• Units: 23

Code	Title	Units
BUSI 11	INTRODUCTION TO INFORMATION SYSTEMS	5
BUSI 12	INTRODUCTION TO DATA ANALYTICS & BUSINESS DECISIONS	4
C S 31A	INTRODUCTION TO DATABASE MANAGEMENT SYSTEMS	4.5
C S 48A	DATA VISUALIZATION	4.5
MATH 10	ELEMENTARY STATISTICS	5
Total Units		23

Certificate of Achievement in Digital Marketing

• Units: 25

Code	Title	Units
BUSI 57	PRINCIPLES OF ADVERTISING	4
BUSI 59	PRINCIPLES OF MARKETING	4
BUSI 59A	WEB MARKETING	5
BUSI 59C	MARKETING CONTENT STRATEGY & BRANDING	4
BUSI 59D	MARKET ANALYTICS & PERFORMANCE OPTIMIZATION	4
BUSI 59E	EMAIL MARKETING	4
Total Units		25