

BUSINESS

The Business degree provides students with an introduction to the major components of a business organization in our global environment. The areas of concentration covered by the degree are accounting, finance, management, marketing, small business ownership, general business, and global business. Students pursuing this degree will also have the option of exploring such diverse fields as economics, business law, ethics, entrepreneurship, human resources, E-business, professional communication, and technology.

Student Learning Outcomes for this major are:

- Apply critical and analytical thought in diverse business situations.
- Identify the basic principles of the disciplines which comprise the major.
- Identify and apply basic financial analysis tools and critical business skills needed to plan and manage strategic activities.
- Identify the key factors contributing to the complexity of the global business environment and its relationship with various political, social, cultural, and technological influences.

A. GENERAL EDUCATION REQUIREMENTS

See pages 59-61 for details.

B. CORE COURSES FOR THE ASSOCIATE DEGREE IN BUSINESS:

The following core courses are required of all Business degree students.

29 units distributed as follows:

All courses from the following (25 units):

BSN 100	Introduction to Business
BSN 101A	Business Law: Introduction to Law and Business Transactions
BSN 102	Business Information Processing and Systems
BSN 104	Business Communication
BSN 110A	Financial Accounting I
BSN 110B	Financial Accounting II

NOTE: Student must choose to take either (4 units):

ECO 101	Principles of Economics (Macro) <i>or</i>
ECO 102	Principles of Economics (Micro)

AREAS OF CONCENTRATION: (Choose one option)

In addition to the required core courses listed above, students seeking a Business degree must select a single area of concentration from the seven listed. Students must complete all required courses within the single area of concentration selected.

1. BUSINESS: ACCOUNTING

All courses as follows (12 units):

BSN 110C	Managerial Accounting
BSN 111	Computerized Accounting
BSN 115	Business Finance

TOTAL UNITS IN MAJOR (INCLUDING CORE) = 41

2. BUSINESS: FINANCE

All courses as follows (12 units):

BSN 115	Business Finance
BSN 117	Personal Finance
BSN 118	Principles of Investments

TOTAL UNITS IN MAJOR (INCLUDING CORE) = 41

3. BUSINESS: MANAGEMENT

All courses as follows (12 units):

BSN 120	Human Resource Management
BSN 122	Organizational Behavior
BSN 125	Business Management

TOTAL UNITS IN MAJOR (INCLUDING CORE) = 41

4. BUSINESS: MARKETING

All courses as follows (12 units):

BSN 125	Business Management
BSN 135	Principles of Marketing
BSN 136	Principles of Advertising

TOTAL UNITS IN MAJOR (INCLUDING CORE) = 41

5. BUSINESS: SMALL BUSINESS OWNERSHIP

All courses as follows (12 units):

BSN 125	Business Management
BSN 135	Principles of Marketing
BSN 210	Entrepreneurship

TOTAL UNITS IN MAJOR (INCLUDING CORE) = 41

6. BUSINESS: GENERAL BUSINESS

A minimum of 12 units selected from the following:

BSN 105	Professional Communication
BSN 107	Business Law: Introduction to the Legal Environment of Business
BSN 110C	Managerial Accounting
BSN 115	Business Finance
BSN 125	Business Management
BSN 135	Principles of Marketing
BSN 190	Business Math
BSN 215	Global Business
MAT 201	Elementary Statistics

NOTE: Student may choose to take either (4 units):

BSN 111	Computerized Accounting
<i>OR</i>	
BSN 155A	QuickBooks I <i>and</i>
BSN 155B	QuickBooks II

NOTE: Student may choose to take either (4 units): (cannot duplicate core course)

ECO 101	Principles of Economics (Macro) <i>OR</i>
ECO 102	Principles of Economics (Micro)

TOTAL UNITS IN MAJOR (INCLUDING CORE) = 41

7. BUSINESS: GLOBAL BUSINESS

All courses as follows (10 units):

BSN 115	Business Finance
BSN 215	Global Business
BSN 251	Introduction to Online Marketing

TOTAL UNITS IN MAJOR (INCLUDING CORE) = 39

C. ELECTIVE UNITS to bring the total to 90.