



A Course of Study for
BUSINESS

Business Managers coordinate business activities in both private industry and public agencies. They are responsible for operations, maintenance, purchasing, planning, organizing, budgeting, and directing the work of the employees. Business executives are the higher-level management staff, directing the activities of the firm. They develop and administer policies to maximize profits. They also direct financial programs and develop policies aimed at maintaining good relations with the public, stockholders, employees, and customers.

For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

PROGRAMS OFFERED

- Transfer Preparation

DEGREES AND CERTIFICATES

- Business (General)
 - Business Administration Associate Degree for Transfer (*refer to Business Administration sheet*)
 - Business Associate Degree (24 units)
- Entrepreneurship
 - Entrepreneurship Certificate of Achievement (24 units)
 - Business: Entrepreneurship Department Certificate (12 units)
 - Business: Salon Entrepreneurship (*see Cosmetology*)
- Insurance
 - Insurance Professional Associate Degree (31 units)
 - Insurance Professional Certificate of Achievement (31 units)
 - Insurance Specialist Certificate of Achievement (12 units)
- International
 - International Business Certificate of Achievement (24 units)
 - Business: International Department Certificate (12 units)
- Logistics
 - Logistics/Supply Chain Management Associate Degree (24 units)
 - Logistics/Supply Chain Management Certificate of Achievement (24 units)
 - Business: Logistics Department Certificate (12 units)
- Management
 - Management/Leadership Associate Degree (27 units)
 - Management/Leadership Certificate of Achievement (27 units)
 - Business: Management Department Certificate (12 units)
- Marketing
 - Marketing Certificate of Achievement (21-24 units)
 - Business: Marketing Department Certificate (12 units)
- Sales and Promotion
 - Sales and Promotion Associate Degree (24 units) (*formerly Merchandising*)
 - Sales and Promotion Certificate of Achievement (24 units) (*formerly Merchandising*)
 - Business: Merchandising Department Certificate (12 units)

NOTE: There are three or four Core courses in all Business Certificates of Achievement (except Insurance Specialist). These Core courses are required for all students, and should be completed BEFORE taking Concentration courses. Moreover, Business 1 should be completed BEFORE enrolling in other Core courses.

ASSOCIATE DEGREE REQUIREMENTS

An Associate degree is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a minimum of **60 degree applicable semester units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;
- Completion of one of the following general education patterns: SMC GE, CSU GE, or IGETC;
- Completion of the SMC Global Citizenship graduation requirement.

CERTIFICATE OF ACHIEVEMENT REQUIREMENTS

A Certificate of Achievement is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;

DEPARTMENT CERTIFICATE REQUIREMENTS

A Department Certificate is granted upon successful completion of a program of study with a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;

Note: Department Certificates are not noted on student transcripts. Students must submit a petition to the relevant academic department to be awarded a Department Certificate.

CATALOG RIGHTS

A student may satisfy the requirements of a degree that were in effect at any time of the student's **continuous** enrollment. Continuous enrollment is defined as enrolment in consecutive Fall and Spring semesters until completion.

TRANSFER PREPARATION

Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at *assist.org*.

A listing of private, non-profit California colleges and universities can be found online at *aiccu.edu*. For articulation agreements between SMC and some of these institutions see *smc.edu/articulation*.

The **University of California system has a transfer pathway** for any UC campus that offers Business Administration. For more information, visit *pathwaysguide.universityofcalifornia.edu*

BUSINESS, ASSOCIATE DEGREE

PLEASE NOTE: This is NOT the CSU transfer degree. For details about the Business Administration Associate in Science for Transfer (AS-T) to CSU, please see above.

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, and identify and resolve ethical dilemmas in the domestic and global business environment.

Required Courses: (12 units)

ACCTG 1, Principles of Accounting (5)

or

ACCTG 21, Business Bookkeeping (3)

BUS 1, Introduction to Business (3)

BUS 5, Business Law (3)

BUS 32, Business Communications (3)

Using the electives below, students may focus on a particular area of interest (including Marketing, Insurance, Global Trade & Logistics, Entrepreneurship/Small Business Management, Finance, Management/Leadership, Retail/Hospitality/Tourism, and/or General Business) or may create their own area of study by selecting a combination of courses that meets career goals: (12 units minimum required)

Marketing

BUS 20, Principles of Marketing (3)

BUS 22, Introduction to Advertising (3)

BUS 23, Principles of Selling (3)

BUS 24, Creative Selling (3)

BUS 26, Marketing Research and Consumer Behavior (3)

BUS 28, Marketing Promotion (3)

BUS 29, Public Relations and Publicity (3) *(same as JOURN 43)*

BUS 33, Broadcast Advertising (3) *(same as MEDIA 18)*

BUS 34, Introduction to Social and Media Marketing (3)

Insurance

BUS 15, Introduction to Insurance with Code and Ethics (2)

BUS 16, Personal Insurance (3)

BUS 17, Property and Liability Insurance (3)

BUS 18, Commercial Insurance (3)

Global Trade and Logistics

BUS 50, Introduction to International Business (3)

BUS 51, Intercultural Business Communication (3)

BUS 52, International Marketing (3)

BUS 53, Importing and Exporting (3)

BUS 54, International Management (3)

BUS 55, Southern California's International Connections (3)

BUS 80, Principles of Logistics (3)

BUS 81, Transportation Management (3)

BUS 82, Supply Chain Management (3)

BUS 83, Operations Management (3)

Entrepreneurship/Small Business Management

BUS 8, Law for the Entrepreneur (3)

BUS 27, Introduction to E-Commerce (3) *(same as CIS 27)*

BUS 63, Principles of Entrepreneurship (3)

Finance

- BUS 45, Individual Financial Planning (3) (same as ACCTG 45)**
- BUS 46, Introduction to Investments (3)**
- BUS 47, Personal Financial for Students (1) (same as COUNS 47)**

Management/Leadership

- BUS 65, Management Principles (3)**
- BUS 67, Business Strategies (3)**
- BUS 72, Organizational Management and Leadership (3)**
- BUS 76, Human Resource Management (3)**
- BUS 79, Bargaining and Negotiations (3)**

Retail/Hospitality/Tourism

- BUS 4, Leisure Studies and Tourism (3)**
- BUS 11, Introduction to the Hospitality Industry (3)**
- BUS 21, Merchandising Principles (3)**
- BUS 25, Advertising Display (3)**

General Business

- BUS 6, Advanced Business Law (3) (same as ACCTG 26)**
- BUS 62, Human Relations and Ethical Issues in Business (3)**
- BUS 64, Business Protocol and Professionalism (1)**

ENTREPRENEURSHIP, CERTIFICATE OF ACHIEVEMENT

Program Learning Outcomes: Upon completion of the program, 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 units)

ACCTG 1, Introduction to Financial Accounting (5)

or

ACCTG 21, Business Bookkeeping (3)

BUS 1, Introduction to Business (3)

BUS 32, Business Communications (3)

BUS 63, Principles of Entrepreneurship (3)

Concentration Courses: (9 units)

BUS 5, Business Law (3)

or

BUS 8, Law and Entrepreneurship (3)

BUS 20, Principles of Marketing (3)

BUS 65, Management Principles (3)

Select 1 course from the following if not used above: (3 units)

NOTE: CIS 1 **or** 4 are highly recommended for students with limited computer skills.

BUS 5, Business Law (3)

BUS 8, Law and Entrepreneurship (3)

BUS 23, Principles of Selling (3)

BUS 27, Introduction to E-Commerce (3) *(formerly same as CIS 27)*

BUS 45, Individual Financial Planning (3) *(same as ACCTG 45)*

BUS 50, Introduction to International Business (3)

BUS 53, Importing and Exporting (3)

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

BUS 80, Principles of Logistics (3)

CIS 1, Computer Concepts with Applications (3)

CIS 4, Business Information Systems with Applications (3)

BUSINESS: ENTREPRENEURSHIP, DEPARTMENT CERTIFICATE

Required Courses:

ACCTG 1, Introduction to Financial Accounting (5)**or****ACCTG 21**, Business Bookkeeping (3)

BUS 5, Business Law (3)**or****BUS 8**, Law for the Entrepreneur (3)**or****BUS 32**, Business Communications (3)

BUS 63, Principles of Entrepreneurship (3)

Select 1 additional course from the following not used above: (3 units)

BUS 1, Introduction to Business (3)**BUS 5**, Business Law (3)**BUS 8**, Law and Entrepreneurship (3)**BUS 27**, Introduction to E-Commerce (3) *(formerly same as CIS 27)***BUS 50**, Introduction to International Business (3)**BUS 65**, Management Principles (3)**BUS 80**, Principles of Logistics (3)**CIS 35**, QuickBooks (3) *(formerly same as ACCTG 35)***INSURANCE PROFESSIONAL, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT**

Required Courses:

ACCTG 1, Introduction to Financial Accounting (5)**BUS 1**, Introduction to Business (3)**BUS 5**, Business Law (3)**BUS 15**, Introduction to Insurance with Code and Ethics (2)**BUS 16**, Personal Insurance (3)**BUS 17**, Property and Liability Insurance (3)**BUS 18**, Commercial Insurance (3)**BUS 32**, Business Communications (3)**CIS 4**, Business Information Systems with Applications (3)

CIS 30, Microsoft Excel (3) *(formerly CIS 31)***or****ACCTG 31A**, Excel for Accounting (3)

Recommended Additional Coursework: Students may want to consider some the following courses to deepen their knowledge and understanding. Students transferring courses to SMC from other institutions may use the following course(s) to meet any unit deficiency:

ACCTG 31B, Advanced Excel for Accounting (3)**BUS 20**, Principles of Marketing (3)**BUS 23**, Principles of Selling (3)**BUS 24**, Creative Selling (3)**BUS 90A**, Business Insurance Internship (1)**BUS 90B**, Business Insurance Internship (2)**BUS 90C**, Business Insurance Internship (3)

INSURANCE SPECIALIST, CERTIFICATE OF ACHIEVEMENT

Required Courses:

BUS 15, Introduction to Insurance with Code and Ethics (2)**BUS 16**, Personal Insurance (3)**BUS 17**, Property and Liability Insurance (3)**BUS 18**, Commercial Insurance (3)

BUS 90A, Business Insurance Internship (1)**or****BUS 90B**, Business Insurance Internship (2)**or****BUS 90C**, Business Insurance Internship (3)**INTERNATIONAL BUSINESS, CERTIFICATE OF ACHIEVEMENT**

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and apply business principles to international trade issues in the context of global citizenship.

Required Core Courses: (9 units)

BUS 1, Introduction to Business (3)**BUS 32**, Business Communications (3)**BUS 50**, International Trade (3)

Concentration Courses: (9 units)

BUS 51, Intercultural Business Communication (3)**or****COM ST 37**, Intercultural Communication (3) *(formerly SPEECH 7)*

BUS 52, International Marketing (3)**BUS 53**, Importing and Exporting (3)

Select 2 courses from the following (CIS 1 or 4 are strongly recommended for students with limited computer skills): (6 units)

ACCTG 1, Introduction to Financial Accounting (5)**or****ACCTG 21**, Business Bookkeeping (3)

BUS 5, Business Law (3)**BUS 11**, Introduction to the Hospitality Industry (3)**BUS 27**, Introduction to E-Commerce (3) *(formerly same as CIS 27)***BUS 45**, Individual Financial Planning (3) *(same as ACCTG 45)***BUS 62**, Human Relations and Ethical Issues in Business (3)**BUS 80**, Principles of Logistics (3)

CIS 1, Computer Concepts with Applications (3)**or****CIS 4**, Business Information Systems with Applications (3)

BUSINESS: INTERNATIONAL, DEPARTMENT CERTIFICATE

Required Courses: (9 units)

BUS 50, Introduction to International Business (3)**BUS 52**, International Marketing (3)**BUS 53**, Importing and Exporting (3)

Select 1 course from the following:

BUS 1, Introduction to Business (3)**BUS 32**, Business Communications (3)**BUS 54**, International Management (3)**BUS 80**, Principles of Logistics (3)**LOGISTICS/SUPPLY CHAIN MANAGEMENT, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT**

Required Core Courses: (9 units)

BUS 1, Introduction to Business (3)**BUS 32**, Business Communications (3)**BUS 80**, Principles of Logistics (3)

Concentration Courses: (9 units)

BUS 81, Transportation Management (3)**BUS 82**, Supply Chain Management (3)**BUS 83**, Operations Management (3)

Select 2 courses from the following (CIS 1 or 4 are strongly recommended for students with limited computer skills): (6 units)

ACCTG 1, Introduction to Financial Accounting (5)*or***ACCTG 21**, Business Bookkeeping (3)

BUS 5, Business Law (3)**BUS 45**, Individual Financial Planning (3) (*same as ACCTG 45*)**BUS 50**, Introduction to International Business (3)

BUS 51, Intercultural Business Communication (3)*or***COM ST 37**, Intercultural Communication (3) (*formerly SPEECH 7*)

BUS 52, International Marketing (3)**BUS 53**, Importing and Exporting (3)

CIS 1, Computer Concepts with Applications (3)*or***CIS 4**, Business Information Systems with Applications (3)

BUSINESS: LOGISTICS, DEPARTMENT CERTIFICATE

Required Courses:

- BUS 80**, Principles of Logistics (3)
- BUS 81**, Transportation Management (3)
- BUS 82**, Supply Chain Management (3)
- BUS 83**, Operations Management (3)

MANAGEMENT/LEADERSHIP, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

Program Learning Outcomes: Upon completion of the program, 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)

- BUS 1**, Introduction to Business (3)
- BUS 5**, Business Law (3)
- BUS 32**, Business Communications (3)
- BUS 65**, Management Principles (3)

Concentration Courses: (12 units)

- ACCTG 1**, Introduction to Financial Accounting (5)
- or*
- ACCTG 21**, Business Bookkeeping (3)
-
- BUS 20**, Principles of Marketing (3)
-
- BUS 51**, Intercultural Business Communication (3)
- or*
- COM ST 37**, Intercultural Communication (3) (*formerly SPEECH 7*)
-
- BUS 62**, Human Relations and Ethical Issues in Business (3)

Select 1 course from the following (CIS 1 or 4 are strongly recommended for students with limited computer skills): (3 units)

- BUS 45**, Individual Financial Planning (3) (*same as ACCTG 45*)
- BUS 50**, Introduction to International Business (3)
- BUS 80**, Principles of Logistics (3)
- BUS 83**, Operations Management (3)
-
- CIS 1**, Computer Concepts with Applications (3)
- or*
- CIS 4**, Business Information Systems with Applications (3)

BUSINESS: MANAGEMENT, DEPARTMENT CERTIFICATE

Required Courses:

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

MARKETING, CERTIFICATE OF ACHIEVEMENT

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues; identify and resolve ethical dilemmas in the domestic and global business environments; and develop an effective marketing strategy that includes a target audience and all elements of the marketing mix.

Required Core Courses: (9 units)

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

Concentration Courses: (9 units)

- BUS 26**, Marketing Research and Consumer Behavior (3)
- BUS 34**, Introduction to Social and Media Marketing (3)
- BUS 52**, International Marketing (3)

Select 2 additional courses from the following: (6 units minimum)

- ACCTG 1**, Introduction to Financial Accounting (5)
- or*
- ACCTG 21**, Business Bookkeeping (3)
- BUS 5**, Business Law (3)
- BUS 21**, Merchandising Principles (3)
- BUS 22**, Introduction to Advertising (3)
- BUS 23**, Principles of Selling (3)
- BUS 25**, Advertising Display (3)
- BUS 27**, Introduction to E-Commerce (3) *(formerly same as CIS 27)*
- BUS 28**, Marketing Promotion (3)
- BUS 80**, Principles of Logistics (3)
- JOURN 43**, Public Relations and Publicity (3)

Students who successfully complete the Marketing Certificate of Achievement may elect to receive an Associate degree by satisfying additional general education requirements listed on the Associate degree.

BUSINESS: MARKETING, DEPARTMENT CERTIFICATE

Required Courses: (9 units)

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

Select 1 course from the following:

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

SALES AND PROMOTION (FORMERLY MERCHANDISING), ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

Program Learning Outcomes: Upon completion of the program, students will demonstrate coherent and comprehensive analyses of business issues, identify and resolve ethical dilemmas in the domestic and global business environment, and develop a sales and promotion plan that incorporates elements of the promotion mix, including social media, and an engaging oral and written sales presentation.

Required Core Courses: (21 units)

- BUS 1**, Introduction to Business (3)
- BUS 20**, Principles of Marketing (3)
- BUS 22**, Introduction to Advertising (3)
- BUS 23**, Principles of Selling (3)
- BUS 28**, Marketing Promotion (3)
- BUS 32**, Business Communications (3)
- BUS 34**, Introduction to Social Media Marketing (3)

Select 1 elective course from the following: (NOTE: BUS 26 or 27 are strongly recommended)

- BUS 5**, Business Law (3)
- BUS 21**, Merchandising Principles (3)
- BUS 25**, Advertising Display (3)
- BUS 27**, Introduction to E-Commerce (3) *(same as CIS 27)*
- BUS 45**, Individual Financial Planning (3) *(same as ACCTG 45)*
- BUS 62**, Human Relation and Ethical Issues in Business (3)
- CIS 1**, Computer Concepts with Applications (3) *(strongly recommended for students with limited computer skills)*
- CIS 4**, Business Information Systems with Applications (3) *(strongly recommended for students with limited computer skills)*

BUSINESS: MERCHANDISING, DEPARTMENT CERTIFICATE

Required Courses: (9 units)

- BUS 20**, Principles of Marketing (3)
- BUS 21**, Merchandising Principles (3)
- BUS 25**, Advertising Display (3)

Select 1 course from the following:

- BUS 1**, Introduction to Business (3)
- BUS 22**, Introduction to Advertising (3)