

# BUSINESS MANAGEMENT CERTIFICATE

PROGRAM CODE: 2C21256A

The **Business Management Certificate** is designed to prepare students for employment in a business capacity. The focus of the program is skill building in the areas of communication, decision-making, planning, organizing, and evaluating. Emphasis on problem solving, leadership, and critical thinking skills is stressed to prepare students for employment. A grade of C or better is required in each course taken. This certificate requires 24-28 units.

Code	Title	Units
<b>Select one MANAGEMENT course from the following (3 units):</b> <b>3</b>		
BUS 100 F	Introduction to Business	3
BUS 131 F	Principles of International Business	3
BUS 180 F	Small Business Management	3
<b>Select one ACCOUNTING course from the following (3-5 units):</b> <b>3-5</b>		
ACCT 100 F	Small Business Accounting	3
ACCT 101AF	Financial Accounting	5
	or ACCT 102HF Honors Financial Accounting	
<b>Select one COMMUNICATIONS course from the following (3-4 units):</b> <b>3-4</b>		
BUS 111 F	Business Communications	3
BUS 112 F	Public Speaking for Business	4
BUS 211 F	Critical Reasoning and Writing for Business (formerly Writing for Business)	3
	or BUS 211HF Honors Critical Reasoning and Writing for Business (formerly Honors Writing for Business)	
<b>Select one ECONOMICS course from the following (3 units):</b> <b>3</b>		
BUS 162 F	Business Economics	3
ECON 101 F	Principles of Economics - Micro	3
	or ECON 101HF Honors Principles of Economics - Micro	
BUS 251 F	Business Finance	3
<b>Select one LAW course from the following (3 units):</b> <b>3</b>		
<i>(See counselor for determination of correct course)</i>		
BUS 240 F	Legal Environment of Business	3
	or BUS 240HF Honors Legal Environment of Business	
BUS 245 F	Business Law I (formerly BUS 241AF)	3
<b>Select one MARKETING course from the following (3 units):</b> <b>3</b>		
MKT 100 F	Introduction to Marketing	3
MKT 151 F	Digital Marketing (formerly New Media)	3
BUS 224 F	International Marketing	3
<b>Select two LEADERSHIP courses from the following (6-7 units):</b> <b>6-7</b>		
BUS 112 F	Public Speaking for Business	4
BUS 225 F	International Management	3
BUS 262 F	Principles of Management	3
BUS 266 F	Human Relations in Organizations (formerly Human Relations in Business)	3
BUS 267 F	Principles of Supervision	3
BUS 268 F	Human Resource Management	3

BUS 271 F Leadership and Business Ethics 3

**Total Units** **24-28**

**Outcome 1:** Identify the various marketing functions (product development, pricing, promotion, and distribution) and how organizations utilize these to produce goods and services that satisfy the needs and wants of the consumer.

**Outcome 2:** Use a working vocabulary of business terminology.

**Outcome 3:** Identify basic computer concepts, terms and functions.

**Outcome 4:** Analyze a routine business request and respond with a written letter that illustrates good business writing skills.

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