

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
Select one MANAGEMENT course from the following (3 units): 3		
BUS 100 F	Introduction to Business	3
BUS 131 F	Principles of International Business	3
BUS 180 F	Small Business Management	3
Select one ACCOUNTING course from the following (3-5 units): 3-5		
ACCT 100 F	Small Business Accounting	3
ACCT 101AF	Financial Accounting	5
	or ACCT 102HF Honors Financial Accounting	
Select one COMMUNICATIONS course from the following (3-4 units): 3-4		
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)	
Select one ECONOMICS course from the following (3 units): 3		
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
Select one LAW course from the following (3 units): 3		
<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
Select one MARKETING course from the following (3 units): 3		
MKT 100 F	Introduction to Marketing	3
MKT 151 F	Digital Marketing (formerly New Media)	3
BUS 224 F	International Marketing	3
Select two LEADERSHIP courses from the following (6-7 units): 6-7		
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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