



A Course of Study for
BUSINESS (AS)
Associate Degree,
Certificate of Achievement
&
Department Certificate Programs

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.

ASSOCIATE DEGREE - 60 UNITS

The Associate degree involves satisfactory completion of a minimum of 60 semester units with a C average or higher including the required units in the area of emphasis (articulated below), fulfillment of the Global Citizenship requirement, and fulfillment of all Santa Monica College general education requirements, CSU GE or IGETC.

Catalog rights dictate that a student may satisfy the requirements of a degree or certificate by completing the general education and major/area of emphasis requirements in effect at any time of their continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the area of emphasis (major) units must be completed at Santa Monica College.

Each course in the area of emphasis (major) must be completed with a grade of C or higher.

BUSINESS (24 units)

PLEASE NOTE: This is NOT the CSU transfer degree. Please see Business AS-T.

Program Learning Outcomes: Upon completion of a 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 Core Courses: (12 units minimum)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 1, Introduction to Business (3)

Business 5, Business Law (3)

Business 32, Business Communications (3)

BUSINESS continued...

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 their career goals: (12 units minimum required)

Marketing

- Business 20**, Principles of Marketing (3)
- Business 22**, Introduction to Advertising (3)
- Business 23**, Principles of Selling (3)
- Business 24**, Creative Selling (3)
- Business 26**, Marketing Research and Consumer Behavior (3)
- Business 28**, Marketing Promotion (3)
- Business 34**, Introduction to Social Media Marketing (3)
- Journalism 43**, Public Relations and Publicity (3)
- Media 18**, Broadcast Advertising (3) (*same as Business 33*)

Insurance

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

Global Trade & Logistics

- Business 50**, Introduction to International Business (3)
- Business 51**, Intercultural Business Communication (3)
- Business 52**, International Marketing (3)
- Business 53**, Importing and Exporting (3)
- Business 54**, International Management (3)
- Business 55**, Southern California's International Connections (3)
- Business 80**, Principles of Logistics (3)
- Business 81**, Transportation Management (3)
- Business 82**, Supply Chain Management (3)
- Business 83**, Operations Management (3)

Entrepreneurship/Small Business Management

- Business 8**, Law and Entrepreneurship (3)
- Business 27**, Introduction to E-Commerce (3) (*same as CIS 27*)
- Business 63**, Principles of Entrepreneurship (3)

Finance

- Business 45**, Individual Financial Planning (3) (*same as Accounting 45*)
- Business 46**, Introduction to Investments (3)
- Business 47**, Personal Finance for Students (1) (*same as Counseling 47*)

Management/Leadership

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

Retail/Hospitality/Tourism

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

General Business

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

Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed on a separate sheet in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

INSURANCE PROFESSIONAL (31 units)*Required Courses:*

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

CIS 30, Microsoft Excel (3) *(formerly CIS 31)*

or

Accounting 31A, Excel for Accounting (3)

Recommended Additional Coursework: students transferring courses to SMC from other institutions may use the following course(s) to meet any unit deficiency:

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

Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed on a separate sheet in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

LOGISTICS/SUPPLY CHAIN MANAGEMENT (24 units)*Required Core Courses: (9 units)*

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

Concentration Courses: (9 units)

Business 81, Transportation Management (3)
Business 82, Supply Chain Management (3)
Business 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)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 5, Business Law (3)

Business 45, Individual Financial Planning (3) *(same as Accounting 45)*

Business 50, Introduction to International Business (3)

Business 51, Intercultural Business Communication (3)

or

Communication Studies 37, Intercultural Communication (3) *(formerly Speech 7)*

Business 52, International Marketing (3)

Business 53, Importing and Exporting (3)

CIS 1, Computer Concepts with Applications (3)

or

CIS 4, Introduction to Computers, Business Applications (3)

Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed on a separate sheet in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

MANAGEMENT/LEADERSHIP (27 units)

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)

Business 1, Introduction to Business (3)

Business 5, Business Law (3)

Business 32, Business Communications (3)

Business 65, Management Principles (3)

Concentration Courses: (12 units)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 20, Principles of Marketing (3)

Business 51, Intercultural Business Communication (3)

or

Communication Studies 37, Intercultural Communication (3) *(formerly Speech 7)*

Business 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)

Business 45, Individual Financial Planning (3) *(same as Accounting 45)*

Business 50, Introduction to International Business (3)

Business 80, Principles of Logistics (3)

Business 83, Operations Management (3)

CIS 1, Computer Concepts with Applications (3)

or

CIS 4, Introduction to Computers, Business Applications (3)

Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed on a separate sheet in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

SALES AND PROMOTION (formerly Merchandising) (24 units)

This program prepares students for careers in sales and other contemporary marketing responsibilities. Sales promotion techniques are examined as students develop skills in the modern sales process. Developing a strategic approach to customer relationship management and the life time value of the customer will equip students with the mindset to succeed in today's dynamic marketplace.

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)

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

Select 1 elective course from the list below (Note: Business 26 or 27 are strongly recommended)

- Business 5**, Business Law (3)
- Business 26**, Marketing Research and Consumer Behavior (3)
- Business 21**, Merchandising Principles (3)
- Business 25**, Advertising Display (3)
- Business 27**, Introduction to E-Commerce (3) *(formerly same as CIS 27)*
- Business 45**, Individual Financial Planning (3) *(same as Accounting 45)*
- Business 62**, Human Relations and Ethical Issues in Business (3)
- CIS 1***, Computer Concepts with Applications (3)
- CIS 4***, Introduction to Computers, Business Applications (3)

*Strongly recommended for the student with limited computer skills.

Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed on a separate sheet in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

CERTIFICATE OF ACHIEVEMENT

Catalog rights dictate that a student may satisfy the requirements for a certificate of achievement by completing the major/area of emphasis requirements in effect at any time during the student's continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the units required for Certificates of Achievement must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Certificates of Achievement.

Except for Insurance Specialist, each Certificate of Achievement requires two types of courses: Core and Concentration.

Except for Insurance Specialist there are three or four Core courses in all Business Certificate of Achievement Programs. These courses are required for all students and they should be completed before taking Concentration courses. In the Core sequence Business 1 should be taken first before other Core courses.

ENTREPRENEURSHIP (24 units)

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)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 1, Introduction to Business (3)

Business 32, Business Communications (3)

Business 63, Principles of Entrepreneurship (3)

Concentration Courses: (9 units)

Business 5, Business Law (3)

or

Business 8, Law and Entrepreneurship (3)

Business 20, Principles of Marketing (3)

Business 65, Management Principles (3)

Select 1 course from the following if not used above (CIS 1 or 4 are strongly recommended for students with limited computer skills): (3 units)

Business 5, Business Law (3) *(if not used above)*

Business 8, Law and Entrepreneurship (3) *(if not used above)*

Business 23, Principles of Selling (3)

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

Business 45, Individual Financial Planning (3) *(same as Accounting 45)*

Business 50, Introduction to International Business (3)

Business 53, Importing and Exporting (3)

Business 62, Human Relations and Ethical Issues in Business (3)

Business 80, Principles of Logistics (3)

CIS 1, Computer Concepts with Applications (3)

or

CIS 4, Introduction to Computers, Business Applications (3)

INSURANCE PROFESSIONAL (31 units)

A Certificate of Achievement is granted upon completion of the required courses listed under the Associate degree.

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

INSURANCE SPECIALIST (12 units)

Required Courses:

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

Business 16, Personal Insurance (3)

Business 17, Property and Liability Insurance (3)

Business 18, Commercial Insurance (3)

Business 90A, Business Insurance Internship (1)

or

Business 90B, Business Insurance Internship (2)

or

Business 90C, Business Insurance Internship (3)

INTERNATIONAL BUSINESS (24 units)

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)

Business 1, Introduction to Business (3)

Business 32, Business Communications (3)

Business 50, Introduction to International Business (3)

Concentration Courses: (9 units)

Business 51, Intercultural Business Communication (3)

or

Communication Studies 37, Intercultural Communication (3) *(formerly Speech 7)*

Business 52, International Marketing (3)

Business 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)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 5, Business Law (3)

Business 11, Introduction to the Hospitality Industry (3)

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

Business 45, Individual Financial Planning (3) *(same as Accounting 45)*

Business 62, Human Relations and Ethical Issues in Business (3)

Business 80, Principles of Logistics (3)

CIS 1, Computer Concepts with Applications (3)

or

CIS 4, Introduction to Computers, Business Applications (3)

LOGISTICS/SUPPLY CHAIN MANAGEMENT (24 units)

A Certificate of Achievement is granted upon completion of the required courses listed under the Associate degree.

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

MANAGEMENT/LEADERSHIP (27 units)

A Certificate of Achievement is granted upon completion of the required courses listed under the Associate degree.

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

MARKETING (24 units)

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

Required Core Courses: (9 units)

Business 1, Introduction to Business (3)

Business 20, Principles of Marketing (3)

Business 32, Business Communications (3)

Concentration Courses: (9 units)

Business 26, Marketing Research and Consumer Behavior (3)

Business 34, Social Media Marketing (3)

Business 52, International Marketing (3)

Select 2 courses from the following: (6 units)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 5, Business Law (3)

Business 21, Merchandising Principles (3)

Business 22, Introduction to Advertising (3)

Business 23, Principles of Selling (3)

Business 25, Advertising Display (3)

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

Business 28, Marketing Promotion (3)

Business 29, Public Relations and Publicity (3)

Business 80, Principles of Logistics (3)

SALES AND PROMOTION (formerly Merchandising) (24 units)

A Certificate of Achievement is granted upon completion of the required courses listed under the Associate degree.

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

DEPARTMENT CERTIFICATE

Catalog rights dictate that a student may satisfy the requirements of a certificate by completing the major/area of emphasis requirements in effect at any time of their continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the units required for Department Certificates must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Department Certificate.

BUSINESS: ENTREPRENEURSHIP (12 units)

Required Courses: (9 units)

Accounting 1, Introduction to Financial Accounting (5)

or

Accounting 21, Business Bookkeeping (3)

Business 5, Business Law (3)

or

Business 32, Business Communications (3)

Business 63, Principles of Entrepreneurship (3)

Select 1 course from the following:

Accounting 35, QuickBooks (3) (same as CIS 35)

Business 1, Introduction to Business (3)

Business 8, Law and Entrepreneurship (3)

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

Business 50, Introduction to International Business (3)

Business 65, Management Principles (3)

Business 80, Principles of Logistics (3)

BUSINESS: INTERNATIONAL (12 units)

Required Courses:

Business 50, Introduction to International Business (3)

Business 52, International Marketing (3)

Business 53, Importing and Exporting (3)

Select 1 course from the following:

Business 1, Introduction to Business (3)

Business 32, Business Communications (3)

Business 54, International Management (3)

Business 80, Principles of Logistics (3)

BUSINESS: LOGISTICS (12 units)

Required Courses:

Business 80, Principles of Logistics (3)

Business 81, Transportation Management (3)

Business 82, Supply Chain Management (3)

Business 83, Operations Management (3)

BUSINESS MANAGEMENT (12 units)

Required Courses:

Business 1, Introduction to Business (3)

Business 20, Principles of Marketing (3)

Business 32, Business Communications (3)

Business 65, Management Principles (3)

BUSINESS MARKETING (12 units)*Required Courses:*

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

Select 1 course from the following:

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

BUSINESS MERCHANDISING (12 units)*Required Courses:*

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

Select 1 course from the following:

- Business 1**, Introduction to Business (3)
- Business 22**, Introduction to Advertising (3)
- Business 23**, Principles of Selling (3)