

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

Associate Degree for Transfer

- Business Administration (*refer to Business Administration sheet*)

Associate Degrees

- Business
- Insurance Professional
- Logistics/Supply Chain Management
- Management/Leadership
- Sales and Promotion (*formerly Merchandising*)

Certificates of Achievement

- Digital Marketing
- Entry Level Business Information Assistant
- Entrepreneurship
- Insurance Professional
- Insurance Specialist
- International Business
- Logistics/Supply Chain Management
- Management/Leadership
- Marketing
- Sales and Promotion (*formerly Merchandising*)

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.

Department Certificates

- Business: Salon Business (*see Cosmetology*)

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. Department Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a “C” or better grade;
- 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 Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a “C” or better grade.

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. Department Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a “C” or better grade.

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 means attendance in at least one semester (Fall or Spring) in each academic year.

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, nonprofit 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.

This program prepares students for careers in business. Students can personalize their area of study by selecting any business courses below or they can choose to focus on a particular area of study including marketing, entrepreneurship or finance. Business professionals are responsible for operations, maintenance, purchasing, planning, organizing, budgeting, and directing employees. Promotion to executive level positions may involve higher-level management or staff, as well as overseeing corporate activities such as financial programs and policies.

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.

AREA OF EMPHASIS: (24 UNITS)**Required Core Courses: (12 units minimum)**

ACCTG 1	Introduction to Financial Accounting	5
<i>or</i>		
ACCTG 21	Business Bookkeeping	3

BUS 1	Introduction to Business	3
BUS 5	Business Law and the Legal Environment	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 26	Marketing Research and Consumer Behavior	3
BUS 28	Marketing Promotion	3
BUS 29	Public Relations and Publicity (<i>same as JOURN 43</i>)	3
BUS 33	Broadcast Advertising (<i>same as MEDIA 18</i>)	3
BUS 34A	Introduction to Digital Marketing	3
BUS 35	Customer Relationship Management	3
CIS 70	Digital Marketing Applications (<i>same as BUS 34B</i>)	3
JOURN 43	Public Relations and Publicity (<i>same as BUS 29</i>)	3
MEDIA 18	Broadcast Advertising (<i>same as BUS 33</i>)	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

BUSINESS, ASSOCIATE DEGREE CONTINUED...		
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 and Blue/Ocean Economy	3
BUS 80	Principles of Logistics	3
BUS 81	Transportation Management	3
BUS 82	Supply Chain Management	3
BUS 83	Operations Management	3
BUS 84	Introduction to Procurement	3
BUS 85	Project Management Global Trade and Logistics	3
BUS 86	Earned Value Management Systems	3
BUS 87	ERP System Procurement	4
ENTREPRENEURSHIP/SMALL BUSINESS MANAGEMENT		
BUS 8	Law for the Entrepreneur	3
BUS 9	Intellectual Property for the Entrepreneur	3
BUS 10	Introduction to Intellectual Property	1
BUS 27	Introduction to E-Commerce (<i>formerly same as CIS 27</i>)	3
BUS 37	Business of Hip-Hop Industry	3
BUS 60	Design Thinking for the Entrepreneur	1
BUS 63	Principles of Entrepreneurship	3
FINANCE		
ACCTG 45	Individual Financial Planning (<i>same as BUS 45</i>)	3
BUS 45	Individual Financial Planning (<i>same as ACCTG 45</i>)	3
BUS 46	Introduction to Investments	3
BUS 47	Understanding Money for Lifelong Success (<i>same as COUNS 47</i>)	1
COUNS 47	Understanding Money for Lifelong Success (<i>same as BUS 47</i>)	1
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 11	Introduction to the Hospitality Industry	3
BUS 21	Merchandising Principles	3
BUS 25	Advertising Display	3
BUS 36A	Customer Service in the Digital Age	3
GENERAL BUSINESS		
BUS 6	Advanced Business Law (<i>formerly same as ACCTG 26</i>)	3
BUS 7	Introduction to Sustainability in Business	3
BUS 7D	Business Strategies and Social Sustainability	3
BUS 14A	Women in Business	3
BUS 40A	Introduction to Business Analytics	3
BUS 56	Understanding the Business of Entertainment	3
BUS 59	Design for Delight for the Entrepreneur	3
BUS 62	Human Relations and Ethical Issues in Business	3
BUS 64	Business Protocol and Professionalism	1
BUS 69	Success in the Gig Economy	1

INSURANCE PROFESSIONAL, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

This program prepares students for highly skilled positions in the insurance industry, such as claims adjuster, examiner, investigator, salesperson, legal support worker or insurance underwriter. Course offerings include personal insurance, property and liability insurance, commercial insurance and ethics, among others.

Program Learning Outcomes: Upon completion of this program, students will demonstrate coherent and comprehensive understanding of various types of insurance products, including personal, property and liability, and commercial insurance.

AREA OF EMPHASIS: (26-28 UNITS)

Required Courses:

ACCTG 1	Introduction to Financial Accounting	5
<u>or</u>		
ACCTG 21	Business Bookkeeping	3

BUS 1	Introduction to Business	3
BUS 5	Business Law and the Legal Environment	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 30	Microsoft Excel	3
<u>or</u>		
ACCTG 31A	Excel for Accounting	3

DIGITAL MARKETING, CERTIFICATE OF ACHIEVEMENT

The digital revolution in the business sector has led to an ever-increasing demand for skilled digital marketing professionals. Our program trains students to understand and develop various digital marketing channels, such as search-engine optimization (SEO), search engine marketing (SEM), social media marketing, pay per click (PPC) advertising, affiliate marketing, email marketing and content marketing, and how these channels relate to the customer experience. Students use digital marketing applications and tools to create effective content and a dynamic web presence to drive brand awareness and generate leads, as well as measure and track online performance.

Program Learning Outcomes: Upon completion of the program, students can demonstrate the ability to build digital marketing channels for an effective, customer-focused strategy and utilize applications and tools to create content, build a web presence and measure and analyze online performance.

AREA OF EMPHASIS: (12 UNITS)

Required Courses:

BUS 34A	Introduction to Digital Marketing	3
BUS 34B	Digital Marketing Applications (<i>same as CIS 70</i>)	3
BUS 34C	Digital Marketing Analytics	3
BUS 35	Customer Relationship Management	3

ENTREPRENEURSHIP, CERTIFICATE OF ACHIEVEMENT

This Program provides students the opportunity to develop the skills needed to analyze business issues and explore their own entrepreneurial vision as they produce a thorough business plan. The coursework leads to a strong foundation in entrepreneurship. SMC collaborates with the National Association for Community College Entrepreneurship (NACCE).

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.

AREA OF EMPHASIS: (18 UNITS)**Required Core Courses: (12 units)**

ACCTG 1	Introduction to Financial Accounting	5
<i>or</i>		
ACCTG 21	Business Bookkeeping	3
<i>or</i>		
CIS 35A	QuickBooks Desktop (<i>formerly CIS 35; formerly same as ACCTG 45</i>)	3
<i>or</i>		
CIS 35B	QuickBooks Online	3

BUS 1	Introduction to Business	3

BUS 5	Business Law and the Legal Environment	3
<i>or</i>		
BUS 8	Law for the Entrepreneur	3
<i>or</i>		
BUS 9	Intellectual Property for the Entrepreneur	3

BUS 63	Principles of Entrepreneurship	3
Select 2 or more courses from the following if not used above: (6 units minimum)		
ACCTG 45	Individual Financial Planning (<i>same as BUS 45</i>)	3
BUS 7	Introduction to Sustainability in Business	3
BUS 8	Law and Entrepreneurship	3
BUS 9	Intellectual Property for the Entrepreneur	3
BUS 10	Introduction to Intellectual Property	1
BUS 20	Principles of Marketing	3
BUS 23	Principles of Selling	3
BUS 27	Introduction to E-Commerce (<i>formerly same as CIS 27</i>)	3
BUS 32	Business Communications	3
BUS 34A	Introduction to Digital Marketing	3
BUS 45	Individual Financial Planning (<i>same as ACCTG 45</i>)	3
BUS 50	Introduction to International Business	3
BUS 53	Importing and Exporting	3
BUS 56	Understanding the Business of Entertainment	3
BUS 59	Design for Delight for the Entrepreneur	3
BUS 60	Design Thinking for the Entrepreneur	1
BUS 65	Management Principles	3
BUS 69	Success in the Gig Economy	1
CIS 70	Digital Marketing Applications (<i>same as BUS 34B</i>)	3

BUS 80	Principles of Logistics	3
<i>or</i>		
BUS 82	Supply Chain Management	3

ENTRY LEVEL BUSINESS INFORMATION ASSISTANT, CERTIFICATE OF ACHIEVEMENT

Companies in various industries require employees who have basic business information systems and bookkeeping skills and can effectively communicate and interact with customers at an entry level position.

Program Learning Outcomes: Upon completion of this program, students will demonstrate the ability to utilize business information systems; perform basic bookkeeping skills; communicate professionally in a business environment and interact successfully with customers.

AREA OF EMPHASIS: (12 UNITS)**Required Courses: (12 units)**

ACCTG 21	Business Bookkeeping	3
BUS 35	Customer Relationship Management	3
CIS 4	Business Information Systems with Applications	3

BUS 31	Business English Fundamentals	3
<u>or</u>		
BUS 32	Business Communications	3

INSURANCE SPECIALIST, CERTIFICATE OF ACHIEVEMENT

This program prepares students for highly skilled positions in the insurance industry, such as claims adjuster, examiner, investigator, salesperson, legal support worker or insurance underwriter. Course offerings include personal insurance, property and liability insurance, commercial insurance and ethics, among others.

Program Learning Outcomes: Upon completion of this program, students will demonstrate coherent and comprehensive understanding of various types of insurance products, including personal, property and liability, and commercial insurance.

AREA OF EMPHASIS: (11 UNITS)**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

INTERNATIONAL BUSINESS, CERTIFICATE OF ACHIEVEMENT

After successful completion of the International Business Certificate or Achievement program, the student demonstrates the skills, knowledge, and training for entry-level positions in multinational companies and incorporates the global business perspectives in to their current assignment. The student's knowledge and skills will include the ability to analyze global business opportunities as well as interact with others from different cultures. Individuals are able to prepare basic international commercial and shipping documents as well as to understand the issues that are involved in a global business operation. To gain a competitive edge in today's emerging marketplace, companies need professionals who know how to streamline diverse, supply-side activities on global scale. If your aim is to extend your professional influence to the international market, the International Business Department Certificate can help.

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.

AREA OF EMPHASIS: (18 UNITS)

Required Core Courses: (9 units)

BUS 1	Introduction to Business	3
BUS 53	Importing and Exporting	3
BUS 54	International Management	3

Select 3 Courses from the following: (9 units)

BUS 50	Introduction to International Business	3

BUS 51	Intercultural Business Communication	3
<i>or</i>		
COM ST 37	Intercultural Communication	3

BUS 52	International Marketing	3
BUS 57	Introduction to Lean Six Sigma	3
BUS 80	Principles of Logistics	3
BUS 81	Transportation Management	3
BUS 82	Supply Chain Management	3
BUS 83	Operations Management	3
BUS 84	Introduction to Procurement	3
BUS 85	Project Management Global Trade and Logistics	3
BUS 87	ERP System: Procurement	4

LOGISTICS AND SUPPLY CHAIN MANAGEMENT, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

This program provides students the opportunity to develop skills in the growing field of logistics and supply chain management. Students will learn about the flow and movement that organizations utilize to produce and deliver their products and services. Logistics and supply chain touches all aspects of a company's operations—from the movement of raw materials, energy, goods, money, [people, satellites, information and an array of operational tools. Our logistics' and supply chain management degree will prepare you for a career in the growing field of Global Trade and Logistics/Supply Chain. Our program partners with PRO-GTL to enhance education and business partnerships for optimal job opportunities.

Program Learning Outcomes: Upon completion of this program students will demonstrate coherent and comprehensive understanding of logistics, supply chain management, Production and Processing, production processes, quality control, scheduling, inventory management, transportation, costs and techniques for maximizing the effective manufacture and distribution of goods and services for present and future systems.

AREA OF EMPHASIS: (24 UNITS)

Required Core Courses: (12 units)

BUS 1	Introduction to Business	3
BUS 32	Business Communications	3
BUS 80	Principles of Logistics	3
BUS 82	Supply Chain Management	3
Select 3 Courses from the following: (9 units)		
BUS 57	Introduction to Lean Six Sigma	3
BUS 81	Transportation Management	3
BUS 83	Operations Management	3
BUS 84	Introduction to Procurement	3
BUS 85	Project Management Global Trade and Logistics	3
BUS 86	Earned Value Management Systems	3
BUS 87	ERP System: Procurement	4
Select 1 Course from the following: (3 units)		
ACCTG 31A	Excel for Accounting	3
ACCTG 31B	Advanced Excel for Accounting	3
CIS 30	Microsoft Excel	3
CIS 34	Advanced Excel with Visual Basic for Applications	3

MANAGEMENT/LEADERSHIP, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

With the constantly growing variety of businesses in the world, business management career opportunities are vast and diverse. SMC's Management/Leadership program prepares students for this unlimited field with solid analytical skills, training in methods for resolving problems, and the managerial skills required for planning and executing strategies in pursuit of organizational goals.

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.

AREA OF EMPHASIS: (24 UNITS)

Required Core Courses: (12 units)

BUS 1	Introduction to Business	3
BUS 5	Business Law and the Legal Environment	3
BUS 32	Business Communications	3
BUS 65	Management Principles	3
Select 4 Courses from the following: (12 units)		
BUS 36A	Customer Service in the Digital Age	3

BUS 51	Intercultural Business Communication	3
<i>or</i>		
COM ST 37	Intercultural Communication	3

BUS 54	International Management	3
BUS 62	Human Relations and Ethical Issues in Business	3
BUS 67	Business Strategies	3
BUS 72	Organizational Management and Leadership	3
BUS 76	Human Resources Management	3
BUS 79	Bargaining and Negotiations	3

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

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 lifetime 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.

AREA OF EMPHASIS: (24 UNITS)

Required 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 34A	Introduction to Digital Marketing	3
Select 1 Course from the following: (3 units)		
BUS 5	Business Law and the Legal Environment	3
BUS 8	Law for the Entrepreneur	3
BUS 21	Merchandising Principles	3
BUS 25	Advertising Display	3
BUS 27	Introduction to E-Commerce (<i>formerly same as CIS 27</i>)	3
BUS 59	Design for Delight for the Entrepreneur	3
BUS 62	Human Relations and Ethical Issues in Business	3
CIS 70	Digital Marketing Applications (<i>same as BUS 34B</i>)	3

MARKETING, CERTIFICATE OF ACHIEVEMENT

Every company needs effective marketing to succeed. Our program trains students to analyze business issues, solve problems, develop effective marketing strategies for designated target audiences, and employ the various elements of the marketing mix to achieve specific goals.

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.

AREA OF EMPHASIS: (18 UNITS)

Required Core Courses: (6 units)

BUS 1	Introduction to Business	3
BUS 20	Principles of Marketing	3
Select 4 or more courses from the following: (12 units minimum)		
BUS 22	Introduction to Advertising	3
BUS 23	Principles of Selling	3
BUS 26	Marketing Research and Consumer Behavior	3
BUS 28	Marketing Promotion	3
BUS 29	Public Relations and Publicity (<i>same as JOURN 43</i>)	3
BUS 32	Business Communications	3
BUS 34A	Introduction to Digital Marketing	3
BUS 35	Customer Relationship Management	3
BUS 37	Business of Hip-Hop Industry	3
BUS 52	International Marketing	3
BUS 59	Design for Delight for the Entrepreneur	3
BUS 60	Design Thinking for the Entrepreneur	1
CIS 70	Digital Marketing Applications (<i>same as BUS 34B</i>)	3
JOURN 43	Public Relations and Publicity (<i>same as BUS 29</i>)	3