



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

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

- 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;
- 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 enrollment 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, 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)

or

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 (*same as JOURN 43*)

BUS 34A, Introduction to Digital Marketing (3)
(*formerly BUS 34*)

BUS 35, Customer Relationship Management (3)

CIS 70, Digital Marketing Applications (3) (*same as BUS 34B*)

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

MEDIA 18, Broadcast Advertising (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 (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)

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 (3) *(formerly same as CIS 27)*
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 *(same as BUS 45)*
BUS 45, Individual Financial Planning (3) *(same as ACCTG 45)*
BUS 46, Introduction to Investments (3)
BUS 47, Understanding Money for Lifelong Success (1) *(same as COUNS 47)*
COUNS 47, Understanding Money for Lifelong Success (1) *(same as BUS 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 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 (3) *(formerly same as ACCTG 26)*
BUS 7, Introduction to Sustainability in Business (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)

or

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)

or

ACCTG 31A, Excel for Accounting (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)

or

ACCTG 21, Business Bookkeeping (3)

or

CIS 35A, QuickBooks Desktop (3) *(formerly CIS 35; formerly same as ACCTG 45)*

or

CIS 35B, QuickBooks Online (3)

BUS 1, Introduction to Business (3)

BUS 5, Business Law and the Legal Environment (3)

or

BUS 8, Law for the Entrepreneur (3)

or

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 (3)
(same as BUS 45)

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 (3) *(formerly
same as CIS 27)*

BUS 32 Business Communications (3)

BUS 34A, Introduction to Digital Marketing (3)
(formerly BUS 34)

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

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 (3) *(same
as BUS 34B)*

BUS 80, Principles of Logistics (3)

or

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)

or

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)

or

COM ST 37, Intercultural Communication (3)

BUS 52, International Marketing (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 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 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)

or

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)
(formerly BUS 34)

Select 1 course from the following: (3 units)

BUS 5, Business Law and the Legal Environment (3)

or

BUS 8, Law for the Entrepreneur (3)

BUS 21, Merchandising Principles (3)

BUS 25, Advertising Display (3)

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

BUS 59, Design for Delight for the Entrepreneur (3)

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

CIS 70, Digital Marketing Applications (3) (same as BUS 34B)

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 34A, Introduction to Digital Marketing (3)
(formerly BUS 34)

BUS 23, Principles of Selling (3)

BUS 35, Customer Relationship Management (3)

BUS 26, Marketing Research and Consumer Behavior (3)

BUS 37, Business of Hip-Hop Industry (3)

BUS 28, Marketing Promotion (3)

BUS 52, International Marketing (3)

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

BUS 59, Design for Delight for the Entrepreneur (3)

BUS 32, Business Communications (3)

BUS 60, Design Thinking for the Entrepreneur (1)

CIS 70, Digital Marketing Applications (3) *(same as BUS 34B)*