



A Course of Study for

COMPUTER INFORMATION SYSTEMS

Computer Information Systems managers oversee a variety of administrative, clerical, and accounting functions necessary to efficiently run and maintain computerized business systems. Office workers use a variety of software to produce correspondence, maintain databases, manage projects, organize meetings, manage financial records, and create presentations. Students focusing on Web applications attain the skills to professionally design, develop, and manage websites.

This major may also lead to many other careers. 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 Degrees

- Business Information Worker 2
- Computer Business Applications
- Website Software Specialist

Certificates of Achievement

- Business Information Specialist
- Business Information Worker 1
- Business Information Worker 2
- Computer Business Applications
- Digital Publishing
- Social Media Assistant
- Website Creator
- Website Software Specialist

Department Certificates

- Website Development Management

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

Students planning to transfer to a four-year college or university should refer to the transfer preparation information under Business.

BUSINESS INFORMATION WORKER 2, ASSOCIATE DEGREE AND CERTIFICATE OF ACHIEVEMENT

The Business Information Worker 2 (BIW-2) program builds on the BIW I foundation. The program provides students with additional skills in PowerPoint, QuickBooks, Records Management, and collaboration software. Graduates of this second stage in the BIW pathway program will be prepared to meet the workforce demands of today's business environment such as office, business, and executive administrative support, office supervision/coordination, small business support, retail sales, and customer service. Students completing the BIW pathway will be equipped to take multiple Microsoft Office Specialist credentials exams and become a QuickBooks certified user.

Program Learning Outcomes:

Demonstrate proficiency in Microsoft Office applications, collaboration software, and QuickBooks.

Apply professional customer relationship and management techniques in a business environment.

Employ interpersonal and critical thinking skills as well as problem solving.

AREA OF EMPHASIS: (18 UNITS)

Required Courses:

BUS 35	Customer Relationship Management	3
CIS 30	Microsoft Excel	3
CIS 32	Microsoft Access	3

CIS 35A	QuickBooks Desktop <i>(formerly CIS 35; formerly same as ACCTG 35)</i>	3
<i>or</i>		
CIS 35B	QuickBooks Online	3

CIS 38	Microsoft PowerPoint	3

OFTECH 33	Records Management	2
<i>and</i>		
CIS 36M	Adobe Acrobat	1

COMPUTER BUSINESS APPLICATIONS, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

The core of this program provides advanced computer skills and business concepts that can be applied in nearly every industry. Students will learn to use Microsoft Office products, as well as other computer software applications, that can be applied in business situations to create, edit, format, and publish documents, spreadsheets, presentations, and databases.

Students can select from three specializations within the Computer Business Applications program:

- Social Media Specialist students will be introduced to the finer points of the most popular social media applications, including search engine optimization, HTML and Web design.
- Office Finance Specialist students will develop the skills necessary to handle basic accounting and bookkeeping procedures for small businesses.
- Microsoft Office Specialist students will develop additional expertise in each of the Microsoft Office applications. This specialization assists in preparation for the Microsoft Office Specialist (MOS) certification exams.

Program Learning Outcomes: Upon completion of the program, students will be able to analyze different types of business information, use the Internet to support findings, and use software applications to produce various business reports and presentations used in industry of concentration area.

AREA OF EMPHASIS: (30 UNITS)

Required Courses: (21 units)

BUS 1	Introduction to Business	3
CIS 1	Introduction to Computer Information Systems	3
CIS 4	Business Information Systems with Applications	3
CIS 37	Microsoft Word	3
CIS 39	MS Outlook – Comprehensive Course	3
OFTECH 5	English Skills for the Office	3

OFTECH 1	Keyboarding I	3
<i>or</i>		
OFTECH 10	Skill Building on the Keyboard	3

Complete 1 of the following specialization tracks listed below based on career interest: (9 units)

TRACK 1: Social Media Specialist

BUS 34	Introduction to Social Media Marketing	3
CIS 50	Internet, HTML, and Web Design	3
CIS 70	Digital Marketing Applications (<i>same as BUS 34B</i>)	3

TRACK 2: Office Finance Specialist

CIS 30	Microsoft Excel	3
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ACCTG 1	Introduction to Financial Accounting	5

<i>or</i>		
ACCTG 21	Business Bookkeeping	3

CIS 35A	QuickBooks Desktop (<i>formerly CIS 35</i>)	3

<i>or</i>		
CIS 35B	QuickBooks Online	3

TRACK 3: Microsoft Office Specialist

CIS 30	Microsoft Excel	3
CIS 32	Microsoft Access	3
CIS 38	Microsoft PowerPoint	3

BUSINESS INFORMATION SPECIALIST, CERTIFICATE OF ACHIEVEMENT

The Business Information Specialist program builds on the BIW I and BIW II foundation. The program provides students with additional skills in marketing communication support, project management, and Salesforce (CRM). Graduates of this third stage BIW pathway program will be prepared to meet the workforce demands of today's business environment, such as various levels of administrative support, office supervision/coordination, and customer service. Students completing the BIW pathway will be equipped to take multiple Microsoft Office Specialist certifications, Salesforce certifications and become QuickBooks certified users.

Program Learning Outcomes: Upon completion of the program, students will demonstrate proficiency in using the Salesforce application. Upon completion of the program, students will demonstrate marketing and project management techniques in a business environment. Upon completion of the program, students will employ interpersonal and critical thinking skills as well as problem-solving.

AREA OF EMPHASIS: (9 UNITS)**Required Courses:**

CS 9A	Technology Project Management I (<i>same as CIS 9A</i>)	3
CS 77A	Salesforce Administration Essentials	3
BUS 20	Principles of Marketing	3

BUSINESS INFORMATION WORKER 1, CERTIFICATE OF ACHIEVEMENT

The Business Information Worker (BIW) program prepares students for entry-level office and administrative support in a variety of job positions, including general office clerks, retail salespersons, customer service representatives, receptionists, and information clerks. Students learn basic oral and written communications, basic computer application skills, including beginning Excel, Word, and Outlook and the fundamentals of computer systems. Graduates of this program bring critical thinking and problem-solving skills as well as interpersonal skills essential to the workplace. With a solid foundation in Microsoft Windows and Office, as well as strong digital and web literacy skills, students will be prepared to meet the workforce demands of today's business environment.

Program Learning Outcomes:

Upon completion of the program, students will: Demonstrate Proficiency in Windows, Microsoft Office applications, as well as strong digital and web literacy skills.

Apply professional communication techniques in an office environment.

Employ interpersonal and critical thinking skills as well as problem solving.

AREA OF EMPHASIS: (21 UNITS)**Required Courses:**

BUS 32	Business Communications	3
BUS 62	Human Relations and Ethical Issues in Business	3
CIS 1	Introduction to Computer Information Systems	3
CIS 30	Microsoft Excel	3
CIS 37	Microsoft Word	3
CIS 39	MS Outlook – Comprehensive Course	3
OFTECH 1	Keyboarding I	3

DIGITAL PUBLISHING, CERTIFICATE OF ACHIEVEMENT

This program provides students with specific skills that make them job ready for the publishing industry, whether it is for printing or the web. Digital Publishing Specialists use Adobe Acrobat, Adobe Photoshop, InDesign, and Illustrator programs, along with Microsoft Word and Microsoft PowerPoint, to format and combine text, numeral data, photographs, charts, drawings, and other visual graphic elements to produce digital and/or printed publication-ready materials.

Program Learning Outcomes: Given client data, students will utilize marketing research tools, apply creative techniques, choose and utilize appropriate software program(s) and analyze and solve graphic design and page layout problems to produce an effective publication. Working as a member of a Digital Publishing team, demonstrate professional work habits, meet scheduled timeline milestones and deadlines, and communicate effectively via oral presentations and written documents.

AREA OF EMPHASIS (20 UNITS)

Required Courses: (19 units)

CIS 36M	Adobe Acrobat	1
CIS 37	Microsoft Word	3
CIS 38	Microsoft PowerPoint	3
CIS 40	InDesign	3
CIS 60A	Photoshop I	3
CIS 64	Illustrator	3
OFTECH 5	English Skills for The Office	3
Select 1 unit from the following keyboarding courses: (1 unit minimum)		
OFTECH 1	Keyboarding I	3
OFTECH 1A	Keyboarding 1A	1
OFTECH 1B	Keyboarding 1B	1
OFTECH 1C	Keyboarding 1C	1
OFTECH 9	Keyboarding Improvement	1
OFTECH 10	Skill Building on The Keyboard	3

SOCIAL MEDIA ASSISTANT, CERTIFICATE OF ACHIEVEMENT

Social media has revolutionized the way businesses interact with consumers. This program is designed to give students an understanding of the concepts involved in marketing and the role social media plays in advertising, public relations, branding, and corporate communication strategies.

Students will gain practical skills and learn the latest technical tools in social media through various projects and other assignments.

Program Learning Outcomes: Upon completion of the program, students will demonstrate the difference between social media platforms, including functionality, target audience, and intended use.

Upon completion of the program, students will determine with social media platforms are best for their business and examine recent changes associated with popular social media platforms.

AREA OF EMPHASIS (15 UNITS)

Required Courses:

MEDIA 20	Introduction to Media Writing and Producing Short-Form Content	3
<i>or</i>		
DMPOST 3	Digital Video Fundamentals	3

BUS 34A	Introduction to Digital Marketing (<i>formerly BUS 34</i>)	3
CIS 50	Internet, HTML, and Web Design	3
CIS 60A	Photoshop I	3
CIS 70	Digital Marketing Applications (<i>same as BUS 34B</i>)	3

WEBSITE SOFTWARE SPECIALIST, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

A Website Software Specialist designs, develops, and manages websites with the skills needed to be successful in today's job market. A Website Software Specialist needs to be knowledgeable in variety of Internet technologies (HTML, CSS, JavaScript, and server-side scripting), as well as web-authoring applications such as Dreamweaver, Photoshop, and WordPress. These specialists are primarily responsible for developing user friendly and interactive webpages, integrating and optimizing different multimedia components, and implementing hosting, publishing, and development workflow strategies.

Program Learning Outcomes: Upon completion of the program, students will learn a variety of Internet technologies and web-authoring tools for website development and maintenance. Students will gain the necessary knowledge and skills for designing, developing, and managing websites.

AREA OF EMPHASIS: (31 UNITS)

Required Courses:

CIS 1	Introduction to Computer Information Systems	3
CIS 50	Internet, HTML, and Web Design	3
CIS 51	HTML5, CSS3, and Accessibility	3
CIS 54	Web Development and Scripting	3
CIS 55	Advanced Webpage Development and Scripting	3
CIS 57	Website Planning and Production	3
CIS 59A	Dreamweaver I	3
CIS 60A	Photoshop I	3
CIS 67	WordPress	3
CIS 70	Digital Marketing Applications (<i>same as BUS 34B</i>)	3
CIS 88A	Independent Studies in CIS	3

WEBSITE CREATOR, CERTIFICATE OF ACHIEVEMENT

This program provides students with the basic skills needed to create websites. Students will use web-authoring programs for web page creation and site management. They will extend their skills in the development of websites through the use of HTML, cascading style sheets, and client and server-side scripting. Focus will be on the creation of effective user-interfaces and website design principles using various state-of-the-art technologies for the web. Upon completing this certificate, students will be ready to plan, build, promote, and maintain a professional website.

Program Learning Outcomes: Upon completion of the program, students will be ready to plan, build, promote, and maintain a professional website.

AREA OF EMPHASIS: (15 UNITS)**Required Courses:**

CIS 50	Internet, HTML, and Web Design	3
CIS 51	HTML5, CSS3, and Accessibility	3
CIS 54	Web Development and Scripting	3
CIS 59A	Dreamweaver I	3
CIS 60A	Photoshop I	3

WEBSITE DEVELOPMENT MANAGEMENT, DEPARTMENT CERTIFICATE

This program provides students with the knowledge needed to develop website projects in a real-world setting. Students learn how to develop websites while applying the skills needed to plan and budget resources in development projects from conceptual design to deployment.

Program Learning Outcomes: Upon completion of the program, students will demonstrate how to develop website projects in a real-world setting. Students will develop websites while applying the skills needed to plan and budget resources in development projects from conceptual design to deployment.

AREA OF EMPHASIS: (13 UNITS)**Required Courses:**

CIS 9A	Technology Project Management I (<i>same as CS 9A</i>)	3
CIS 9B	Technology Project Management II (<i>same as CS 9B</i>)	3
CIS 56	Web Media Production	3
CIS 57	Website Planning and Production	3
CIS 88A	Independent Studies in CIS	1