

Crafton Hills College
Certificate of Achievement
BUSINESS MANAGEMENT
2013-2014

Student Name: _____

ID #: _____

Date: _____

Counselor: _____

The objective of this certificate program is to provide entry-level, marketable employment skills to equip the student with a basic understanding of the terminology and basic concepts/procedures used in business, and to acquaint the student with various sub-functions within the overall career field of business. Completion of the certificate program will prepare the student for entry-level employment in a variety of related occupations including supervision, small business ownership, and management trainee.

A student receiving a certificate in this field will be able to:

- Present and discuss contemporary business principles, practices and organizations
- Discuss economic, political and ethical issues and their impact upon business policies and practices
- Explain and apply basic accounting principles
- Effectively explain and apply marketing principles pertaining to promotion, advertising, public relations, and personal selling
- Describe and apply the economic concepts of supply and demand, competition, and product differentiation and their role in the free market
- Explain and apply the basic concepts of management and leadership
- Effectively explain the various concepts of human resource management including employee training, motivations, compensations, and labor relations

Certificate Requirements:

Students intending to earn a certificate from Crafton Hills College must complete no less than 50 percent of the courses required for the certificate in residence at Crafton Hills College and must earn a "C" or better in all coursework required as a part of the certificate.

Admission: Open to all students. Registration is limited to class size restrictions.

Completion of the following 37 units qualifies the student for the Business Management Certificate:

Required Courses:		Units	IP	Need	Grade
ACCT 208	Introduction to Financial Accounting	4			
ACCT 209	Introduction to Managerial Accounting	4			
BUSAD 100	Introduction to Business	3			
BUSAD 145 or COMMST 145	Business Communication	4			
BUSAD 155 or COMMST 155	Human Relations in the workplace	3			
COMMST 111 or 111H or COMMST 140	Interpersonal Communication or Small Group Communication	3			
BUSAD 200	Business Management	3			
BUSAD 210	Business law	3			
BUSAD 230 or CIS 101	Using Computers for Business or Introduction to Computer & Information Technology	3			
MARKET 100	Marketing Principles	3			
MATH 108 or PSYCH 108	Statistics	4			
ECON 100 or ECON 200 or ECON201	Introduction to Economics or Principles of Macroeconomics or Principles of Microeconomics	3			
Total Required Units:		37			