

Crafton Hills College
Certificate of Achievement
BUSINESS MANAGEMENT
2018-2019

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.

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 40 units qualifies the student for the Business Management Certificate of Achievement:

| 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 110 or 110H or Psych 120 | Introduction to Probability and Statistics or Statistics for the Social and Behavioral Sciences | 4 | | | |
| ECON 100 or ECON 200 or 200H or ECON 201 or 201H | Introduction to Economics or Principles of Macroeconomics or Principles of Microeconomics | 3 | | | |
| Total Required Units: | | 40 | | | |

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

