

BUSINESS



DESCRIPTION

Business Administration is a broad area encompassing Accounting, Law, Economics, Trade, Financial Markets, Management, Business Communication, Marketing and Entrepreneurship. Study in this area explores the theories, history, principles, practices, ethics and technologies governing contemporary issues in a global business environment. This program is designed to provide a basic overview of all subject matter and is preparatory lower division coursework for a bachelor's degree in Business.

The Associate in Arts in Business Administration for Transfer Degree is intended for students who plan to complete a bachelor's degree in a similar major at a CSU campus. Students completing this degree (ADT) are guaranteed admission to the CSU system, but not necessarily to a particular campus.

The Career Track degree prepares students for the real world of Business by offering courses that allow students opportunities to acquire practical skills, technical knowledge and experience in a variety of fields of their choosing. The fields of study include Management, Marketing, Accounting, Small Business or General Business.

The Career Track degree allows students to create a personalized degree based upon core Business classes for all students, but also permits optional coursework in a desired profession, which will enhance the student's opportunity for employment or improve their chances of advancement in their current vocational field. The Career Track AA is also a great stepping-stone to a four-year degree in Business, or a related field.

ASSOCIATE DEGREE AND CERTIFICATE PROGRAMS

Students who complete an [Associate Degree for Transfer \(ADT\)](#) and transfer to a similar major at a CSU are guaranteed a pathway to finish their baccalaureate degrees in 60 semester or 90 quarter units. These degrees require students to meet both of the following requirements: (1) Completion of 60 semester units or 90 quarter units that are eligible for transfer to the California State University, including both of the following: (A) The Intersegmental GE Transfer Curriculum (IGETC) or the California State University GE-Breadth Requirements (CSU GE-Breadth). (B) A minimum of 18 semester units or 27 quarter units in a major or area of emphasis, as determined by the community college district. (2) Obtainment of a minimum grade point average of 2.0.

DEGREES, CERTIFICATES & AWARDS

- Associate in Science for Transfer (A.S.-T.)
- Associate in Arts (A.A.)
- Certificate of Achievement (C.A.)
- Certificate of Specialization (C.S.)

CAREER OPPORTUNITIES*

- Accounting
- Advertising
- Agricultural Business
- Banking
- Business Entrepreneur
- Communications Analyst
- Computerized Accounting
- E-Commerce
- Economic Research
- Financial Accounting
- Financial Services
- Global Business
- Government & Non-Profits
- Health Administration
- Human Resources Manager
- Information Systems Specialist
- International Relations
- Management & Supervision
- Marketing
- Merchandising Manager
- Personnel Manager
- Product Manager
- Promotional Specialist
- Property Manager
- Public Administration
- Purchasing
- Sales Representative

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CONTACT

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An Associate Degree, depending on the focus of study, is designed to prepare students for transfer into upper division course work in a bachelor’s degree program, or, to prepare students to enter the workforce in a particular vocational field. To qualify for an Associate’s Degree, a student must: (1) complete each major-specific course required for the degree with at least a “C” grade or better, (2) complete all Cuesta College general education, graduation and residency requirements, and (3) achieve an overall grade point average of 2.0 for all courses attempted (major, general education, elective).

A Certificate Program is designed for students who desire specific training to meet an immediate occupational or personal goal, or for promotion or lateral transfer within their existing field of employment. To qualify for a Certificate of Achievement or a Certificate of Specialization, a student must 1) complete all courses required for the Certificate with an overall grade point average of 2.0.

ASSOCIATE DEGREE FOR TRANSFER PROGRAM

Business Administration — Associate in Science for Transfer

Required Core (18 credits)

ACCT 201A . . . Financial Accounting	4
ACCT 201B . . . Managerial Accounting	4
BUS 218. Business Law	4
ECON 201A . . . Principles Of Macroeconomics	3
ECON 201B . . . Principles Of Microeconomics	3

List A (select one, 3-4 credits)

MATH 255 Calculus For Business And Management	3
or MATH 247 . Introduction To Statistics	(4)
or MATH 236 . Introduction To Applied Statistics	(3)

List B (select two courses one of which must be BUS 245, 6-7 credits)

BUS 245. Introduction To Business	3
Any course from List A not already used (Note: only one statistics course may be used in the major).	3-4
or CIS 210 Introduction To Computer Applications	(4)
or BUS 227 . . . Business Communications	(4)

Total Credits: **27-29**

“P” (Pass) grade is acceptable for major coursework in the Associate Degrees for Transfer. In addition to major preparation course work listed above, completion of the CSU GE or IGETC pattern is mandatory. Courses completed for the major can also be double counted towards GE, where appropriate. See a counselor for details.

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- Small Business Owner
- Transportation Administration
- Utilities Administration

TRANSFER PREPARATION

Courses that fulfill major requirements for an associate degree may differ from those needed to prepare to transfer. Students who plan to transfer to a four-year college or university should schedule an appointment with a Cuesta College counselor to develop a student education plan (SEP) before beginning their program.

TRANSFER RESOURCES:

CSU and UC Articulation Agreements and Majors Search Engine:
www.ASSIST.org
 CSU System Information:
www2.calstate.edu

FINANCIAL AID

Paying for the cost of a college education requires a partnership among parents, students and the college. As the cost of higher education continues to rise we want you to know that Cuesta College offers a full array of financial aid programs—grants, work study, scholarships, federal loan programs, and fee waivers. These programs are available to both full-and part-time students who are seeking a degree or certificate. For those who qualify, financial aid is available to help with tuition, fees, books and supplies, food, housing, transportation, and childcare. Please log onto our website for additional information:
www.cuesta.edu/student/student-services/finaid

ASSOCIATE DEGREE PROGRAM

Business Administration - Career Track — Associate in Arts

Required Core Courses (14 units)

BUS 245. Introduction To Business	3
BUS 218. Business Law	4
ECON 201A. . . Principles Of Macroeconomics	3
BUS 227. Business Communications	4

Completion of the Core Courses above, plus ACCT 251, will earn a Certificate of Achievement in Business Administration - Career Track.

Business Specialization Options: Students are to select from one of the following areas of Business specialization. This specialization, along with the above required core classes and General Education classes are required for students to complete the Business Administration - Career Track Associate of Arts degree.

Completion of any individual area of Business specialization listed below, will earn a Certificate of Specialization in that area.

Accounting Specialization (11 units)

ACCT 201A . . . Financial Accounting	4
ACCT 201B . . . Managerial Accounting	4
ACCT 252. Computerized Accounting Using Quickbooks Pro	3

or

Management Specialization (10 units)

ACCT 251. Elements Of Accounting For Business Including Agricultural Business	4
BUS 283. Management And Supervision	3
BUS 285. Human Resource Management	3

or

Marketing Specialization (16 units)

BUS 240. Advertising	3
BUS 241. Sales	3
BUS 243. Marketing	3
ACCT 251. Elements Of Accounting For Business Including Agricultural Business	4
BUS 131. E-Commerce: Social Media Marketing	3

or

Small Business Management Specialization (14 units)

BUS 248. Small Business Management	3
BUS 249. Entrepreneurship	4
ACCT 251. Elements Of Accounting For Business Including Agricultural Business	4
BUS 130. Introduction To E-Commerce	3

or

E-Commerce Specialization (17 units)

ACCT 251. Elements Of Accounting For Business Including Agricultural Business.	4
BUS 130. Introduction To E-Commerce	3
BUS 131. E-Commerce: Social Media Marketing	3
BUS 134. E-Commerce: Entrepreneurship.	4
and BUS 132. . . E-Commerce: Information Products	3
or BUS 133 . . . E-Commerce: Physical Products	(3)

or

General Business Specialization (13 or more units)

ACCT 251. Elements Of Accounting For Business Including Agricultural Business.	4
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Students may complete 9 or more units from any Business class containing a BUS prefix (not previously taken and applied to another certificate) to earn a Certificate of Specialization in General Business. This certificate can be in addition to another degree or certificate but course units can not be double counted toward multiple certificates.

or

Military Business Studies Specialization (13 to 16 units)

ACCT 251. Elements Of Accounting For Business Including Agricultural Business	4
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Veterans/Students may receive credit for training received in the military based upon their Military Occupational Specialty (MOS) and the American Council on Education (ACE) recommendations for course credit that relates to the field of Business. Requires evaluation by Business Education faculty to determine MOS course relevance and applicability to an area of Business.

Total Credits: 24-31

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ASSOCIATE DEGREE PROGRAM

Business Administrative Assistant — Associate in Arts

Required Courses (22.5 - 25.5 credits)

BUS 227. Business Communications	4
BUS 228. Office Technology And Telecommunications	3
CIS 154 Essentials Of MS Outlook	2
CIS 173 Adobe Acrobat	1.5
CIS 210 Introduction To Computer Applications.	4
CIS 216 Electronic Spreadsheet Applications.	4
BUS 253. Work Experience In Business	0.5 - 4
ACCT 252. Computerized Accounting Using Quickbooks Pro	3

Total Credits: 22.5 - 25.5

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CERTIFICATE PROGRAMS

Business Administration - Career Track — Certificate of Achievement

Required Courses (18 credits)

BUS 245.	Introduction To Business	3
ACCT 251.	Elements Of Accounting For Business Including Agricultural Business.	4
BUS 218.	Business Law	4
ECON 201A.	Principles Of Macroeconomics	3
BUS 227.	Business Communications	4
Total Credits:		18

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Business Administrative Assistant — Certificate of Achievement

Required Courses (22.5 - 25.5 credits)

BUS 227.	Business Communications	4
BUS 228.	Office Technology And Telecommunications	3
CIS 154	Essentials Of MS Outlook	2
CIS 173	Adobe Acrobat	1.5
CIS 210	Introduction To Computer Applications.	4
CIS 216	Electronic Spreadsheet Applications.	4
BUS 253.	Work Experience In Business	0.5 - 4
ACCT 252.	Computerized Accounting Using Quickbooks Pro	3
Total Credits:		22.5 - 25.5

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Accounting Clerk — Certificate of Achievement

Required Courses (21 credits)

BUS 228.	Office Technology And Telecommunications	3
BUS 229.	Business Internship	3
ACCT 251.	Elements Of Accounting For Business I including Agricultural Business	4
ACCT 252.	Computerized Accounting Using Quickbooks Pro	3
ACCT 201A	Financial Accounting	4
CIS 210	Introduction To Computer Applications.	4
Total Credits:		21

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Business Information Worker I — Certificate of Achievement

Required Courses

BUS 227	Business Communications	4
BUS 228	Office Technology And Telecommunications	3
CIS 154	Essentials Of MS Outlook	2
CIS 210	Introduction To Computer Applications	4
PDS 162	Introduction To Beginning Computer Keyboarding	1
PDS 166	Introduction To Computer Basics	1
Total Credits:		15

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Business Information Worker II — Certificate of Achievement

Required Courses (11.5 units):

CIS 215	Advanced Business Applications	4
CIS 216	Electronic Spreadsheet Applications	4
ACCT 252	Computerized Accounting Using Quickbooks Pro	3
PDS 174	Customer Service	0.5
Plus 1 course from the following (0.5 units):		
PDS 173	Conflict Resolution	0.5
PDS 176	Attitude In The Workplace	0.5
PDS 178	Decision Making & Problem Solving	0.5
PDS 179	Time Management	0.5
Total Credits:		12

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Retail Management — Certificate of Achievement

Required Courses

BUS 285	Human Resource Management	3
BUS 290	Retail Management	3
CIS 210	Introduction To Computer Applications	4
BUS 227	Business Communications	4
ACCT 201A	Financial Accounting	4
or ACCT 251	Elements Of Accounting For Business Including Agricultural Business	(4)
BUS 283	Management And Supervision	3
BUS 286	Human Relations	3
BUS 243	Marketing	3
Total Credits:		27

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Accounting Specialization — Certificate of Specialization

This specialization will count as an area of emphasis when completing the Business Administration Career Track AA degree.

Required Courses (11 credits)

ACCT 201A . . . Financial Accounting	4
ACCT 201B . . . Managerial Accounting	4
ACCT 252. Computerized Accounting Using Quickbooks Pro	3
Total Credits:	11

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E-Commerce Specialization — Certificate of Specialization

Required Courses (13 credits)

BUS 130. Introduction To E-Commerce.	3
BUS 131. E-Commerce: Social Media Marketing	3
BUS 134. E-Commerce: Entrepreneurship	4
BUS 132. E-Commerce: Information Products	3
or BUS 133 . . . E-Commerce: Physical Products	(3)
Total Credits:	13

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General Business Specialization — Certificate of Specialization

Required Courses (A minimum of 9 semester credits)

BUS 218.	Business Law	4
BUS 227.	Business Communications	4
BUS 245.	Introduction To Business	3
ACCT 251.	Elements Of Accounting For Business Including Agricultural Business.	4
ECON 201A.	Principles Of Macroeconomics	3
BUS 283.	Management And Supervision.	3
BUS 286.	Human Relations	3
BUS 240.	Advertising	3
BUS 241.	Sales.	3
or AGB 204.	Agricultural Sales And Communication	(3)
BUS 243.	Marketing	3
BUS 131.	E-Commerce: Social Media Marketing	3
BUS 248.	Small Business Management.	3
BUS 249.	Entrepreneurship.	4
BUS 130.	Introduction To E-Commerce.	3
ACCT 201A	Financial Accounting	4
ACCT 201B	Managerial Accounting	4
ACCT 252.	Computerized Accounting Using Quickbooks Pro	3
BUS 134.	E-Commerce: Entrepreneurship	4
BUS 132.	E-Commerce: Information Products	3
BUS 133.	E-Commerce: Physical Products	3
Total Credits:		9-12

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Management Specialization — Certificate of Achievement

Required Courses

BUS 283	Management And Supervision	3
BUS 285	Human Resource Management	3
BUS 286	Human Relations	3
ACCT 251	Elements Of Accounting For Business Including Agricultural Business	4
or ACCT 201A	Financial Accounting	(4)
BUS 248	Small Business Management	3
Total Credits:		16

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Marketing Specialization — Certificate of Specialization

Required Courses (12 credits)

BUS 240. Advertising	3
BUS 241. Sales	3
BUS 243. Marketing	3
BUS 131. E-Commerce: Social Media Marketing	3
Total Credits:	12

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Small Business — Certificate of Specialization

Required Courses (10 credits)

BUS 130. Introduction To E-Commerce	3
BUS 248. Small Business Management	3
BUS 249. Entrepreneurship	4
Total Credits:	10

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