

# BUSINESS – GENERAL BUSINESS INTERNATIONAL BUSINESS/MARKETING CERTIFICATE

**PROGRAM DESCRIPTION:**

The Associate in Science Degree in Business focuses on the study of Business and, depending on the concentration chosen, allows the student to obtain a general background in business principles and techniques, or to focus on specific business areas or specialties. The Business - Marketing Certificate prepares students for marketing and management training positions that require a working knowledge of marketing, advertising, and sales. The International Business Program integrates the foundation of international trade, marketing, law, and management.

**CAREER AT A GLANCE:**

### HOW DO I KNOW IF THIS MAJOR IS FOR ME?

- You enjoy working with ideas, searching for facts, and analyzing data
- You like to plan, direct, coordinate the day-to-day operations of an organization or person
- You enjoy making decisions and taking risks
- You are results oriented
- You look for creative and innovative ways to market products or services
- You are organized, detail oriented, and like to solve problems
- You like to recommend changes to policies or procedures to improve operations
- You like using computers and technology
- You want to work abroad and enjoy learning about other cultures

*Use Focus2Career on your MyChaffey portal to learn more about careers and majors that fit you best.*

### WHERE CAN I WORK?

Advertising Services	Public Relation Services
Small Businesses	Arts & Entertainment Industry
Financial Services	Insurance Companies
Foreign/Domestic Businesses	Local & Federal Government
County Offices	Schools & Colleges
Manufacturing	Retail Stores
Wholesale Trade	Research & Development
Hospitals	Trade Associations

*For more information visit: [www.labormarketinfo.edd.ca.gov/OccGuides](http://www.labormarketinfo.edd.ca.gov/OccGuides)*

### HOW DO I GET STARTED?

- Start introductory business courses
- Apply for entry level positions with employers where you would like to promote
- Job shadow and network with professionals in a position you wish to obtain
- Practice small group, interpersonal and public speaking skills

### WHAT CAN I DO WITH THIS CERTIFICATE AND/OR ASSOCIATE DEGREE?

<i>Position Title</i>	<i>CA Median Salary</i>
Administrative Service Manager	\$102,840
First Line Supervisor	\$58,170
Food Service Manager	\$47,140
Office Manager	\$58,170
Sales Manager	\$111,750
Marketing Representative	\$55,440
Export Coordinator	\$40,570
Advertising Sales Agent	\$54,440
Marketing Consultant	\$70,030
Customs Broker	\$74,810

### WHAT CAN I DO WITH HIGHER EDUCATION AND ADDITIONAL TRAINING?

<i>Position Title</i>	<i>CA Median Salary</i>
Management Analyst	\$82,670
Business Consultant	\$94,070
Operations Manager	\$111,390
Compensation Analyst	\$70,030
Compliance Manager	\$125,700
Cost Estimators	\$68,550
Financial Manager	\$135,460
Human Resource Specialist	\$69,180
Industrial Production Manager	\$106,460
Loan Officer	\$66,190
Marketing Manger	\$153,080
Risk Management Specialist	\$72,230
Advertising Manager	\$110,110
Logistics Manager	\$93,780

*For more information about careers, education and training requirements, salary data, and job outlooks visit [www.onetonline.org](http://www.onetonline.org)*

For additional information about career pathways and to find out if this major is a good fit for you visit the Career Center located in MACC 203. Career information was collected from [www.onetonline.org](http://www.onetonline.org) and [www.bls.gov](http://www.bls.gov).

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**MAJOR AND COURSE REQUIREMENTS:**

**LEGEND:** G=Grade    IP=In Progress    N=Need    **Bold: Prerequisites**    Plain Text: No Prerequisites

<i>Major Requirements for the General Business Associate in Science Degree: (S075A)</i>		Grade	IP	Need	Units
ACCTG 1A	Financial Accounting (or ACCTGFS 465, Financial Accounting for the Non-Accounting Major, 3)				4
BUS 10	Introduction to Business				3
BUS 60	Business Ethics				3
<b>BUS 88</b>	<b>Business Communication</b>				3
BUSL 28A	Business Law I				3
BUSMGT 40	Introduction to Management				3
BUSMKT 40	Marketing Principles				3

Student Name: \_\_\_\_\_

ID#: \_\_\_\_\_

Date: \_\_\_\_\_

Counselor: \_\_\_\_\_

<i>Plus nine units from the following:</i>		Grade	IP	Need	Units
<b>ACCTG 1B</b>	<b>Managerial Accounting</b>				4
ACCTGFS 442	Fundamentals of Finance and Investing				3
BUS 49	Business Decisions Using Basic Quantitative Tools				3
BUS 61	Introduction to Global Business				3
<b>BUSL 28B</b>	<b>Business Law II</b>				3
BUSL 410	International Business Law				3
BUSL 435	The Law of Marketing and Business Competition				3
BUSMGT 11	Retail Merchandising and Management				3
BUSMGT 42	Human Resource Management				3
BUSMGT 44	Introduction to Human Relations				3
BUSMGT 45	Small Business Ownership and Management				3
BUSMGT 48	Quality Management Principles				3
BUSMGT 436	Introduction to Logistics Management				3
BUSMGT 441	Principles of Leadership				3
BUSMGT 480	Principles of Supervision				3
BUSMKT 13	Professional Selling				3
BUSMKT 55	Advertising				3
BUSMKT 402	Introduction to Import/Export				3
BUSMKT 405	International Marketing				3
BUSMKT 410	Marketing Using Social Media				3
BUSMKT 420	Customer Service				3
ECON 1	Introduction to Economics (or ECON 2, Principles of Macroeconomics or ECON 4, Principles of Microeconomics)				3

COUNSELOR NOTES:

\$46 per unit for CA Residents
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In addition to completion of the MAJOR, there are other requirements for the degree, refer to the Chaffey College Graduation Requirement Sheet or see a counselor in the Counseling Center. All courses required for a certificate must be completed with a minimum grade of C.

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**Requirements for the General Business Certificate:  
(L075A)**

		Grade	IP	Need	Units
BUS 10	Introduction to Business				3
<b>BUS 88</b>	<b>Business Communication</b>				3
BUSMGT 40	Introduction to Management				3
BUSMKT 40	Marketing Principles				3

**Plus six units from the following:**

		Grade	IP	Need	Units
ACCTGFS 442, BUS 49, BUS 60, BUS 61, BUSL 28A, <b>BUSL 28B</b> , BUSL 410, BUSL 435, BUSMGT 11, BUSMGT 42, BUSMGT 44, BUSMGT 45, BUSMGT 48, BUSMGT 436, BUSMGT 441, BUSMGT 480, BUSMKT 13, BUSMKT 40, BUSMKT 55, BUSMKT 402, BUSMKT 405, BUSMKT 410, ECON 1 (or <b>ECON 2</b> or <b>ECON 4</b> )					6
					3
					3

**Requirements for the Business- Marketing Certificate: (L080)**
*\*Non-transcripted*

		Grade	IP	Need	Units
BUSMKT 13	Professional Selling				3
BUSMKT 40	Marketing Principles				3
BUSMKT 55	Advertising				3

**Plus two courses from the following:**

		Grade	IP	Need	Units
BUS 10	Introduction to Business				3
BUS 60	Business Ethics				3
BUS 61	Introduction to Global Business				3
BUSL 28A	Business Law I				3
<b>BUSL 28B</b>	<b>Business Law II</b>				3
BUSL 435	The Law of Marketing and Business Competition				3
BUSMGT 40	Introduction to Management				3
BUSMGT 44	Introduction to Human Relations				3
BUSMGT 45	Small Business Ownership and Management				3

**Major Requirements for the Associate in Science Degree: (S080)- International Business**

		Grade	IP	Need	Units
ACCTG 1A	Financial Accounting (or ACCTGFS 465, Financial Acctg for the Non-Acctg Major, 3)				4
BUS 10	Introduction to Business				3
BUS 60	Business Ethics				3
BUS 61	Introduction to Global Business				3
<b>BUS 88</b>	<b>Business Communication</b>				3
BUSL 28A	Business Law I				3
BUSL 410	International Business Law				3
BUSMKT 405	International Marketing				3

**Plus two courses from the following:**

		Grade	IP	Need	Units
BUS 49, BUSL 435, BUSMGT 40, BUSMGT 45, BUSMGT 48, BUSMGT 436, BUSMKT 13, BUSMKT 55, BUSMKT 402, ECON 1 (or <b>ECON 2</b> )					6
					3
					3

*\*In addition, it is recommended that students take the following courses: At least two semesters of a foreign language, History and Geography course(s) in their area of interest.*

**Requirements for the International Business Certificate: (L085)**

		Grade	IP	Need	Units
BUS 61	Introduction to Global Business				3
BUSL 410	International Business Law				3
BUSMKT 405	International Marketing				3

**Plus three courses from the following:**

		Grade	IP	Need	Units
BUS 49, BUS 60, BUSL 28A, BUSL 435, BUSMGT 40, BUSMGT 45, BUSMGT 48, BUSMGT 436, BUSMKT 13, BUSMKT 55, BUSMKT 402, ECON 1 (or <b>ECON 2</b> )					9
					3
					3
					3

In addition to completion of the MAJOR, there are other requirements for the degree, refer to the Chaffey College Graduation Requirement Sheet or see a counselor in the Counseling Center. All courses required for a certificate must be completed with a minimum grade of C.