

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

- * Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 45 for further information.

CERTIFICATE

BIOTECHNOLOGY

CERTIFICATE OF ACHIEVEMENT

CAREER/TECHNICAL (MAJOR CODE: 01511)

Provides training in the theory and practices of biotechnology, which include introduction to microbiology, cell biology, and molecular biology techniques. Each participant is required to take a qualifying examination prior to certification.

Program Student Learning Outcome Statement:

- Demonstrate skills, based on biotechnology industry requirements, necessary to successfully apply, interview and perform in biotechnology research internships and/or professional jobs.

GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment.

FIRST SEMESTER

MATH 70	Intermediate Algebra II *	4
---------	---------------------------	---

SECOND SEMESTER

BIOL 100	Principles of Biology *	3
BIOL 101	Principles of Biology Laboratory *	1
BIOL 205	DNA Science I	2
BIOL 229	Introduction to Biological Research I	3
CHEM 170	Preparation for General Chemistry (4) OR	4-5
CHEM 200	General Chemistry I (5)	

THIRD SEMESTER

BIOL 206	DNA Science II	2
BIOL 211	Introduction to Cell and Molecular Biology	4
BIOL 230	Introduction to Biological Research II	3
BIOL 265	General Microbiology	4

Total units		30-31
--------------------	--	--------------

- * Higher-numbered courses are also acceptable: BIOL 210 can replace BIOL 100/101; CHEM 170 or 200 can be replaced by higher-numbered chemistry courses; and MATH 70 can be replaced by higher-numbered math courses.

BUSINESS ADMINISTRATION

SCHOOL OF BUSINESS AND TECHNOLOGY

DEAN: Mink Stavenga, DBA, Office 470K, 619-482-6569

FACULTY: Yvonne Lucas, M.B.A.; Frank Paiano, M.B.A.;
Elisabeth Shapiro, J.D.; Gail Stockin, M.A.

DEPARTMENT CHAIR: Elisabeth Shapiro, J.D.

GENERAL DESCRIPTION

Business administration is a broad area encompassing administration, management, marketing, finance, entrepreneurship, supervision, banking, small business, merchandising, international trade, accounting, and information systems. Study in this area explores the theories, history, principles, skills, practices, laws, ethics, and technologies governing the increasingly global business environment.

CAREER OPTIONS

Below is a sample of the career options available for the business or business-related major. Most require an associate degree, some require a bachelor's degree, and a few require a graduate-level degree: administrator, manager, salesperson, banker, financial planner, high school or college instructor, lawyer, small business owner/operator, supervisor, economist, city manager, consumer analyst, purchasing agent, personnel officer, product developer, research auditor, controller, financier and insurance agent. Many entry-level employment opportunities are available in retail or wholesale sales, business offices, banks, savings and loans, hospitals, schools, colleges, and government.



DEGREE/CERTIFICATE OPTIONS

MAJOR CODE

Associate in Arts Degree: Transfer Preparation

Business Administration	01100
International Business Emphasis	01101
Business Administration (SB1440)	01105
Finance	01120
Management	01150
Marketing	01160

Certificate of Proficiency

Sales and Customer Service Professional	02175
---	-------

Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.

ASSOCIATE IN ARTS DEGREE

BUSINESS ADMINISTRATION

ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION * (MAJOR CODE: 01100)

Prepares the student in the field of business administration with an understanding of the concepts of accounting, business law, business communications, computers and information processing, economics, statistics, and calculus.

Program Student Learning Outcome Statement:

- Identify and analyze material factors that are involved in business problems.

ACCT 101	Principles of Accounting I	4
ACCT 102	Principles of Accounting II—Managerial	4
BUS 120	Introduction to Business	3
BUS 140	Business Law/The Legal Environment of Business	3
BUS 212	Business Communication	3
CIS 101	Introduction to Computers and Information Processing	4
ECON 101	Principles of Economics I	3
ECON 102	Principles of Economics II	3
MATH 119	Elementary Statistics	4
MATH 120	Calculus for Business Analysis	4
Total units		35

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

- * Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 45 for further information.

INTERNATIONAL BUSINESS EMPHASIS

ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION * (MAJOR CODE: 01101)

Prepares students for work in the fields of international business and trade. Provides a practical approach to the study of international business and trade topics relevant in today's global economy.

Program Student Learning Outcome Statement:

- Identify, measure, interpret, and incorporate relevant information in analyzing problems and making effective business decisions in an international context

ACCT 101	Principles of Accounting I	4
ACCT 102	Principles of Accounting II—Managerial	4
BUS 140	Business Law/The Legal Environment of Business	3
BUS 177	Principles of International Business	3
CIS 101	Introduction to Computers and Information Processing	4
ECON 101	Principles of Economics I	3
ECON 102	Principles of Economics II	3
LEGL 256	International Law for business	3
MATH 119	Elementary Statistics	4
	Foreign Language	6–10
Total units		37–41

Recommended Electives: HIST 104, 105.

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

- * Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 45 for further information.

.....

The program below is undergoing modification and the modification will be placed into an addendum upon Chancellor's Office approval - see your counselor for further information and visit the college website under <http://www.swccd.edu/catalog> link for the latest addenda updates.

.....

BUSINESS ADMINISTRATION

**STUDENT TRANSFER
ACHIEVEMENT REFORM (STAR)
ACT (SB1440)**



ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION * (MAJOR CODE: 01105)

This degree prepares students for transfer admission to any California State University campus within the field of Business Administration. This major is designed to equip students with the knowledge, skills, practices, and values to understand the complex and changing global business environment. Individual courses promote comprehension of the field, foster problem solving, and provide basic analytical and conceptual skills. In addition to meeting the requirement for transfer to any California State University (such as SDSU, for example), the courses listed meet the lower-division requirements for most universities offering a bachelor's degree with a major in business or accounting.

REQUIRED CORE: (17 units)

BUS 140	Business Law/The Legal Environment of Business	3
ECON 101	Principles of Economics I	3
ECON 102	Principles of Economics II	3
ACCT 101	Principles of Accounting I	4
ACCT 102	Principles of Accounting II—Managerial	4

LIST A: select one (4 units)

MATH 119	Elementary Statistics (4)	4
	OR	
MATH 120	Calculus for Business Analysis (4)	

LIST B: select two courses below and any course from List A not already used (8 units)

CIS 101	Introduction to Computers and Information	4
MATH 119	Elementary Statistics (4)	4
	OR	
MATH 120	Calculus for Business Analysis (4)	
Total units		29

- * Students planning to transfer to a four-year college or university should complete courses specific to transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center.

FINANCE

ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION * (MAJOR CODE: 01120)

Prepares students in the field of finance with an understanding of the concepts of accounting, legal environment, business communications, economics, statistics, financial planning, money management, and securities.

Program Student Learning Outcome Statement:

- Students will be able to develop appropriate written communication for the intended business audience.
- Students will be able to critically evaluate, analyze, and interpret information to solve problems and make business decisions.

ACCT 101	Principles of Accounting I	4
ACCT 102	Principles of Accounting II—Managerial	4
BUS 121	Financial Planning and Money Management	3
BUS 140	Business Law/The Legal Environment of Business	3
BUS 212	Business Communication	3
CIS 101	Introduction to Computers and Information Processing	4
ECON 101	Principles of Economics I	3
ECON 102	Principles of Economics II	3
MATH 119	Elementary Statistics	4
MATH 120	Calculus for Business Analysis	4
Total units		35

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

- * Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 45 for further information.



MANAGEMENT

ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION * (MAJOR CODE: 01150)

Prepares students in the field of management with an understanding of the concepts of accounting, human resources, production and operations, organizational behavior, statistics and management science, legal environment, business communications, and economics.

Program Student Learning Outcome Statement:

- Students will be able to develop appropriate written communication for the intended business audience.
- Students will be able to critically evaluate, analyze, and interpret information to solve problems and make business decisions.

ACCT 101	Principles of Accounting I	4
ACCT 102	Principles of Accounting II—Managerial	4
BUS 140	Business Law/The Legal Environment of Business	3
BUS 150	Principles of Management	3
BUS 212	Business Communication	3
CIS 101	Introduction to Computers and Information Processing	4
ECON 101	Principles of Economics I	3
ECON 102	Principles of Economics II	3
MATH 119	Elementary Statistics	4
MATH 120	Calculus for Business Analysis	4

Total units **35**

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

- * Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 45 for further information.

MARKETING

ASSOCIATE IN ARTS DEGREE TRANSFER PREPARATION * (MAJOR CODE: 01160)

Prepares students in the field of marketing with an understanding of the concepts of marketing functions such as sales, advertising, marketing research, product development, distribution, and pricing. Covers additional concepts of accounting, economics, legal environment, and business communication.

Program Student Learning Outcome Statement:

- Students will be able to develop appropriate written communication for the intended business audience.
- Students will be able to critically evaluate, analyze, and interpret information to solve problems and make business decisions.

ACCT 101	Principles of Accounting I	4
ACCT 102	Principles of Accounting II—Managerial	4
BUS 140	Business Law/The Legal Environment of Business	3
BUS 174	Introduction to Marketing and Social Media Practices	3
BUS 212	Business Communication	3
CIS 101	Introduction to Computers and Information Processing	4
ECON 101	Principles of Economics I	3
ECON 102	Principles of Economics II	3
MATH 119	Elementary Statistics	4
MATH 120	Calculus for Business Analysis	4

Total units **35**

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 45 for further information.

SALES AND CUSTOMER SERVICE PROFESSIONAL



CERTIFICATE OF PROFICIENCY

CAREER/TECHNICAL (MAJOR CODE: 02175)

Designed for students desiring to enter or refresh their skills in the field of sales and customer service. Provides training that is required for employment in businesses, institutions, and organizations of all types and that can help present employees to take advantage of opportunities to upgrade to higher level positions.

Program Student Learning Outcome Statement:

- Student will present ideas clearly and persuasively with the goal of selling a product, service, or idea.
- Student will interact with people of diverse ethnic and socio-economic backgrounds in providing quality customer service with the goal of retaining and building good relationships with customers, clients, and co-workers.

BUS 96	Customer Service and Communication Techniques	1
BUS 134	eBusiness I: Principles of Electronic Commerce (3) OR	3
BUS 191	Creating and Managing a Virtual Office (3)	
BUS 139	Consumer Retailing and Merchandising	1
BUS 144	Advertising and Promotional Strategy	1
BUS 147	Successful Selling Techniques	1
LDR 148	Business Presentation Skills—Bilingual (Spanish/English) (2) OR	2
LDR 149	Business Presentation Skills (2)	
BUS 210	Business English	3
Total units		12

BUSINESS MANAGEMENT

SCHOOL OF BUSINESS AND TECHNOLOGY

DEAN: Mink Stavenga, DBA, Office 470K, 619-482-6569

FACULTY: Yvonne Lucas, M.B.A.; Frank Paiano, M.B.A.;
Elisabeth Shapiro, J.D.; Gail Stockin, M.A.

DEPARTMENT CHAIR: Elisabeth Shapiro, J.D.

GENERAL DESCRIPTION

Study in this area explores management theories, history, principles, and contemporary practices utilized in our increasingly global business environment. The program encompasses a variety of specialized areas including management, marketing, financial services, entrepreneurship, leadership and supervision, eBusiness, human resources, international trade, and community development.

CAREER OPTIONS

Below is a sample of the career options available for the business management or related major. Most require an associate degree, some require a bachelor's or graduate-level degree: administrator, manager, human resources, small business owner/operator, supervisor, office manager, and insurance professional. Many entry-level employment opportunities are available in retail or wholesale sales, business offices, financial institutions, schools, colleges, and local, state, and federal government.

DEGREE/CERTIFICATE OPTIONS

MAJOR CODE

Associate in Science Degree: Career/Technical

eBusiness	02456
Entrepreneurship and Small Business	01156
Business Management	A1151

Certificates of Achievement

eBusiness—Intermediate	A2457
Entrepreneurship and Small Business—Intermediate	A1155
Financial and Investment—Services Specialty	B2027
Management Specialty	A1153
Social Marketing Emphasis	A2113

Certificates of Proficiency

eBusiness—Basic	A2444
Entrepreneurship and Small Business—Basic Management—Basic	A2442 01152

Entrepreneurship Education

Automotive Technology Emphasis	02192
Event and Convention Planning Emphasis	02968
Landscape Construction Emphasis	02193
Recording Arts Emphasis	02194
Web Design Emphasis	02339

Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.

ASSOCIATE IN SCIENCE DEGREE

EBUSINESS



ASSOCIATE IN SCIENCE DEGREE

CAREER/TECHNICAL (MAJOR CODE: 02456)

Designed to prepare students to work in the dynamic field of electronic business and commerce. The associate degree provides students with a broad range of the business knowledge and technical skills required to be competitive in the job market in the field of eBusiness.

Program Student Learning Outcome Statement:

- Students will be able to develop appropriate written professional communications for the intended business audience.

