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Cupertino, CA 95014
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Academic Year
2016 - 2017

Business Administration

Business, Computer Sciences and
Applied Technologies Division
Bldg. L1, Room L14
408-864-8797

Counseling and Advising Center
Student and Community
Services Bldg., 2nd Fl.
408-864-5400

Please visit the Counseling Center to apply for degrees and for academic planning assistance.

Certificate of Achievement Requirements

A minimum "C" grade in each major course.

Note: A maximum of six (6) quarter units may be transferred from other academic institutions.

A.A./A.S. Degree Requirements

1. Completion of all General Education (GE) requirements (31-42 quarter units) for the A.A./A.S. degree. GE units must be completed with a minimum 2.0 GPA ("C" average).
2. Completion of all major requirements. Each major course must be completed with a minimum "C" grade.
Major courses can also be used to satisfy GE requirements (except for Liberal Arts degrees).
Note: A maximum of 22 quarter units from other academic institutions may be applied toward the major.
3. Completion of a minimum of 90 degree-applicable quarter units (GE and major units included). All De Anza courses must be completed with a minimum 2.0 GPA ("C" average). All De Anza courses combined with courses transferred from other academic institutions must be completed with a minimum 2.0 GPA ("C" average).
Note: A minimum of 24 quarter units must be earned at De Anza College.

Major courses for certificates and degrees must be completed with a letter grade unless a particular course is only offered on a pass/no-pass basis.

Business Administration

Certificate of Achievement

The Business Administration Certificate of Achievement introduces the fundamental concepts and practices of business. Students obtain a basic understanding of the operation, methods, and purpose of each of the major functional areas within business: management, human resources, operations, marketing, accounting and finance. Students also learn business law fundamentals.

Student Learning Outcomes - upon completion, students will be able to:

- distinguish and explain the primary functions within business such as management, human resources, business law, operations, marketing, accounting, and finance.

1. Meet the requirements for this certificate level.
2. Complete the following.

ACCT 1A	Financial Accounting I	5
or ACCT 1AH	Financial Accounting I - HONORS	5
BUS 10	Introduction to Business	5
BUS 18	Business Law I	5

Complete two (2) courses:

8-10

BUS 21	Business and Society (5)
BUS 54	Business Mathematics (5)
BUS 55	Introduction to Entrepreneurship (5)
BUS 56	Human Relations in the Workplace (5)
BUS 57	Human Resource Management (4)
BUS 58	The Business Plan (4)
BUS 60	International Business Management (5)
BUS 65	Leadership (5)
BUS 70	Principles of E-Business (5)
BUS 87	Introduction to Selling (4)
BUS 89	Advertising (5)
BUS 90	Principles of Marketing (5)
BUS 96	Principles of Management (5)
CIS 3	Business Information Systems (4.5)

Total Units Required 23-25

Business Administration

A.A. Degree

The A.A. degree in Business Administration is a general business degree for those who want to pursue any of the numerous career possibilities in the field of business such as Customer Service/Support Representative, Warehouse/Distribution Supervisor, Payroll Clerk/Administrator, Accounts Receivable Clerk, Collections Analyst, Executive Assistant, and Contracts Administrator. This degree provides students with an understanding of basic business practices, including operations, methods, and purpose, and an introduction to the major functional areas within business.

Student Learning Outcomes - upon completion, students will be able to:

- explain how the primary functions within business (marketing, management, operations, human resources, accounting, finance, and business law) interact to achieve organizational goals.

1. Meet the A.A./A.S. degree requirements.
2. Complete the following.

ACCT 1A	Financial Accounting I	5
or ACCT 1AH	Financial Accounting I - HONORS	5
ACCT 1B	Financial Accounting II	5
or ACCT 1BH	Financial Accounting II - HONORS	5
ACCT 1C	Managerial Accounting	5
or ACCT 1CH	Managerial Accounting - HONORS	5
BUS 10	Introduction to Business	5
BUS 18	Business Law I	5
BUS 56	Human Relations in the Workplace	5
BUS 60	International Business Management	5
BUS 90	Principles of Marketing	5
BUS 96	Principles of Management	5
CIS 3	Business Information Systems	4.5
<i>Major</i>	<i>Business Administration</i>	49.5
<i>GE</i>	<i>General Education (31-42 units)</i>	
<i>Electives</i>	<i>Elective courses required when major units plus GE units total is less than 90</i>	
Total Units Required		90

Recommended

- BUS 21, 54, 55, 57, 58, 59, 65, 70, 85, 87, 89, 91
 ECON 1, 1H, 2, 2H
 ESL 6
 EWRT 1B, 1BH, 2, 2H
 MATH 10, 10H
 SPCH 70, 70H

Entrepreneurship

Certificate of Achievement

Students pursuing the Certificate of Achievement in Entrepreneurship are taught the fundamentals of small business administration and business planning. The certificate is designed to prepare students for the challenges they are likely to encounter in starting and maintaining a small business.

Student Learning Outcomes - upon completion, students will be able to:

- critically evaluate business plans and describe the processes required to start, operate and measure the results of a small business.

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 55	Introduction to Entrepreneurship	5
BUS 58	The Business Plan	4
Complete three (3) courses:		15
BUS 59	Promoting Your Business with Social Media (5)	
BUS 60	International Business Management (5)	
BUS 65	Leadership (5)	
BUS 70	Principles of E-Business (5)	
BUS 90	Principles of Marketing (5)	
Total Units Required		24