



# **De Anza Business Department Orientation**

# BEST COMMUNITY COLLEGES IN CALIFORNIA BY SIZE

## LARGE SCHOOLS

### De Anza College



Graduation and  
Transfer Rate: 73%

First Year Retention  
Rate: 91%

# College is a Challenge...

- In the United States among students pursuing a bachelor's degree:
  - 53% attain it within 6 years.
  - 36% attain it within 4 years.

*Source: Hechinger Report 2015*

# Steps to Success at De Anza



\* Business department; all units in quarter units



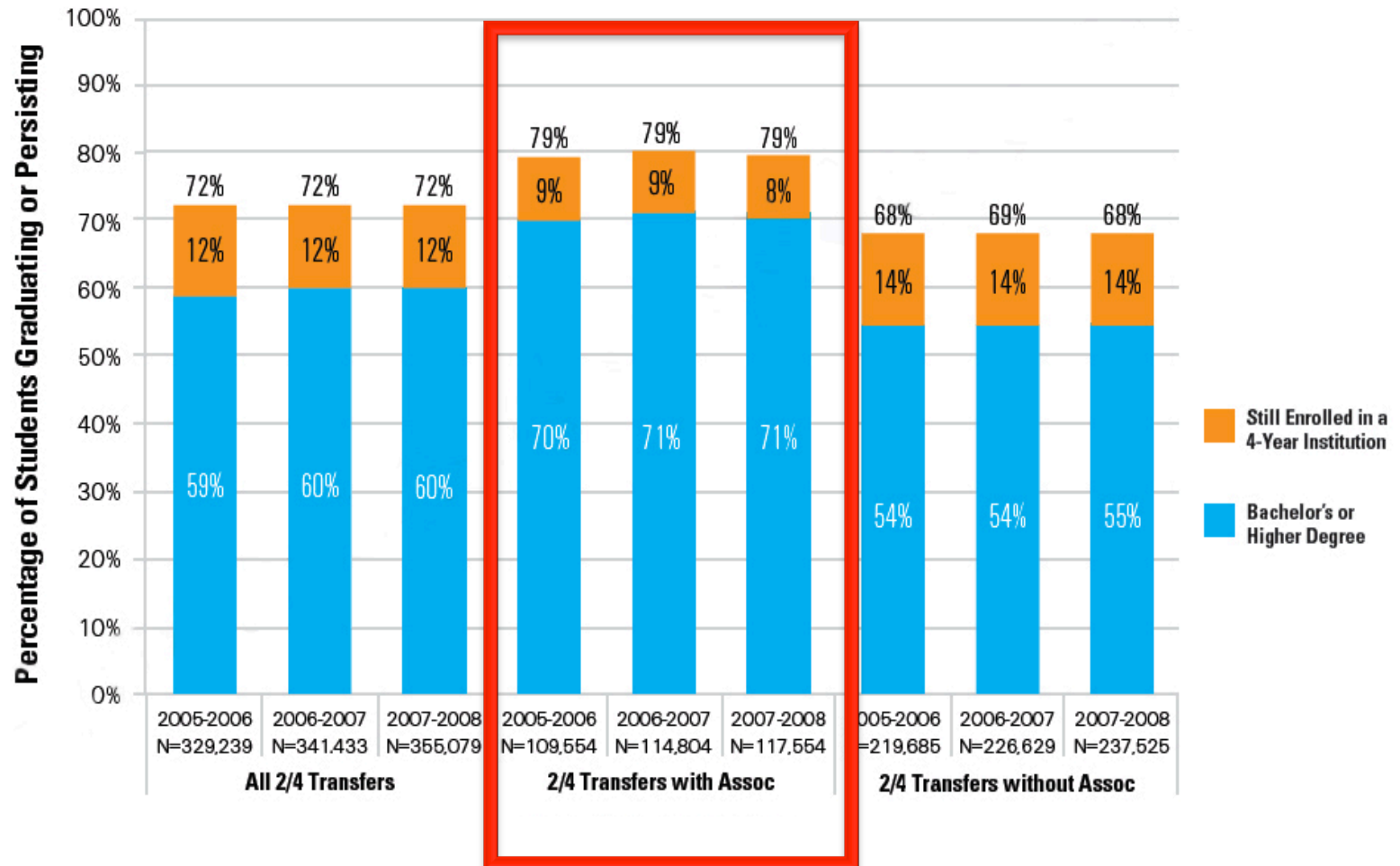
# Associates Degree Programs

De Anza College  
Business Department

## Benefits of an Associates Degree

- Save thousands \$\$\$ on lower division coursework
- Insurance against life challenges
  - **Course units expire** (usually after 10 years), but a completed Associates degree is valid for life.
- **An Associates Degree is a completed educational credential to put on your resume.**
  - It prepares you for **better jobs and internships.**
  - It can help you to get **pay raises** at your current job.
- **Transfers with an Associates Degree have a higher chance of achieving their goals....**

## Outcomes of Students Who Transferred from Two-Year to Four-Year Institutions (Four Years After Transfer)



Source: <https://www.insidehighered.com/news/2012/11/08/high-graduation-rates-community-college-transfers>

# At De Anza, help is available!

- De Anza Student Services
  - <https://www.deanza.edu/services/>



# De Anza Top Transfer Schools 2015-16\*

1. SAN JOSE STATE UNIVERSITY
2. CALIFORNIA STATE UNIVERSITY - EAST BAY
3. SAN FRANCISCO STATE UNIVERSITY
4. UNIVERSITY OF CALIFORNIA-DAVIS
5. UNIVERSITY OF CALIFORNIA-SAN DIEGO
6. SAN DIEGO STATE UNIVERSITY
7. UNIVERSITY OF CALIFORNIA - BERKELEY
8. UNIVERSITY OF CALIFORNIA-LOS ANGELES
9. CALIFORNIA STATE UNIVERSITY - SACRAMENTO
10. SANTA CLARA UNIVERSITY

\* All majors



**Which  
Associates  
degree is right  
for me?**

# What is a Transfer Degree (AS-T)?

- About half of all Transfer Degrees awarded by De Anza are in Business!
- The [AS Degree for Transfer in Business](#) makes it easier for you to transfer to a CSU. (Link shows required courses.)
  - UCs and private universities also accept them. (Check with individual schools for specific requirements.)
- Completion of the AS-T for Business, guarantees **priority admission** consideration to the CSU system, though not to a specific campus.
- The degree gives you a special **GPA advantage of 1 to 2 points** when applying to a CSU-impacted campus or program (e.g. SJSU).
- You enter as a **junior** (3rd year) at the CSU.

\* In 2017-18, 341 Business AS-T awarded, constituted 47% of 729 transfer degrees (AS-T & AA-T), 79% of 460 AS-T degrees

# Benefits of the AS-T

- It makes it **easier to transfer to a CSU**.
- Completion of the AS-T for Business, guarantees **priority admission** consideration to the CSU system, though not to a specific campus.
- The degree gives you a special **GPA advantage of 1 to 2 points** when applying to a CSU-impacted campus or program (e.g. SJSU).
- You enter as a **junior** (3rd year) at the CSU.

# What are the other Business Associates Degrees?

- The AA Degrees are more oriented towards getting a job immediately and transferring later.
  - They contain more business courses than the Transfer Degree, and prepare you better for an entry level job in your chosen career area.
  - The [A.A. in Business Administration](#) (general)
  - The [A.A. in Marketing Management](#) (for sales and marketing positions)
  - The [A.A. in Management](#) (for supervisory and management trainee positions)

# Business Administration is a general purpose major

- Many concentrations within Business Administration:
  - Marketing
  - Management
  - Accounting
  - Management Info Systems (MIS)
  - Finance
  - Operations Management
  - Human Resource Management
  - Entrepreneurship
  - International Business
  - Hospitality




# AA in Management

- Learn fundamentals of general business administration
- Prepares students for a career managing and leading employees
- Emphasis on management, leadership, and human resource management
- Positions such as:  
Service manager, retail sales manager, customer service supervisor, human resources coordinator, employee benefits associate, construction project manager, hotel/hospitality supervisor or management trainee

# AA in Marketing Management

- Learn the fundamentals of general business administration
- Emphasis on marketing, advertising, selling, international business, and social media.
- Learn how to create a marketing plan
- Prepare for careers such as: marketing events coordinator, retail sales manager, marketing communications associate, inside sales representative, sales specialist, and sales support specialist.





# Pathways for Degree Programs

# Recommended Pathways for Degrees

## ○ Business Administration, AS-T or AA Degrees:

1. Take **Bus 10: Introduction to Business** and GE courses first.
2. Take **BUS 18: Business Law** and **Accounting 1A: Financial Acct I** (the prerequisite for 1B) and a GE course the following quarter.
3. Take **Accounting 1B: Financial Acct II** the quarter after Accounting 1A, plus other major courses from the degree list or GE courses.
4. Take **Accounting 1C: Managerial Accounting** the quarter after Accounting 1B, plus other major courses from the degree list or GE courses for the remaining quarters.

# Recommended Pathways for Degrees

## ○ AA Degree in Marketing:

1. Take **Bus 10: Introduction to Business** and **Accounting 1A: Financial Acct I** (the prerequisite for 1B) and a GE course first.
2. Take **BUS 90: Principles of Marketing** and **BUS 18: Business Law** and a GE course the following quarter.
3. Take remaining major courses from the degree list or GE courses for the remaining quarters.

## ○ AA Degree in Management:

1. Take **BUS 10: Introduction to Business** and **BUS 65: Leadership** and a GE course first.
2. Take remaining major courses from the degree list or GE courses for the remaining quarters.

# How do I request my Degree?

- When you are nearing completion of your coursework, follow the instructions on the **counseling** web site and fill out the application for an Associates Degree.
  - The short form asks for the courses you took, and the last ones currently in progress.
- There is **no charge** or fee to get an Associates Degree along with the units for transfer,
  - Only the cost of courses taken.
- **You must request the degree.**
  - De Anza will not automatically provide it, even if you took all the necessary courses!



# Certificate Programs

# What is a Certificate?

A certificate program is generally used to show a significant block of course work to employers.

- They are **shorter** than Associates degrees

**At De Anza, you can earn certificates while working towards an associate degree, often without taking any additional courses!**

**There is no extra cost or fee to get one.**

- Only the cost of courses taken

# Certificate of Achievement

Degree/Certificate	Certificate of Achievement	Associates Degree (AA/AS)
Business Administration Transfer Degree		** x
Business Administration	x	* x
Entrepreneurship	x	
Management	x	* x
Marketing Management	x	* x

\*  
Associates of Arts Degree

\*\*  
Associates of Science Degree

# Benefits of a Certificate

**Certificates can be put on your resume.**

- They can qualify you for **better jobs, even if you are still in college.**
- They can help you to **get pay raises** at your current job.
- A **Certificate in Management** can qualify you for a position as supervisor.
- A **Certificate in Entrepreneurship** can make you and your business more appealing to investors and partners.



# Courses Requirements for some Business Certificates

## Business Administration

- Bus 10, Bus 18, Acct 1A + 2 business electives

## Marketing Management

- Bus 10, Bus 87, Bus 89, Bus 90 + 1 business elective

## Management

- Bus 10, Bus 57, Bus 65, Bus 96 + 1 business elective

## Entrepreneurship

- Bus 55, Bus 58 + 3 business elective

## Accounting

- Acct 1A, Acct1B, Acct 1C, Acct 88 + 3 accounting electives

# How do I request a certificate?

When you are done with the courses on the certificate:

1. Go to the counseling web site and fill out the [Certificate Application Form](#)
2. Drop it in the A&R drop-box.
3. You will get email confirmation within 72 hours.

**You must request the certificate to get it. De Anza cannot automatically send one to you.**

# Recommended Pathways for Business Certificates

- Business Administration:
- Take **Bus 10: Introduction to Business** and **Accounting 1A: Financial Acct I** first.
- Take other Bus courses and choices the following quarter(s).
- Entrepreneurship:
- Take **Bus 55: Intro to Entrepreneurship** and your choice of BUS electives first.
- Take **BUS 58: The Business Plan** the quarter after BUS 55, with remaining electives.

# Recommended Pathways for Business Certificates

- Marketing:
- Take **Bus 10: Introduction to Business** and **BUS 90: Principles of Marketing** first.
- Take other courses from the certificate list the following quarter(s).
- Management:
- Take **BUS 10: Introduction to Business** and **BUS 65: Leadership** first.
- Take other courses from the certificate list the following quarter(s).

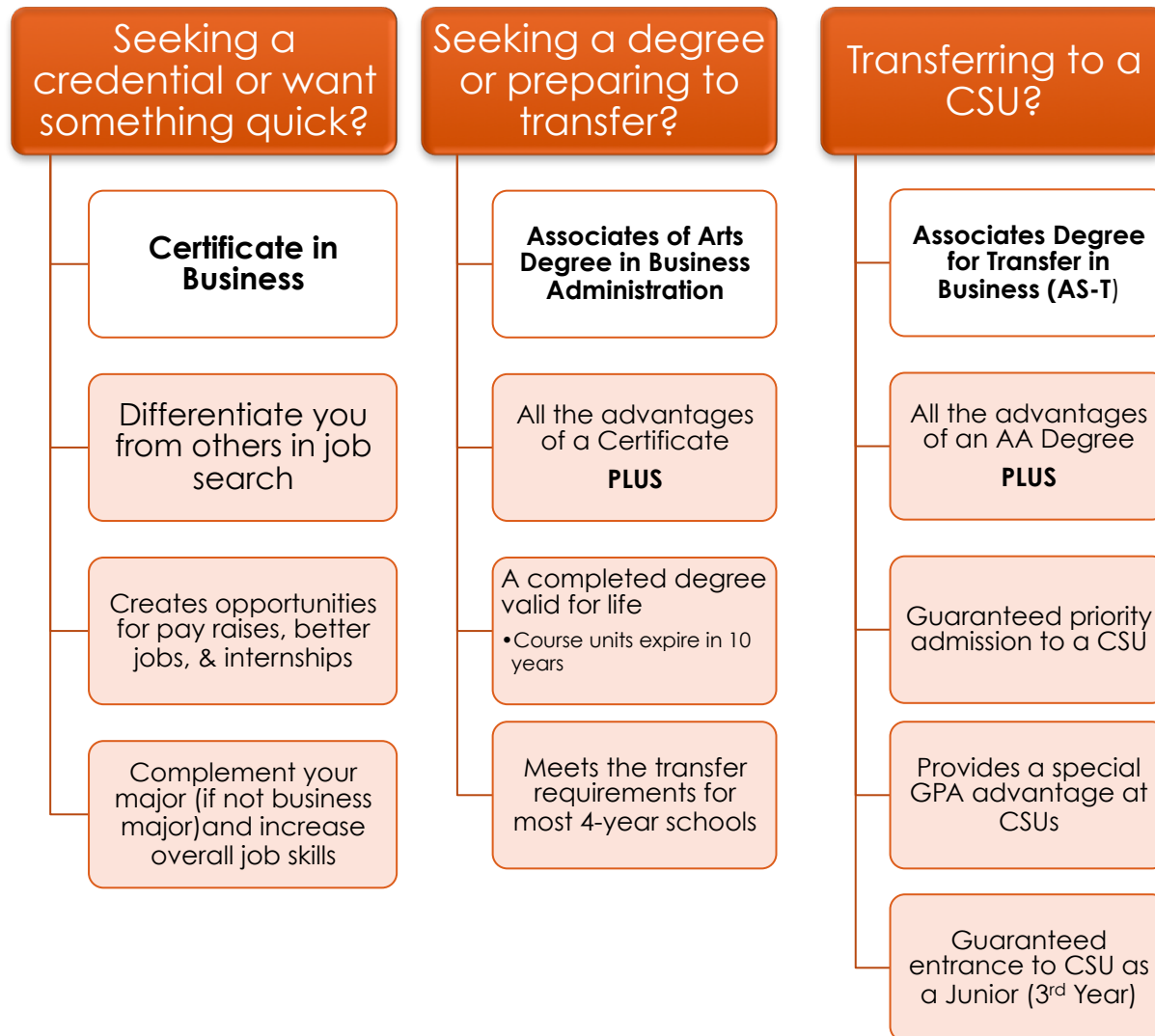
# Business Certificates Summary

- Similar to a concentration
- Help with job search to show greater focus on a discipline
- Differentiate yourself from other students for summer internships after you transfer to a 4 year school
- If you are targeting an associate degree, can get a certificate with the following.....

## Get Certificates w/Your AA or AS-T degree

If you are pursuing a Degree in:	You can also get a Certificate in:	Add'l courses beyond AA & AST degree req	Adjustment in choosing AA or AS-T electives
AS-T	Management	BUS 96, 65, 57	ACCT1A prerequisite for ACCT1B which is required for AST
	Marketing	BUS 90 87, 89	ACCT1A prerequisite for ACCT1B which is required for AST
	Entrepreneurship	BUS 55, 58, plus 3 electives from list	ACCT1A prerequisite for ACCT1B which is required for AST
	Accounting	ACCT 88 plus 1 ACCT class from list	ACCT1A prerequisite for ACCT1B which is required for AST Choose ACCT 1A as elective from list
AA Bus Adm	Management	BUS 57, 65	None
	Marketing	BUS 87, 89	None
	Entrepreneurship	BUS 55, 58, plus 1 elective from list	None
AA Management	Bus Admin	None	Choose ACCT 1A as an elective for AA
	Marketing	BUS89	Choose BUS90 and 87 as electives for AA
	Entrepreneurship	None	Choose BUS 55, 58 as electives for AA
AA Marketing	Bus Admin	None	None
	Management	None	Choose 57 and 65 as electives for AA
	Entrepreneurship	BUS 55, 58	Choose 65 or 70 as elective for AA

# Degrees and Certificates Summary





# Other Useful Information



# BUS91: Personal Finance

- Personal financial management
- Manage your loans
  - Credit cards
  - Car loans
  - Student loans
  - Mortgages
- Benefits from your employers:
  - stock options
  - 401K
- Saving for retirement
- Taxes

# After you leave De Anza...

- While in a 4 year school...
- Or progressing in your career...

## ...Remember we are only one Canvas login away...

- Refresher courses
- Additional certificates in management, marketing, or entrepreneurship