

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT, ASSOCIATE OF ARTS DEGREE

3_AA_SMBO

The small business sector is one of the fastest growing in the nation's economy. With an ever-increasing number of adults today self-employed, many people either work for a small business or plan to start one of their own. Coastline's entrepreneurship program can help prospective entrepreneurs launch new ventures or, if you are an entrepreneur who already has your business established, you can strengthen your managerial and business skills to grow your business.

You will learn the fundamentals of starting and operating your own business. The program includes basic business skills as well as specific courses in starting and managing a business. Course work covers evaluating a business opportunity, preparing a business plan, planning advertising and sales promotions, marketing a product or service, and managing the finances for the entrepreneurial company.

Program Level Student Learning Outcomes

Upon completion of this program, students will be able to:

- Effectively communicate solutions to business problems, using appropriate language and tools and demonstrating understanding of business terms and concepts.
- Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information-based approach.
- Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.

Associate Degree Requirements Unit Requirement

Complete at least 60 units of acceptable college work with a minimum of 12 units completed in residence at Coastline. Earn an overall grade point average of 2.0 or higher from all colleges attended and a 2.0 or higher grade point average at Coastline.

*Students must be in good academic standing (not on probation and/or disqualification) during the semester graduation is petitioned.

Program of Study

Complete the required courses in one of the programs as detailed in the Academic/Career/Certificate Programs section of this catalog. All coursework must be completed with a grade of C or higher.

General Education

Complete one of the three General Education options below (visit the General Education page for details (<https://catalog.cccd.edu/coastline/general-education/>)):

Option 1 – Coastline General Education: designed for students pursuing an Associate degree and who may or may not be planning to transfer to a four-year university. The degree is transferable to many colleges and universities.

Option 2—CSU GE Breadth: designed for students who are planning to transfer to a university in the CSU system. It may also be appropriate for transfer to some independent colleges and universities.

Option 3—IGETC: designed for students who are planning to transfer to a university in the CSU or UC system. It also may be appropriate for transfer to some independent colleges and universities.

Global and Multicultural Studies Requirement

Complete at least 2.5 units from any Global and Multicultural Studies courses. See what courses fulfill the Global and Multicultural Studies Requirement (<https://catalog.cccd.edu/coastline/graduation-requirements/#globalandmulticulturalstudiestext>).

Course	Title	Units
Required Core		
Students will complete all of the following:		
BUS C150	Introduction to Marketing	3
BUS C170	Entrepreneurship and Small Business Finance	3
BUS C180	Entrepreneurship and Small Business Plan	3
BUS C222	Entrepreneurship and Small Business Operations and Management	3
Elective Courses		
Select one of the following:		3
MS C100	Business Organization and Management	
MS C102	Human Relations in Business	
MS C104	Human Resource Management	
Select two of the following:		6
ACCT C116	ACCT for Non-Financial Managers, Entrepreneurs, Business Owners	
BUS C100	Introduction to Business	
BUS C110	Business Law/Legal Environment of Business	
BUS C120	Personal Finance	
BUS C130	E-Commerce: Strategic Thinking and Management	
Total for Major		21
Requirement		
Total Units for Major Preparation		21
Degree Option 1, 2, or 3		Varies
Electives to satisfy unit requirement		Varies
Total Degree Units		60