

GENERAL BUSINESS, ASSOCIATE OF SCIENCE DEGREE

Banner Code: 3_AS_GNBUS

Control Number: 23043

Financial Aid Eligible

The General Business degree is designed to prepare students for employment at a small, medium, or large firm in a variety of capacities and across industries. Graduates will be well-versed in business terminology, business functions, communication, planning, organizing, and decision-making. Coursework exposes students to the fields of marketing, human resource management, operations and manufacturing, accounting and finance, as well as other niche professions in business. Students may select specific elective courses to meet their professional or personal business education goals. The courses in the program allow for further career and industry research.

Program Level Student Learning Outcomes

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

1. Effectively communicate solutions to business problems using appropriate business terms and strategies.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and data-driven approach.
3. 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.
4. Formulate strategies that embrace diversity within organizations and create inclusive organizational cultures.

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 Requirements for the Major 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 – AA/AS Local Degree GE: 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/#globalandmulticulturalstudies>).

Course	Title	Units
Required Core		
Complete the following:		
BUS C100	Introduction to Business	3
BUS C110	Business Law/Legal Environment of Business	3
BUS C150	Introduction to Marketing	3
MS C100 or MGMT C100	Principles of Management	3
<i>Program Electives</i>		
Complete 9-10 units of the following:		9-10
ACCT C100	Introduction to Accounting	
ACCT C101	Financial Accounting ¹	
ACCT C102	Managerial Accounting ¹	
ACCT C116	ACCT for Non-Financial Managers, Entrepreneurs, Business Owners	
BUS C118	Introduction to International Business	
BUS C120	Personal Finance	
BUS C141	Introduction to Entrepreneurship	
BUS C142	Entrepreneurial Marketing and Operations	
BUS C143	Entrepreneurial Financial Strategies	
CIS C100 or CIS C111 or CYBR C101	Introduction to Information Systems Information Systems, Programming, and Database Management Introduction to Cybersecurity	
ENGL C136 or MGMT C101	Business Communication ¹ Management and Employee Communication	
MGMT C115	Human Relations in Business	
PHIL C115	Logic and Critical Thinking	
PHIL C120	Ethics	
BUS C281 or BUS C282 or BUS C283 or BUS C284	Work Based Learning Work Based Learning Work Based Learning Work Based Learning	
CMST C100	Interpersonal Communication ²	
CMST C110	Public Speaking ²	
CMST C150	Intercultural Communication ²	
ECON C110	Economic Issues and Policy	

Course	Title	Units
ECON C170	Principles of Microeconomics ^{1, 2}	
ECON C175	Principles of Macroeconomics ^{1, 2}	
Units Required for Major		21-22
Requirement		Units
Units for Major Preparation		21-22
Local General Education, CSU General Education, or IGETC pattern		Varies
Electives to satisfy unit requirement		Varies
Total Degree Units		60

¹ These courses are required in the Business Administration 2.0 Associate in Science for Transfer degree.

² These courses also satisfy General Education (CSU-GE or IGETC) requirements.