

GENERAL BUSINESS, CERTIFICATE OF ACHIEVEMENT

Banner Code: 3_CN_GNBUS

Control Number: 23044

Financial Aid Eligible

The General Business certificate is designed to help students explore an educational path in business for ultimate employment at a small, medium, or large firm. Graduates will be conversant 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. 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. 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.

Certificate of Achievement

Certificate programs are designed to prepare individuals to enter a particular field of employment or to provide in-service training to those already employed. Certificates of Achievements are majors that include 16 units or more and will be posted on the transcript. They may be used as elective units towards the A.A. or A.S. Degree.

- Student must be in attendance at the time requirements are completed.
- Students must also earn a minimum of 12 units of coursework at Coastline, excluding experiential credit.
- A student with prior experience may be excused from certain certificate courses.
- 50 percent of the certificate program's units must be completed at Coastline no matter how the total number of units required for the certificate can be met.

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	Principles of Management	3
or MGMT C100	Principles of Management	

Program Electives

Course	Title	Units
Complete two of the following:		6
ACCT C100	Introduction to Accounting	
ACCT C116	ACCT for Non-Financial Managers, Entrepreneurs, Business Owners	
BUS C101	Introduction to Project Management	
BUS C120	Personal Finance	
BUS C118	Introduction to International Business	
BUS C141	Introduction to Entrepreneurship	
CIS C100	Introduction to Information Systems	
CIS C111	Information Systems, Programming, and Database Management	
MS C102	Human Relations in Business	
or MGMT C115	Human Relations in Business	
MS C104	Human Resource Management	
or MGMT C111	Human Resource Management	
PHIL C115	Logic and Critical Thinking	
PHIL C120	Ethics	
Total Units		18