

BUSINESS MANAGEMENT

Curriculum Guide for Academic Year 2011-2012

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Students planning to **transfer** to a four-year college or university should refer to the ASSIST web site at www.assist.org and **consult a counselor** before beginning a program of study. To meet with a counselor call 562-938-4561 for the LAC, or (562) 938-3920 for PCC. Students may also wish to visit the Transfer Center on either campus.

Program of study leading to:
Associate in Arts (A.A.) Degree

<u>REQUIRED COURSES (listed below in recommended sequence)</u>		UNITS	In Progress	Completed Grade
MGMT 49A	Introduction to Management	3		
MGMT 49B	Human Resources Management	3		
MGMT 80	Small Business Entrepreneurship	3		
MGMT 58	Leadership and Supervision	3		
MGMT 60	Management & Organizational Behavior	3		
Subtotal Units		15		
<u>IN ADDITION, complete ONE (1) of the following courses:</u>		UNITS		
GBUS 5	Introduction to Business	3		
LAW 18A	Business Law	3		
MKTG 47	Essentials of Marketing	3		
Subtotal Units		3		
TOTAL UNITS		18		

For graduation with an **Associate in Arts (A.A.) Degree with a major in Business Management:**

- Units:** Complete a minimum of 60 units, distributed as follows:

Business--General Major:	18 units
General Education/A.A.	25 units
<u>Electives/Other courses:</u>	<u>17 units</u>
TOTAL:	60 units
- Scholarship:** Maintain an **overall grade point average (GPA) of 2.0** ("C" average) based on all accredited college work applied to the degree, no matter where completed. For this **field of concentration, complete each course** above with a **grade of "C" or better**, or "P" if course is graded on a P/NP basis, and **minimum gpa in the concentration of 2.5**.
- Residence for the Degree:** Complete at least 30 units of the required 60 in residence at LBCC, or complete in residence at LBCC at least 20 units within the last 30 units of work applied to the degree.
- Residence for the Field of Concentration:** Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 9 units** of the required 18 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.

Associate Degree requirements continue on the following page:

Associate Degree requirements continued from the previous page:

5. **General Education and Proficiency Requirements:** Complete the required A.A./A.S. General Education and Proficiency requirements*, otherwise known as "Plan A". For Plan A requirements, refer to the general catalog or view it online at <http://osca.lbcc.edu>.
6. Complete and submit the degree application form to the Admissions and Records office during your final semester of course work. These forms are available in the Admissions and Records office, or online at <http://admissions.lbcc.edu/>. Refer to the Schedule of Classes (<http://schedule.lbcc.edu>) and click the "Important Dates" link to view the actual deadline for each semester.

*The requirements for general education/proficiency and the field of concentration (major) need to be from the same catalog year. This catalog year may be any year between the year of initial enrollment to the present, provided continuous enrollment is maintained throughout. See the catalog for definition of "continuous enrollment".

Unless otherwise noted, "double-counting" is not allowed. That is, one course may not be used to fulfill both a field of concentration requirement and to fulfill a general education requirement.

**Program of study leading to:
Certificate of Achievement**

REQUIRED COURSES—Complete the 18 units of required courses as listed in the Associate Degree requirements box on the first page.

<u>REQUIRED COURSES</u>	TOTAL UNITS	18	In Progress	Completed

For graduation with a **Business—General Certificate of Achievement:**

1. Complete each of the **REQUIRED COURSES** listed above with a **minimum grade of "C"** and a minimum grade point average of 2.5.
2. Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 9 units** of the required 18 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.
3. Complete and submit the certificate application form to the Admissions and Records office during your final semester of course work. These forms are available in the Admissions and Records office, or online at <http://admissions.lbcc.edu/>. Refer to the Schedule of Classes (<http://schedule.lbcc.edu>) and click the "Important Dates" link to view the actual deadline for each semester.

For both the **Associate in Arts** and the **Certificate of Achievement**, the following courses are recommended, **BUT ARE NOT REQUIRED** to earn either.

RECOMMENDED but not required courses:

⊕	ACCTG 1A	Principles of Accounting	4(5)		
†⊕	ACCTG 1B	Principles of Accounting	4(5)		
	ACCTG 200a	Introduction to Accounting	3		
	ACCTG 400	Personal Financial Management	3		
	CAOTC 34	Introduction to Computers and Applications	3		
	CAOTO 15	Business Communications	3		
	CBIS 6A	Introduction to IT Concepts & Applications	4		
*	ECON 1A	Macro Economic Analysis	3		
*	ECON 1B	Micro Economic Analysis	3		
	MKTG 40	Salesmanship	3		
	MKTG 41	Marketing Communications	3		

Career Opportunities

The certificate and degree programs prepare students for a wide range of entry and mid-level positions in business management. Students can enhance their skills in management by studying the internal and external forces that affect all organizations.

Program Mission and Outcomes

The mission of the Business - Management Program is to help students acquire the necessary knowledge and skills to begin, or enhance, a career in the area of organizational management, or for transfer to an upper-division marketing program at a 4-year college or university.

Outcomes:

- Comprehend the primary elements of the language and theories of organized management, while recognizing the importance of ethics, social responsibility, and diversity as legitimate management objectives.
- Use creative and critical-thinking strategies in the solution of complex business situations through the application of learned management concepts.
- Develop communication and teamwork skills for the purpose of ensuring future personal and professional success.

Legend

† This course has a prerequisite. Prerequisite courses must be complete with at least a "C" or "P" grade. Refer to the General Catalog (<http://www.lbcc.edu/cat/index.html>), the Schedule of Classes (<http://schedule.lbcc.edu/>), or the online Credit Course Outline (<http://wdb-asir.lbcc.edu/coursecurriculum/coursedetails/>) for specific prerequisite information.

* This course is an exception to the "double-counting" rule; it may be double-counted.

⊕ **NOTE: Effective: Spring 2012** -- Unit level will change for the following courses: ACCTG 1A & 1B **will stay** 4 units **the unit change was rescinded for the Spring '12 semester**, ACCTG 230 1 units → 2units, CBIS 223 3 units → 3.5 units, CBIS 260 1 unit → 1.5 units.