

# ECONOMICS - CERTIFICATE OF ACHIEVEMENT

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Plan Code: 3019

This program will prepare a student for continuation to an A.A.-T in Economics or for advancement into a school of business or economics at a baccalaureate-degree granting institution and/or for an entry-level position in local government, school system or institution of higher learning, banking, or business as a research assistant or analyst.

## Program Student Learning Outcomes

- Develop a basic understanding of economics, accounting, and business law concepts.
- Apply a knowledge of economics to solve complex problems using equations, graphs, and technical skills.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
ACCTG 1A or ACCTG 1B	Financial Accounting Managerial Accounting	5
ECON 1/1H	Macro Economic Analysis	3
ECON 2/2H	Micro Economic Analysis	3
ECON 4 or ECON 5	Contemporary Economic Issues The Global Economy	3
LAW 18 or LAW 19	Fundamentals of Business Law Legal Environment of Business	3
<b>Total Units</b>		<b>17</b>

# BUSINESS: BUSINESS ECONOMICS - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4145

This program will prepare a student to continue toward the attainment of an Associate Degree and/or for an entry-level position in a small/medium-sized business, in functions such as accounting, finance or budget planning. Additionally, this may prepare the student for a variety of starting positions in government planning.

## Program Student Learning Outcomes

- Develop a basic understanding of microeconomics, managerial accounting and fundamentals of business law.
- Apply a knowledge of microeconomic theory to solve problems using equations, graphs, and technical skills.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
ACCTG 1B	Managerial Accounting	5
ECON 2/2H	Micro Economic Analysis	3
LAW 19	Legal Environment of Business	3
OR		
GBUS 5	Introduction to Business (3)	
<b>Total Units</b>		<b>11</b>

# BUSINESS: MONEY AND BANKING - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4144

This program will prepare a student to continue toward the attainment of an Associate Degree and/or for an entry-level position in a small/medium-sized business in a financial or banking industry, and in functions such as accounting and budget planning.

## Program Student Learning Outcomes

- Develop a basic understanding of macroeconomics, financial accounting and legal environment of business.
- Apply a knowledge of macroeconomic theory to solve problems using equations, graphs, and technical skills.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
ACCTG 1A	Financial Accounting	5
ECON 1/1H	Macro Economic Analysis	3
LAW 18	Fundamentals of Business Law	3
<b>Total Units</b>		<b>11</b>

# FOUNDATIONS OF ENTREPRENEURSHIP - CERTIFICATE OF ACCOMPLISHMENT

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**Plan Code: 4203**

This program is designed to provide students with an understanding of the entrepreneurial elements of starting a small business, with an eventual focus on the traditional management skills necessary to extend the life of the startup business. Major emphasis is placed on the development of a coherent business model. Upon completion of this Certificate, a student will have the skills to plan and control financial resources, communicate with and lead people in the organization, plan and control informational and technological resources and, finally, unite these skills into the development of a strategic business model/business plan that will be designed for success.

## Program Student Learning Outcomes

- Demonstrate a basic understanding of the language and theories of entrepreneurship and small business management.
- Identify the role and challenges that ethics, social responsibility and diversity play within small organizations.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
ACCTG 229	Spreadsheet Accounting	3
GBUS 25	Digital and Social Media	3
or BCOM 25	Digital and Social Media	
MGMT 50	Human Resource Management	3
MGMT 80	Small Business Entrepreneurship	3
<b>Total Units</b>		<b>12</b>

# BUSINESS: ACCOUNTING CONCENTRATION - ASSOCIATE IN ARTS

Plan Code: 1100

This program consists of the prescribed GE requirements, as well as the following accounting and business courses. Students earning this Associate Degree may be prepared to 1) transfer to a baccalaureate-degree granting institution in the field of their concentration and/ or 2) enter into the workforce at an entry-level position relating to their field of emphasis.

## Program Student Learning Outcomes

- Demonstrate the ability to attain the Institutional Student Learning Outcomes (ISLOs).
- Identify and describe the nature, environment, and role of accounting and its importance as the language of business.
- Analyze the economic activities of business entities to calculate and prepare appropriate financial statements.

## Program Requirements

This degree requires the completion of General Education coursework plus the following:

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A	Financial Accounting <sup>1</sup>	5
ACCTG 1B	Managerial Accounting	5
ACCTG 205	Fundamentals of Tax	3
ACCTG 228	Computerized Gen Ledger Account Systems	2
ACCTG 229	Spreadsheet Accounting	3
ACCTG 230	Quickbooks Accounting	2
<b>Subtotal Units</b>		<b>26</b>

IN ADDITION, complete SIX (6) units from the following:

ACCTG 200	Introduction to Accounting (3)	
ECON 1/1H	Macro Economic Analysis (3)	
ECON 2/2H	Micro Economic Analysis (3)	
LAW 19	Legal Environment of Business (3)	
<b>Subtotal Units</b>		<b>6</b>

**Required Subtotal** 32

Complete one of the following: <sup>2</sup> 19-39

LBCC General Education (Plan A) (<https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/>)

CSU GE Breadth (Plan B) (<https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/>)

IGETC Pattern (Plan C) (<https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/>)

Electives (as needed to reach 60 degree-applicable units) <sup>3</sup>

**Minimum Degree Total** 60

<sup>1</sup> For the Accounting concentration, students must take ACCTG 1A

<sup>2</sup> Units for the major may be double-counted for LBCC GE, CSU GE, or IGETC; see counselor for limitations.

<sup>3</sup> Elective units from course(s) numbered 1-599, if needed, to reach 60 degree-applicable units.

# BUSINESS: ACCOUNTING - CERTIFICATE OF ACHIEVEMENT

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**Plan Code: 3100**

This program will prepare a student for advancement into an Associate in Arts Business: Accounting pathway and/or for an entry-level position in the accounting function of a small/medium-sized business.

## Program Student Learning Outcomes

- Identify and describe the nature, environment, and role of accounting and its importance as the language of business.
- Analyze the economic activities of business entities in order to calculate and prepare appropriate financial statements.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A	Financial Accounting <sup>1</sup>	5
ACCTG 1B	Managerial Accounting	5
ACCTG 205	Fundamentals of Tax	3
ACCTG 228	Computerized Gen Ledger Account Systems	2
ACCTG 229	Spreadsheet Accounting	3
ACCTG 230	Quickbooks Accounting	2
<b>Total Units</b>		<b>26</b>

<sup>1</sup> For the Accounting concentration, students must take ACCTG 1A.

# BUSINESS: FOUNDATIONS OF ACCOUNTING - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4200

This program may prepare a student to continue toward the attainment of an Associate Degree and/or for an entry-level position in the accounting function of a small/medium-sized business.

## Program Student Learning Outcomes

- Describe and use the structure of accounting statements as the language of business.
- Recognize the importance of ethical and moral considerations in a business and the credibility of the financial information.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
ACCTG 1A	Financial Accounting	5
ACCTG 1B	Managerial Accounting	5
ACCTG 228	Computerized Gen Ledger Account Systems	2-3
or ACCTG 229	Spreadsheet Accounting	
or ACCTG 230	Quickbooks Accounting	
<b>Total Units</b>		<b>12-13</b>

# BUSINESS: GENERAL BUSINESS CONCENTRATION - ASSOCIATE IN ARTS

Plan Code: 1111

This program consists of the prescribed GE requirements, as well as the following general business courses. Students earning this Associate Degree may be prepared to 1) transfer to a baccalaureate-degree granting institution in the field of their concentration and/ or 2) enter into the workforce at an entry-level position relating to their field of emphasis.

## Program Student Learning Outcomes:

- Demonstrate the ability to attain the Institutional Student Learning Outcomes (ISLOs).
- Demonstrate a strong, general understanding of the language and theories of large and small businesses.
- Identify the role and challenges that ethics, social responsibility, and diversity play across business structures.

## Program Requirements

This degree requires the completion of General Education coursework plus the following:

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A	Financial Accounting	3-5
or ACCTG 200	Introduction to Accounting	
IBUS 1	Introduction to International Business	3
GBUS 10	Personal Finance	3
GBUS 25	Digital and Social Media	3
or BCOM 25	Digital and Social Media	
or LAW 19	Legal Environment of Business	
MGMT 49	Introduction to Management	3
or MKTG 47	Essentials of Marketing	
<b>Subtotal Units</b>		<b>21-23</b>
IN ADDITION, complete SIX (6) units from the following:		
ECON 1/1H	Macro Economic Analysis (3)	
ECON 4	Contemporary Economic Issues (3)	
<b>Subtotal Units</b>		<b>6</b>
<b>Required Subtotal</b>		<b>27-29</b>
Complete one of the following: <sup>1</sup>		19-39
LBCC General Education (Plan A) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/</a> )		
CSU GE Breadth (Plan B) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/</a> )		
IGETC Pattern (Plan C) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/</a> )		

Electives (as needed to reach 60 degree-applicable units) <sup>2</sup>

<b>Minimum Degree Total</b>	<b>60</b>
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<sup>1</sup> Units for the major may be double-counted for LBCC GE, CSU GE, or IGETC; see counselor for limitations.

<sup>2</sup> Elective units from course(s) numbered 1-599, if needed, to reach 60 degree-applicable units.



# BUSINESS: GENERAL BUSINESS - CERTIFICATE OF ACHIEVEMENT

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Plan Code: 3111

This program will prepare a student for advancement into an Associate in Arts Business: General Business pathway and/or for an entry-level position in a variety of functional areas in a small/medium-sized business.

## Program Student Learning Outcomes

- Demonstrate a strong, general understanding of the language and theories of large and small businesses.
- Identify the role and challenges that ethics, social responsibility, and diversity play across business structures.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A or ACCTG 200	Financial Accounting Introduction to Accounting	3-5
GBUS 10	Personal Finance	3
GBUS 25 or BCOM 25 or LAW 19	Digital and Social Media Digital and Social Media Legal Environment of Business	3
IBUS 1	Introduction to International Business	3
MGMT 49 or MKTG 47	Introduction to Management Essentials of Marketing	3
<b>Total Units</b>		<b>21-23</b>

# BUSINESS: FOUNDATIONS OF BUSINESS - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4111

This program may prepare a student to continue toward the attainment of an Associate Degree and/or for an entry-level position in a variety of functional areas in a small/medium-sized business.

## Program Student Learning Outcomes

- Describe the basic terminologies and fundamental concepts of organizations.
- Recognize the impact of globalization and social responsibility on all organizations.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
ACCTG 1A	Financial Accounting	3-5
or ACCTG 200	Introduction to Accounting	
GBUS 5	Introduction to Business	3
GBUS 10	Personal Finance	3
LAW 18	Fundamentals of Business Law	3
<b>Total Units</b>		<b>12-14</b>

# FOUNDATIONS OF ENTREPRENEURSHIP - CERTIFICATE OF ACCOMPLISHMENT

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**Plan Code: 4203**

This program is designed to provide students with an understanding of the entrepreneurial elements of starting a small business, with an eventual focus on the traditional management skills necessary to extend the life of the startup business. Major emphasis is placed on the development of a coherent business model. Upon completion of this Certificate, a student will have the skills to plan and control financial resources, communicate with and lead people in the organization, plan and control informational and technological resources and, finally, unite these skills into the development of a strategic business model/business plan that will be designed for success.

## Program Student Learning Outcomes

- Demonstrate a basic understanding of the language and theories of entrepreneurship and small business management.
- Identify the role and challenges that ethics, social responsibility and diversity play within small organizations.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
ACCTG 229	Spreadsheet Accounting	3
GBUS 25	Digital and Social Media	3
or BCOM 25	Digital and Social Media	
MGMT 50	Human Resource Management	3
MGMT 80	Small Business Entrepreneurship	3
<b>Total Units</b>		<b>12</b>

# PERSONAL FINANCIAL PLANNING - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4202

This program will prepare students to learn the concepts of personal financial planning that can be further developed into a career in finance. Students will evaluate various investment products and strategies appropriate for achieving financial goals at different life stages; evaluate the effects of changes in income, deductions, and filing status on an individual's tax liability; and will be able to design and create electronic spreadsheets. Upon completion of this Certificate, a student will have the skills to plan and control financial resources, communicate the most current laws, regulations and forms for tax planning purposes and, finally, unite these skills by creating electronic spreadsheets.

## Program Student Learning Outcomes

- Demonstrate a basic understanding of the language and theories of personal financial planning.
- Identify the role of technology in the world of personal financial planning.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
ACCTG 205	Fundamentals of Tax	3
COSA 15	Microsoft Excel for Windows	3
GBUS 10	Personal Finance	3
<b>Total Units</b>		<b>9</b>

# BUSINESS: GLOBAL TRADE AND LOGISTICS CONCENTRATION - ASSOCIATE IN ARTS

Plan Code: 1151

This program consists of the prescribed GE requirements, as well as the following general and Global Trade and Logistics courses. Students earning this Associate Degree may be prepared to 1) transfer to a baccalaureate-degree granting institution in the field of their concentration and/ or 2) enter into the workforce at an entry-level position relating to their field of emphasis.

## Program Student Learning Outcomes

- Demonstrate the ability to attain the Institutional Student Learning Outcomes (ISLOs).
- Examine the primary elements of the language and theories of logistics and supply chain management.
- Apply learned concepts to solve complex logistics and supply chain issues.

## Program Requirements

This degree requires the completion of General Education coursework plus the following:

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A or ACCTG 200	Financial Accounting Introduction to Accounting	3-5
IBUS 1	Introduction to International Business	3
IBUS 20	Export-Import Business Practices	3
IBUS 52	Introduction to Supply Chain Management	3
IBUS 60	International Business Law	3
IBUS 75	Introduction to Logistics	3
<b>Subtotal Units</b>		<b>24-26</b>
IN ADDITION, complete SIX (6) units from the following:		
ECON 1/1H	Macro Economic Analysis (3)	
ECON 5	The Global Economy (3)	
LAW 19	Legal Environment of Business (3)	
<b>Subtotal Units</b>		<b>6</b>
<b>Required Subtotal</b>		<b>30-32</b>
Complete one of the following: <sup>1</sup>		19-39
LBCC General Education (Plan A) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/</a> )		
CSU GE Breadth (Plan B) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/</a> )		

IGETC Pattern (Plan C) (<https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/>)

Electives (as needed to reach 60 degree-applicable units) <sup>2</sup>

**Minimum Degree Total** **60**

<sup>1</sup> Units for the major may be double-counted for LBCC GE, CSU GE, or IGETC; see counselor for limitations.

<sup>2</sup> Elective units from course(s) numbered 1-599, if needed, to reach 60 degree-applicable units.

# BUSINESS: GLOBAL TRADE AND LOGISTICS – CERTIFICATE OF ACHIEVEMENT

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Plan Code: 3151

This program will prepare a student for advancement into an Associate in Arts Business: Global Trade and Logistics Concentration pathway and/or for an entry-level position in a small/medium-sized business involved in international trade and logistics.

## Program Student Learning Outcomes

- Examine the primary elements of the language and theories of logistics and supply chain management.
- Apply learned concepts to solve complex logistics and supply chain issues.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A	Financial Accounting	3-5
or ACCTG 200	Introduction to Accounting	
IBUS 1	Introduction to International Business	3
IBUS 20	Export-Import Business Practices	3
IBUS 52	Introduction to Supply Chain Management	3
IBUS 60	International Business Law	3
IBUS 75	Introduction to Logistics	3
<b>Total Units</b>		<b>24-26</b>

# BUSINESS: FOUNDATIONS OF INTERNATIONAL BUSINESS - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4151

This program may prepare a student to continue toward the attainment of an Associate Degree and/or for an entry-level position in a small/medium-sized business involved in international trade and logistics.

## Program Student Learning Outcomes

- Describe the basic terminologies and fundamental concepts of businesses across global markets.
- Recognize the impact of ethics, social responsibility, and culture on global organizations.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
IBUS 1	Introduction to International Business	3
IBUS 20	Export-Import Business Practices	3
IBUS 52	Introduction to Supply Chain Management	3
IBUS 60	International Business Law	3
<b>Total Units</b>		<b>12</b>

# BUSINESS: MANAGEMENT CONCENTRATION - ASSOCIATE IN ARTS

Plan Code: 1143

This program consists of the prescribed GE requirements, as well as the following general business and management courses. Students earning this Associate Degree may be prepared to 1) transfer to a baccalaureate-degree granting institution in the field of their concentration and/ or 2) enter into the workforce at an entry-level position relating to their field of emphasis.

## Program Student Learning Outcomes

- Demonstrate the ability to attain the Institutional Student Learning Outcomes (ISLOs).
- Demonstrate a strong understanding of the theories and roles that Management functions play within an organization.
- Identify the role that ethics, social responsibility and diversity play in planning and implementing organizational goals.

## Program Requirements

This degree requires the completion of General Education coursework plus the following:

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A	Financial Accounting	3-5
or ACCTG 200	Introduction to Accounting	
MGMT 49	Introduction to Management	3
or MGMT 50	Human Resource Management	
MGMT 58	Leadership and Supervision	3
MGMT 60	Management & Organization Behavior	3
MGMT 80	Small Business Entrepreneurship	3
<b>Subtotal Units</b>		<b>21-23</b>
IN ADDITION, Complete SIX (6) units from the following:		
ECON 2/2H	Micro Economic Analysis (3)	
GBUS 10	Personal Finance (3)	
LAW 19	Legal Environment of Business (3)	
<b>Subtotal Units</b>		<b>6</b>
<b>Required Subtotal</b>		<b>27-29</b>
Complete one of the following: <sup>1</sup>		19-39
LBCC General Education (Plan A) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/</a> )		
CSU GE Breadth (Plan B) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/</a> )		
IGETC Pattern (Plan C) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/</a> )		

Electives (as needed to reach 60 degree-applicable units) <sup>2</sup>

**Minimum Degree Total** **60**

<sup>1</sup> Units for the major may be double-counted for LBCC GE, CSU GE, or IGETC; see counselor for limitations.

<sup>2</sup> Elective units from course(s) numbered 1-599, if needed, to reach 60 degree-applicable units.



# BUSINESS: MANAGEMENT - CERTIFICATE OF ACHIEVEMENT

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Plan Code: 3143

This program will prepare a student for advancement into an Associate in Arts Business: Management pathway and/or for an entry-level supervisory or human resources position in a small/medium-sized business. Additionally, a student may be able to develop the skills needed for an entrepreneurial startup.

## Program Student Learning Outcomes

- Demonstrate a strong understanding of the theories and roles that Management functions play within an organization.
- Identify the role that ethics, social responsibility, and diversity play in planning and implementing organizational goals.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A	Financial Accounting	3-5
or ACCTG 200	Introduction to Accounting	
MGMT 49	Introduction to Management	3
or MGMT 50	Human Resource Management	
MGMT 58	Leadership and Supervision	3
MGMT 60	Management & Organization Behavior	3
MGMT 80	Small Business Entrepreneurship	3
<b>Total Units</b>		<b>21-23</b>

# BUSINESS: FOUNDATIONS OF MANAGEMENT - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4143

This program may prepare a student to continue toward the attainment of an Associate Degree and/or for an entry-level supervisory or human resources position in a small/medium-sized business. Additionally, a student may be able to develop the skills needed for an entrepreneurial startup.

## Program Student Learning Outcomes

- Describe the basic terminologies and fundamental concepts of the Management function.
- Recognize the impact of managers and the management function on social responsibility and ethics.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
MGMT 49	Introduction to Management	3
or MGMT 50	Human Resource Management	
MGMT 58	Leadership and Supervision	3
MGMT 60	Management & Organization Behavior	3
MGMT 80	Small Business Entrepreneurship	3
<b>Total Units</b>		<b>12</b>

# BUSINESS: MARKETING CONCENTRATION - ASSOCIATE IN ARTS

Plan Code: 1153

This program consists of the prescribed GE requirements, as well as the following general business and marketing courses. Students earning this Associate Degree may be prepared to 1) transfer to a baccalaureate-degree granting institution in the field of their concentration and/ or 2) enter into the workforce at an entry-level position relating to their field of emphasis.

## Program Student Learning Outcomes

- Demonstrate the ability to attain the Institutional Student Learning Outcomes (ISLOs).
- Demonstrate a strong understanding of the language and theories of the marketing functions within an organization.
- Identify the role that ethics, social responsibility, and diversity play in developing and implementing marketing objectives.

## Program Requirements

This degree requires the completion of General Education coursework plus the following:

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A	Financial Accounting	3-5
or ACCTG 200	Introduction to Accounting	
GBUS 25	Digital and Social Media	3
or BCOM 25	Digital and Social Media	
MKTG 40	Salesmanship	3
MKTG 41	Marketing Communications	3
MKTG 47	Essentials of Marketing	3
<b>Subtotal Units</b>		<b>21-23</b>
IN ADDITION, complete SIX (6) units from the following:		
ECON 2/2H	Micro Economic Analysis (3)	
LAW 19	Legal Environment of Business (3)	
<b>Subtotal Units</b>		<b>6</b>
<b>Required Subtotal</b>		<b>27-29</b>
Complete one of the following: <sup>1</sup>		19-39
LBCC General Education (Plan A) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-a/</a> )		
CSU GE Breadth (Plan B) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-b/</a> )		
IGETC Pattern (Plan C) ( <a href="https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/">https://lbcc-public.courseleaf.com/academic-requirements/general-education-transfer-degree-certificate-requirements/general-education-plans/plan-c/</a> )		

Electives (as needed to reach 60 degree-applicable units) <sup>2</sup>

<b>Minimum Degree Total</b>	<b>60</b>
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<sup>1</sup> Units for the major may be double-counted for LBCC GE, CSU GE, or IGETC; see counselor for limitations.

<sup>2</sup> Elective units from course(s) numbered 1-599, if needed, to reach 60 degree-applicable units.

# BUSINESS: MARKETING - CERTIFICATE OF ACHIEVEMENT

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**Plan Code: 3153**

This program will prepare a student for advancement into an Associate in Arts Business: Marketing pathway and/or for an entry-level position in a small/medium-sized business, in functions such as sales, advertising or product development.

## Program Student Learning Outcomes

- Demonstrate a strong understanding of the language and theories of the marketing functions within an organization.
- Identify the role that ethics, social responsibility, and diversity play in developing and implementing marketing objectives.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 5	Introduction to Business	3
LAW 18	Fundamentals of Business Law	3
ACCTG 1A or ACCTG 200	Financial Accounting Introduction to Accounting	3-5
GBUS 25 or BCOM 25	Digital and Social Media Digital and Social Media	3
MKTG 40	Salesmanship	3
MKTG 41	Marketing Communications	3
MKTG 47	Essentials of Marketing	3
<b>Total Units</b>		<b>21-23</b>

# BUSINESS: FOUNDATIONS OF MARKETING - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4153

This program may prepare a student to continue toward the attainment of an Associate Degree and/or for an entry-level position in a small/medium-sized business, in functions such as sales, advertising or product development.

## Program Student Learning Outcomes

- Describe the basic terminologies and fundamental concepts of marketing.
- Recognize the impact of marketers and the marketing function on social responsibility and ethics.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
GBUS 25	Digital and Social Media	3
or BCOM 25	Digital and Social Media	
MKTG 40	Salesmanship	3
MKTG 41	Marketing Communications	3
MKTG 47	Essentials of Marketing	3
<b>Total Units</b>		<b>12</b>

# HUMAN RESOURCES MANAGEMENT - CERTIFICATE OF ACHIEVEMENT

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Plan Code: 3180

This program is designed to teach students the fundamental skills required to manage the human resource function of an organization. It is suitable for individuals seeking to work in entry-level positions in Human Resources and other areas of management across different organizational settings.

## Program Student Learning Outcomes:

- Demonstrate a strong understanding of the theories and roles that human resource management functions play within an organization.
- Identify the role that ethics, social responsibility, and diversity play in planning and implementing organizational goals.

## Program Requirements

Code Number	Course Title	Credits
<b>REQUIRED COURSES</b>		
MGMT 50	Human Resource Management	3
LAW 19	Legal Environment of Business	3
MGMT 49	Introduction to Management	3
MGMT 60	Management & Organization Behavior	3
<b>TOTAL UNITS</b>		<b>12</b>

# SOCIAL MEDIA APPLICATION DEVELOPMENT - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4201

This program will prepare students to develop a social media application that can be further developed into a business. Students will understand basic business concepts and theories; learn the different uses of digital and social media, and will be able to design and develop an app. This certificate will give students a complete understanding of Social and Digital Media application development, in order to compete for entry-level jobs. Upon completion of this Certificate, a student will have the skills to plan and control business resources, communicate with and lead people in the organization on the functions of different social media platforms, plan and control informational and technological resources and, finally, unite these skills into the development of social media applications for an organization to compete in the New Economy.

## Program Student Learning Outcomes

- Demonstrate a basic understanding of the language and theories of application development.
- Identify the role of technology in the world of personal social media design.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
COSP 201	Mobile App Development	1
GBUS 5	Introduction to Business	3
GBUS 25 or BCOM 25	Digital and Social Media Digital and Social Media	3
<b>Total Units</b>		<b>7</b>

# REAL ESTATE BROKER - CERTIFICATE OF ACCOMPLISHMENT

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Plan Code: 4154

The courses listed in this program, coupled with a minimum of 2 years full-time licensed salesperson experience, will qualify and prepare a student to take the written examination for a Real Estate license. Upon successfully passing the examination, a license will be approved by the CalBRE. For additional information regarding the Real Estate Salesperson license, refer to <http://www.dre.ca.gov>.

## Program Student Learning Outcomes

- Demonstrate a basic understanding of the language and theories of real estate brokerage in preparation for the real estate broker license.
- Identify the role and challenges that ethics, social responsibility and diversity play within small organizations.

## Program Requirements

Code Number	Course Title	Units
<b>REQUIRED COURSES</b>		
ACCTG 200	Introduction to Accounting	3
LAW 20	Property Law	3
REAL 85	Real Estate Appraisal	3
REAL 87	Real Estate Finance	3
<b>Total Units</b>		<b>12</b>