



General Business Administration

Associate in Applied Arts and Sciences (AAAS) or
Certificate of Proficiency
Planning Guide 2012–2013

Revised 5/11/12

Program Information

Length of Program: 45-93 Credits
Completion Award: A.A.A.S. Degree or
Certificate of Proficiency
Enrollment: Every Quarter
Approximate Quarterly Costs: \$25-\$85
(in addition to tuition, books and parking)
Website: www.shoreline.edu/genbusad.aspx

Program Advisors:

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Program Description

The Associate in Applied Arts and Sciences degree and Certificate are designed to provide students with the knowledge and skills in a specific career field to enter the workforce directly upon completion of the degree. Shoreline Community College works closely with local advisory committees comprised of industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Business Administration should follow the Business AA-DTA transfer degree planning guide.

EPC 5021 & 5023

General Business Administration—What is it?

Business covers a broad spectrum of knowledge and skills to be effective in a variety of business environments. The General Business Administration program provides essential learning of basic business principles to include managerial leadership, marketing and sales, effective supervision, international business, e-business, international business and legal issues related to business. The program integrates and builds critical thinking and problem solving skills to help students be effective and successful in multiple business environments.

Program Outcomes:

Students who successfully complete this program should be able to:

1. Understand general business principles related to products and services, accounting and finance, marketing and sales, business operations, legal issues and business decision-making.
2. Apply business mathematics to analyze data and solve business problems.
3. Apply theories of motivation, organizational behavior and effective management skills to create a healthy, productive work environment.
4. Effectively communicate—both verbally and in writing—in a variety of business and multicultural settings.

Career Opportunities—What can I do with a Degree or Certificate in General Business?

Graduates develop a broad base of knowledge and skills to be successful in a variety of business settings in positions such as Account or Bank Representative, Loan Officer, Management Trainee, Assistant Buyer, Distribution Agent, Sales Associate, Account Manager and Business Development Associate. The greatest expansion in the job market over the next ten years is expected in small businesses. Entry-level annual salaries typically range from \$38,600 to \$67,700.

Potential employers include: Small Businesses, Retail Businesses, Wholesale Businesses, Distribution Centers, Service Industries and Private Industries. For more, please visit career information and resources at www.shoreline.edu/acc/CareerCounseling.aspx

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or Certificate of Proficiency (CP)**

PROGRAM PREREQUISITES: Placement into ENGL& 101 English Composition OR BUSTC 215 Professional Communications; and placement into MATH 070 Preparation for Algebra or BUS 102 Business Mathematics.

A.A.A.S. DEGREE—93 Credits

GENERAL EDUCATION REQUIREMENTS 18 Credits			
Course	QTR	GR	CR
BUSTC 215 Professional Communications			5
BUS 103 Multiculturalism in the Workplace			3
Quantitative/Symbolic Reasoning : BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

CORE PROGRAM REQUIREMENTS 75 Credits			
ACCT& 201 Principles of Accounting I			5
ACCT& 203 Principles of Accounting III			5
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 135 Retail Marketing*	WIN		5
BUS& 201 Business Law			5
BUS 215 Intro to International Business			5
BUS 225 Professional Selling*	FALL		5
BUS 235 Retail Buying and Mgmt.*	SPR		5
BUS 240 e-Business*	FALL		5
BUS 250 Essentials of Supervision *	SPR		5
BUS 270 Entrepreneurship			5
BUSTC 105 Computer Applications			5
BUS 180 Project Mgmt *	FALL		5
ECON 100 Economic Principles			5

Course Substitutions:

Required Course		Approved Substitution
ACCT& 201 Principles of Accounting I	for	ACCT 101 Practical Accounting I
ACCT& 203 Principles of Accounting III	for	ACCT 103 Practical Accounting III
BUS 102 Business Mathematics	for	MATH 107 Math in Society
BUS 103 Multiculturalism in the Workplace	for	Approved Multicultural Understanding Course ¹
BUS 240 e-Business	for	BUS 207 Sustainable Bus
BUSTC 215 Prof. Communications	for	ENGL& 101 English Composition I
ECON 100 Economic Principles	for	ECON& 201 Micro Economics

¹ Approved Multicultural Understanding Courses: CMST 203, GWS 284, HIST 245, MCS 105

CERTIFICATE OF PROFICIENCY—45 Credits

GENERAL EDUCATION REQUIREMENTS 10 Credits			
Course	QTR	GR	CR
BUS 102 Business Mathematics			5
BUS 104 Human Relations			5
CORE PROGRAM REQUIREMENTS 35 Credits			
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 135 Retail Marketing*	WIN		5
BUS 225 Professional Selling*	FALL		5
BUS 235 Retail Buying and Mgmt.*	SPR		5
BUS 250 Essentials of Supervision*	SPR		5
BUSTC 105 Computer Applications			5

* Course offered once per year, during the quarter listed.

RECOMMENDATIONS:

APPROVAL TO GRADUATE

_____	_____
<i>Faculty Advisor</i>	<i>Date</i>
_____	_____
<i>Division Dean</i>	<i>Date</i>
_____	_____
<i>Credentials Approval</i>	<i>Date</i>
	6/14/11

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to

change without notice and final career decisions are the responsibility of the student.

General Business Administration

Sample Schedule for A.A.A.S. Degree

1 st Year	2nd Year
Fall Quarter BUS& 101 Intro to Business 5 BUS 102 Business Mathematics 5 BUS 225 Professional Selling* 5	Fall Quarter ACCT& 201 Prin of Accounting I 5 BUS 240 e-Business* 5 CIS 180 Project Mgt* 5
Winter Quarter BUS 104 Human Relations 5 BUS 120 Principles of Marketing 5 BUS 135 Retail Marketing* 5	Winter Quarter ACCT& 203 Prin of Accounting III 5 BUS& 201 Business Law 5 BUS 215 Intro to International Bus 5
Spring Quarter BUS 235 Retail Buying and Mgmt* 5 BUS 250 Essentials of Supervision* 5 CIS 105 Computer Applications 5	Spring Quarter BUS 103 Multiculturalism in the Workplace 3 BUS 270 Entrepreneurship 5 BUSTC 215 Prof Communications 5 ECON 100 Economic Principles 5
<i>* Course offered once per year, during the quarter listed.</i>	

ADDITIONAL INFORMATION

Shoreline Community College has an articulation agreement with The Evergreen State College (ESC). Students who complete the AAAS degree in Business Administration can transfer their credits to ESC to complete a bachelor's degree.

Professional Organizations

Job Search Information

<http://www.workforceexplorer.com/>