



General Business Administration

Certificate of Completion (CC)
Planning Guide 2012–2013

Revised 4/25/12

Program Information

Length of Program: 30 Credits
Completion Award: Certificate of Completion
Enrollment: Fall, Winter, Spring
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

Shoreline Community College offers a short-term program in General Business Administration leading to a Certificate of Completion (CC) and an entry level position in the business field. Students interested in advancement are encouraged to enroll in a longer course of study to complete a Certificate of Proficiency (CP) or an Associate in Applied Arts and Sciences degree in General Business Administration (AAAS). Those interested in pursuing a four-year baccalaureate degree in Business should follow the Business Associate in Arts (AA-DTA) transfer degree planning guide.

EPC 5024

General Business Administration—What is it?

The study of Business Administration includes a broad base of knowledge and skills to be effective in many business environments. Students acquire an overview of business principles, marketing and supervision. Students are required to take thirty of general business courses that can be applied toward a Certificate of Completion or an Associate of Applied Arts and Science degree.

Program Outcomes:

Students who successfully complete this program should be able to:

1. Understand the basics of business administration: marketing, supervision, finance and professional communications.

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

Graduates who complete this certificate develop knowledge and skills to work in a variety of business environments to include marketing, advertising, management trainee, and professional sales. Salaries vary depending upon position, level of responsibilities and previous experience.

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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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.

CERTIFICATE OF COMPLETION—30 CREDITS

GENERAL BUSINESS ADMINISTRATION REQUIREMENTS 30 Credits			
Common Courses	QTR	GR	CR
BUS& 101 Intro to Business			5
BUS 102 Business Mathematics			5
BUS 120 Principles of Marketing			5
General Business Requirements			
BUS 104 Human Relations			5
BUS 135 Retail Marketing*	WIN		5
BUS 235 Retail Buying and Mgmt*	SPR		5

*Courses marked with an asterisk are offered once a year.

Course Substitutions:	
Required Course	Approved Substitution
BUS 102 Business Mathematics	MATH& 107 Math in Society

RECOMMENDATIONS:

Job Search Information

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

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.

CERTIFICATE COMPLETION

Students should automatically receive their Certificate after successful completion all required courses. If you have not received your Certificate, please contact the Workforce Education Programs in FOSS 5100 or call 206-546-5876.