# Business Management, Certificate of Achievement

## Item 1. Program Goals and Objectives

The Business Studies Department at San Diego City College offers a wide variety of programs for both transfer and career-focused students. Programs are designed to provide students with the education they need to launch their own business or join an established business in an entry-level position. Completion of these programs equip students with strategies, plans, procedures, and policies that guide a business and prepares students to work in a variety of positions in retail, corporate establishments, small businesses, human resources, and other business settings.

Program Learning Outcomes

Students who complete the program will be able to:

* Apply effective and ethical communication skills across various business situations, considering the legal implications of decisions impacting business organizations.
* Analyze business scenarios to create and implement plans of action.
* Describe the laws that govern business in America and the principles underlying fundamental legal concepts.

### Career Options

Most careers related to the field of business studies require education beyond the associate degree and some may require a graduate degree. However, earning a certificate or an associate degree in business studies can boost employability in many fields offering jobs such as: marketing assistant, recruiter, bank teller, staff accountant, sales associate or representative, customer service representative, product demonstrator, fundraiser, data entry associate, human resources specialist.

## Item 2. Catalog Description

The Certificate of Achievement in Business Management is designed for individuals planning to start, operate, or work in a small or large business. Students develop a strong foundation for business success with a focus on management processes in planning, organizing, directing, and controlling a business across diverse settings. The program includes essential skills in key areas of entrepreneurial interest as well as offers students hands-on experience. The program emphasis is placed on starting and managing a small business focusing on day-to-day decision making in key areas, such as management, marketing, finance, and communication. Students who successfully complete the award are prepared to start and/or manage a business as well as prepare students currently working in a business for advancement into management positions.

Award Notes

The Business Department recommends that students planning to transfer completes BUSE 119 instead of BUSE 092.

## Item 3. Program Requirements

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COURSES REQUIRED FOR THE MAJOR:** | | | **UNITS** | **RECOMMENDED SEQUENCE\*** |
|  | ACCT 128A | Recordkeeping | 1.5 | Y1,S1 |
|  | ACCT 128B | Payroll | 1.5 | Y2,S1 |
|  | BUSE 92 | Introduction to Business Communication | 3 | Y1,S1 |
| or | BUSE 119 | Business Communications | 3 | Y1,S1 |
|  | BUSE 155 | Small Business Management | 3 | Y2,S1 |
|  | BUSE 270 | Business Internship / Work Experience | 1 | Y2,S2 |
| **COMPLETE NINE (9) UNITS FROM THE FOLLOWING:** | | | **UNITS** | **RECOMMENDED SEQUENCE\*** |
|  | BUSE 102 | Introduction to Customer Service | 3 | Y1,S1 |
|  | BUSE 150 | Human Relations in Business | 3 | Y1,S2 |
|  | BUSE 157 | Developing a Plan for the Small Business | 3 | Y2,S1 |
|  | BUSE 201 | Business Organization and Management | 3 | Y2,S2 |
|  | MARK 100 | Principles of Marketing | 3 | Y1,S1 |
|  | MARK 105 | Professional Selling | 3 | Y1,S1 |
|  | MARK 130 | Advertising Principles | 3 | Y2,S2 |
| **Total Units** **19** | | | | |

## *\*Course offerings are subject to change. Please refer to the college class schedule for the most updated course offerings for the semester.*

## Item 4. Master Planning

San Diego City College has as its highest priority student learning and achievement. The College provides lower division and general education courses that lead to certificates, associate degrees or transfer to a four-year college or university; career technical education programs that meet specific industry needs, upgrade the employment skills of students and fulfill licensing requirements of the state of California as well as contribute to the economic development of our region; basic skills instruction to assist all students in meeting their educational goals; and essential student support services for all students.

### Student Selection

The award will observe the open enrollment required for California community college courses (California Code of Regulations, Title 5, § 51006 and §§ 58100-58108).

### Need

The Certificate of Achievement in Business Management (previously titled Small Business Management Entrepreneur) is well-established and has been serving the region and local community since its Regional Consortium recommendation on May 25, 2018 and State Chancellor’s Office approval since January 1, 1970 under the original title Small Business Management.

* This award received Regional Consortia recommendation on May 25, 2018. [Please see attached Regional Consortia recommendation.](https://myworkforceconnection.org/wp-content/uploads/2020/05/WDC-Program-Recommendations-17-19.pdf)
* This award received CCCCO approval on January 1, 1970 under the program title Small Business Management. [Please see attached COCI approval letter.](https://drive.google.com/file/d/1kyaVvgfJZhD_IngYPfQCSMpBxrKTjN6P/view?usp=sharing)
  + A program modification to include the program title change among course requirements was approved by the CCCCO on April 12, 2018. [Please see attached COCI approval letter for the program modification](https://drive.google.com/file/d/12fTeAbp9DaZxLBVdYE8r6HNOyA_qfA83/view?usp=sharing).

Advisory Board Approval

The [November 2022 San Diego City College Business and Accounting Department Advisory Board Meeting](https://drive.google.com/file/d/1o2dQkQejfuyeE2YsBVDXzRn3WSHHbmJ-/view?usp=share_link) approved of the modification to this award, with the recommendation to revise the award title and course requirements to reflect the current industry needs.

Regional Consortium Recommendation

This program modification is undergoing Regional Consortium review and recommendation.

### Labor Market Information

According to the [Centers of Excellence December 2020 Business Operations, Management and Entrepreneurship Occupations](https://myworkforceconnection.org/wp-content/uploads/2022/02/Business-Operations-Management-Entrepreneurship_PR-Report_SDIC_20.pdf), the demand for these occupations is 5,323 annual job openings, and 25 educational institutions in San Diego County supply 7,018 awards for these occupations, suggesting that there is an oversupply in the labor market. With the exception of Business Management Programs (TOP 0506.00), International Business and Trade (0508.00), and Management Development and Supervision (0506.30) the percentage of students who completed programs related to these occupations and obtained a living wage was lower than students in Career Education programs in general. Entry-level and median wages for all occupations are above the living wage. **The San Diego-Imperial COE does not recommend developing a new program** for these occupations because 1) there is an estimated oversupply in the region and 2) a significantly high number of institutions train for these occupations. Colleges should also note that employers typically require a bachelor’s degree as the minimum educational requirement for these occupations.

According to the State of California Employment Development Department, projections of employment for the 2018 – 2028 for business management and entrepreneur related occupations are expected to increase by 4,230 by 2028 in the San Diego-Carlsbad area. Annual average openings between 2018 and 2028 are estimated at 43,711 jobs in economic related occupations.

Occupational Projection of Employment 2018-2028 for San Diego County

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Occupation** | **Employment** | | **Employment Change** | | **Annual Avg Openings** |
| **Estimated** | **Projected** | **Number** | **Percent** |
| [Administrative Services Managers](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=Administrative+Services+Managers&careerID=&menuChoice=&geogArea=0604000073&soccode=113011&search=Explore+Occupation)  (SOC Code: 11-3011) | 3280 | 3560 | 280 | 8.5 | 3130 |
| [Advertising and Promotions Managers](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=advertising+and+promotions&careerID=&menuChoice=&geogArea=0604000073&soccode=112011&search=Explore+Occupation)  (SOC Code: 11-2011) | 160 | 170 | 10 | 6.3 | 160 |
| [Chief Executives](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=chief+exec&careerID=&menuChoice=&geogArea=0604000073&soccode=111011&search=Explore+Occupation)  (SOC Code: 11-1011) | 3530 | 3420 | -110 | -3.1 | 2360 |
| [General and Operations Managers](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=chief+exec&careerID=&menuChoice=&geogArea=0604000073&soccode=111021&search=Explore+Occupation)  (SOC Code: 11-1021) | 21590 | 23660 | 2070 | 9.6 | 21710 |
| [Marketing Managers](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=marketing+man&careerID=&menuChoice=&geogArea=0604000073&soccode=112021&search=Explore+Occupation)  (SOC Code: 11-2021) | 2810 | 3200 | 390 | 13.9 | 3050 |
| [Managers, All Other](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=managers&careerID=&menuChoice=&geogArea=0604000073&soccode=119199&search=Explore+Occupation)  (SOC Code: 11-9199) | 14850 | 16330 | 1480 | 10.0 | 13300 |

*Source:* [*https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSSelection.asp?*](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSSelection.asp?)

## Item 5. Enrollment and Completer Projections

(A) Enrollment Data

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Annual Sections (SECT) # and Annual Enrollment (ENROLL) Total** | | **2020 – 2021\*** | | **2021 - 2022\*** | |
| **Course Department Number** | **Course Title** | **SECT** | **ENROLL** | **SECT** | **ENROLL** |
| ACCT 128A | Recordkeeping | 1 | 65 | 1 | 33 |
| ACCT 128B | Payroll | 1 | 51 | 1 | 34 |
| BUSE 102 | Introduction to Customer Service | 1 | 27 | 1 | 40 |
| BUSE 119 | Business Communications | 6 | 230 | 7 | 192 |
| BUSE 150 | Human Relations in Business | 3 | 104 | 3 | 79 |
| BUSE 155 | Small Business Management | 2 | 67 | 2 | 61 |
| BUSE 157 | Developing a Plan for the Small Business | 1 | 42 | 0 | 0 |
| BUSE 201 | Business Organization and Management | 2 | 75 | 2 | 63 |
| BUSE 270 | Business Internship / Work Experience | 0 | 0 | 0 | 0 |
| BUSE 92 | Introduction to Business Communication | 4 | 116 | 4 | 132 |
| MARK 100 | Principles of Marketing | 5 | 194 | 4 | 112 |
| MARK 105 | Professional Selling | 1 | 29 | 0 | 0 |
| MARK 130 | Advertising Principles | 0 | 0 | 0 | 0 |

## *\*The college experienced limited course offering and enrollment during the pandemic.*

## *Source:* [*https://www.sdcity.edu/about/institutional-effectiveness/research/enrollment-dashboard.aspx*](https://www.sdcity.edu/about/institutional-effectiveness/research/enrollment-dashboard.aspx)

(B) Completer Projections

Based on enrollment data, the estimated completer projection of students to earn the award annually is 10 students.

## Item 6. Place of Program in Curriculum/Similar Programs

After reviewing San Diego City College’s existing program inventory in the CCC Curriculum Inventory, the following questions have been addressed:

1. Do any active inventory records need to be made inactive or changed in connection with the approval of the proposed program? If yes, please specify.  
   Program Control #22324 at the college’s inventory at the State Chancellor’s Office will need to be modified in connection with the approval of the proposed program.

|  |  |
| --- | --- |
| Submission Type  Program Revision | Projected Start Date  Fall 2024 |
| Need for Proposal  Revise program title, program description, award description, career options, and award note. Remove BUSE 100, BUSE 102, BUSE 157, and MARK 100 from required courses for the major. Add ACCT 128A, ACCT 128B, and BUSE 270 to required courses for the major. Add required electives heading and add BUSE 102, BUSE 150, BUSE 157, BUSE 201, MARK 100, MARK 105, and MARK 130 to required electives. The program title change reflects the shift in focus from required entrepreneurship courses as well as addressing the recommendation for renaming the program from advisory board members. Revise total units. | |

1. Does the program replace any existing program(s) on the college’s inventory? Provide relevant details if this program is related to the termination or scaling down of another program(s).  
   This award does not replace any existing program(s) on the college’s inventory at the State Chancellor’s Office.
2. What related programs are offered by the college?

* Certificate of Performance
  + Business Communications and Cultural Competence
  + Business Operations - Cannabis Dispensary
  + Business Presentations
  + Customer Relationship Management
  + Job Skills
  + Management and Team Building
  + Sports Management
  + Starting and Managing a Small Business
  + Working Education
  + Writing and Computation Skills for Business
* Certificate of Achievement
  + Business Management (previously titled Small Business Management Entrepreneur)
* Associate of Science Degree
  + Business Administration
  + Business Management (previously titled Small Business Management Entrepreneur)
* Associate in Science for Transfer Degree
  + Business Administration 2.0

## Item 7. Similar Programs at Other Colleges in Service Area

Seven colleges provide awards in TOP Code 0506.40\* Small Business and Entrepreneurship in the San Diego County area per the State Chancellor’s Office Curriculum Inventory.

|  |  |  |  |
| --- | --- | --- | --- |
| **College** | **Award Title** | **Award Type** | **COCI CTRL#** |
| **0506.40\* Small Business and Entrepreneurship *Vocational*** | | | |
| Cuyamaca College | | | |
| Entrepreneurship - Small Business Management | | Associate of Science Degree | 07755 |
| Entrepreneurship - Small Business Management | | Certificate of Achievement | 21067 |
| MiraCosta College | | | |
| Entrepreneurship | | Associate of Arts Degree | 07866 |
| Entrepreneurship | | Certificate of Achievement | 21984 |
| Palomar College | | | |
| Small Business Entrepreneurship | | Certificate of Achievement | 41206 |
| San Diego City College | | | |
| Business Management  *(previously titled Small Business Management Entrepreneurship)* | | Associate of Science Degree | 05227 |
| Business Management  *(previously titled Small Business Management Entrepreneurship)* | | Certificate of Achievement | 22324 |
| San Diego Mesa College | | | |
| Small Business Management Entrepreneurship | | Associate of Science Degree | 36324 |
| Small Business Management Entrepreneurship | | Certificate of Achievement | 36325 |
| San Diego Miramar College | | | |
| Entrepreneurship | | Associate of Science Degree | 35030 |
| Entrepreneurship | | Certificate of Achievement | 35017 |
| Southwestern College | | | |
| Entrepreneurship and Small Business | | Certificate of Achievement | 35083 |

*Source:* [*https://coci2.ccctechcenter.org/programs*](https://coci2.ccctechcenter.org/programs)