

BUSINESS

ASSOCIATE DEGREE & CERTIFICATE PROGRAMS

2023-2024 CATALOG

DESCRIPTION

Business Administration is a broad area encompassing Accounting, Law, Economics, Trade, Financial Markets, Management, Business Communication, Marketing and Entrepreneurship. Study in this area explores the theories, history, principles, practices, ethics and technologies governing contemporary issues in a global business environment. This program is designed to provide a basic overview of all subject matter and is preparatory lower division coursework for a bachelor's degree in Business.

The Associate in Arts in Business Administration for Transfer Degree is intended for students who plan to complete a bachelor's degree in a similar major at a CSU campus. Students completing this degree (ADT) are guaranteed admission to the CSU system, but not necessarily to a particular campus.

The Career Track degree prepares students for the real world of Business by offering courses that allow students opportunities to acquire practical skills, technical knowledge and experience in a variety of fields of their choosing. The fields of study include Management, Marketing, Accounting, Small Business or General Business.

The Career Track degree allows students to create a personalized degree based upon core Business classes for all students, but also permits optional coursework in a desired profession, which will enhance the student's opportunity for employment or improve their chances of advancement in their current vocational field. The Career Track AA is also a great stepping-stone to a four-year degree in Business, or a related field.

ASSOCIATE DEGREE AND CERTIFICATE PROGRAMS

Students who complete an [Associate Degree for Transfer \(ADT\)](#) and transfer to a similar major at a CSU are guaranteed a pathway to finish their baccalaureate degrees in 60 semester or 90 quarter units. These degrees require students to meet both of the following requirements: (1) Completion of 60 semester units or 90 quarter units that are eligible for transfer to the California State University, including both of the following: (A) The Intersegmental GE Transfer Curriculum (IGETC) or the California State University GE-Breadth Requirements (CSU GE-Breadth). (B) A minimum of 18 semester units or 27 quarter units in a major or area of emphasis, as determined by the community college district. (2) Obtainment of a minimum grade point average of 2.0.

DEGREES, CERTIFICATES & AWARDS

- Associate in Science for Transfer (A.S.-T.)
- Associate in Arts (A.A.)
- Certificate of Achievement (C.A.)
- Certificate of Specialization (C.S.)

CAREER OPPORTUNITIES*

- Accounting
- Advertising
- Agricultural Business
- Banking
- Business Entrepreneur
- Communications Analyst
- Computerized Accounting
- E-Commerce
- Economic Research
- Financial Accounting
- Financial Services
- Global Business
- Government & Non-Profits
- Health Administration
- Human Resources Manager
- Information Systems Specialist
- International Relations
- Management & Supervision
- Marketing
- Merchandising Manager
- Personnel Manager
- Product Manager
- Promotional Specialist
- Property Manager
- Public Administration
- Purchasing
- Sales Representative

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CONTACT

Division Chair: Susan Kline
Division Assistant: Tiffanie Kerr
Phone: (805) 546-3251
Email: tiffanie_kerr@cuesta.edu

An Associate Degree, depending on the focus of study, is designed to prepare students for transfer into upper division course work in a bachelor’s degree program, or, to prepare students to enter the workforce in a particular vocational field. To qualify for an Associate’s Degree, a student must: (1) complete each major-specific course required for the degree with at least a “C” grade or better, (2) complete all Cuesta College general education, graduation and residency requirements, and (3) achieve an overall grade point average of 2.0 for all courses attempted (major, general education, elective).

A Certificate Program is designed for students who desire specific training to meet an immediate occupational or personal goal, or for promotion or lateral transfer within their existing field of employment. To qualify for a Certificate of Achievement or a Certificate of Specialization, a student must 1) complete all courses required for the Certificate with an overall grade point average of 2.0.

ASSOCIATE DEGREE FOR TRANSFER PROGRAM

Business Administration 2.0 — Associate in Science for Transfer

The Associate in Science in “Business Administration 2.0” for Transfer degree (AS-T in Business) prepares students to transfer to the CSU system, as well as other universities, in a Business Administration major. Students that earn the AS-T in Business will complete lower-division major requirements for a baccalaureate degree in Business. The AS-T in Business is designated for students wanting an in-depth knowledge of the core business fundamentals emphasizing accounting, economics, marketing, management, law, entrepreneurship, international trade, e-commerce, computer applications, customer service and ethics. This knowledge and skill set are fundamental for success in an industrial society and free enterprise system.

Required Core (28-31 credits)

ACCT 201A . . . Financial Accounting	4
ACCT 201B . . . Managerial Accounting	4
BUS 218. Business Law	4
ECON 201A. . . Principles Of Macroeconomics	3
ECON 201B. . . Principles Of Microeconomics.	3
MATH 247. . . . Introduction To Statistics	4
BUS 245. Introduction To Business	3
or BUS 227 . . . Business Communications.	(4)
MATH 255. . . . Calculus For Business And Management.	3
or	
MATH 265A. . . Calculus I.	(5)
Total Credits:	28-31

“P” (Pass) grade is acceptable for major coursework in the Associate Degrees for Transfer. In addition to major preparation course work listed above, completion of the CSU GE or IGETC pattern is mandatory. Courses completed for the major can also be double counted towards GE, where appropriate. See a counselor for details.

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- Small Business Owner
- Transportation Administration
- Utilities Administration

TRANSFER PREPARATION

Courses that fulfill major requirements for an associate degree may differ from those needed to prepare to transfer. Students who plan to transfer to a four-year college or university should schedule an appointment with a Cuesta College counselor to develop a student education plan (SEP) before beginning their program.

TRANSFER RESOURCES:

CSU and UC Articulation Agreements and Majors Search Engine:
www.ASSIST.org
 CSU System Information:
www2.calstate.edu

FINANCIAL AID

Paying for the cost of a college education requires a partnership among parents, students and the college. As the cost of higher education continues to rise we want you to know that Cuesta College offers a full array of financial aid programs—grants, work study, scholarships, federal loan programs, and fee waivers. These programs are available to both full-and part-time students who are seeking a degree or certificate. For those who qualify, financial aid is available to help with tuition, fees, books and supplies, food, housing, transportation, and childcare. Please log onto our website for additional information:
www.cuesta.edu/student/studentservices/finaid

ASSOCIATE DEGREE PROGRAM

Business Administration - Career Track — Associate in Arts

BUSINESS ADMINISTRATION - CAREER TRACK PROGRAM DESCRIPTION

This Associate of Arts degree was created to permit students the opportunity to develop an educational program based upon vocational aspirations. Classes are offered in a variety of academic areas. To earn an Associate of Arts degree, students must complete 60 units which include a core set of courses, the required GE/elective courses, and courses in any one of the concentration areas. This will provide students with specific skill sets enabling them to progress in career-oriented fields.

ASSOCIATE OF ARTS DEGREE, CERTIFICATE OF ACHIEVEMENT The Business Administration - Career Track program offers different points of completion: an Associate of Arts (AA) degree, and multiple Certificates of Achievement (CA). The Business Administration - Career Track Associates of Arts degree may be earned by successfully completing 60 units consisting of the required Business core coursework, an area of Business concentration plus the Cuesta College general education requirements. The Business Career Track Core Certificate of Achievement (CA) is earned by completing the required Business core coursework. Additional Certificates of Achievement are earned by completing any of the individual areas of concentration.

Required Core Courses (14 units)

BUS 245. Introduction To Business	3
BUS 218. Business Law	4
BUS 227. Business Communications	4
ECON 200 Survey Of Economics	3
or ECON 201A . . Principles Of Macroeconomics.	(3)
or ECON 201B . . Principles Of Microeconomics.	(3)
or AGB 201 Agriculture Economics	(3)

Completion of the Core Courses above, plus ACCT 251, will earn a Certificate of Achievement in Business Administration - Career Track

Business Concentration Options: Students are to select from one of the following concentration areas of Business. This concentration, along with the above required core classes and General Education classes are required for students to complete the Business Administration - Career Track Associate of Arts degree.

Accounting Concentration (16 units)

ACCT 201A . . . Financial Accounting	4
ACCT 201B . . . Managerial Accounting	4
ACCT 203. . . . Tax Accounting.	4
ACCT 252A . . . Computerized Accounting - Quickbooks I	2
ACCT 252B . . . Computerized Accounting - Quickbooks II	2

or

Digital Commerce Concentration (17 units)

ACCT 251. Elements Of Accounting For Business Including Agricultural Business.	4
BUS 230. Introduction To Digital Commerce	3
BUS 231. Social Media Marketing.	3
BUS 232. Digital Commerce: Content And Services	3
or BUS 233 . . . Digital Commerce: Physical Products.	(3)
BUS 234. Digital Commerce: Entrepreneurship.	4

or

Marketing Concentration (16 units)

ACCT 251. Elements Of Accounting For Business Including Agricultural Business.	4
BUS 230. Introduction To Digital Commerce	3
BUS 231. Social Media Marketing.	3
BUS 243. Marketing	3
BUS 241. Sales.	3
or AGB 204 . . . Agricultural Sales And Communication	(3)

or

Small Business Management Concentration (17 units)

ACCT 251. Elements Of Accounting For Business Including Agricultural Business.	4
BUS 234. Digital Commerce: Entrepreneurship.	4
or BUS 249 . . . Entrepreneurship	(4)
BUS 248. Small Business Management.	3
or BUS 283 . . . Introduction To Management	(3)
BUS 285. Human Resource Management	3
or AGB 206 . . . Supervision And Management In Agriculture	(3)
BUS 241. Sales.	3
or BUS 231 . . . Social Media Marketing.	(3)
or BUS 243 . . . Marketing	(3)

or

General Business Concentration (16 or more units)

ACCT 251. Elements Of Accounting For Business Including Agricultural Business.	4
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Students may complete 12 or more units of their choosing, from any Business, Agriculture Business, Accounting, or Economics course (BUS, AGB, ACCT, or ECON prefix) to earn the associate’s degree in General Business.

Total Credits: 30-31

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ASSOCIATE DEGREE PROGRAM

Business Administrative Assistant — Associate in Arts

The Business Administrative Assistant program is designed to provide students with a background in communication, organization, and technological skills needed to qualify for jobs that require a higher level of education in an office setting.

Required Courses (18.5 credits)

BUS 227.	Business Communications.	4
BUS 228.	Office Technology And Telecommunications	3
CIS 154	Essentials Of MS Outlook	2
CIS 173	Adobe Acrobat	1.5
CIS 210	Introduction To Computer Applications	4
CIS 216	Electronic Spreadsheet Applications	4
Total Credits:		18.5

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CERTIFICATE PROGRAMS

Business Career Track Core— Certificate of Achievement

BUSINESS CAREER TRACK CORE CERTIFICATE OF ACHIEVEMENT
 DESCRIPTION The Business Career Track Core Certificate of Achievement provides an academic foundation for students in the area of business and industry, including current business practices, accounting, economics, law, and business communication. Students will gain valuable business knowledge, to prepare them for employment or occupational advancement.

BUSINESS ADMINISTRATION - CAREER TRACK PROGRAM The Business Administration - Career Track program offers different levels of achievement. This Certificate of Achievement (CA) is for completing the core business courses in the Business Administration - Career Track AA degree. **Other certificates in various concentrations are available, and when both are completed, with other General Education (GE) requirements, students can then earn the Business Administration - Career Track AA.**

Required Courses (18 credits)

ACCT 251.	Elements Of Accounting For Business Including Agricultural Business.	4
or ACCT 201A	Financial Accounting	(4)
BUS 218.	Business Law	4
BUS 227.	Business Communications.	4
BUS 245.	Introduction To Business	3
ECON 200	Survey Of Economics.	3
or ECON 201A	Principles Of Macroeconomics	(3)
or ECON 201B	Principles Of Microeconomics.	(3)
or AGB 201	Agriculture Economics	(3)
Total Credits:		18

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Accounting Concentration — Certificate of Achievement

The Accounting Concentration Certificate of Achievement prepares students for employment in entry-level accounting positions. The certificate contains transferable required coursework in financial and managerial accounting that can be applied to future Accounting and Business degrees.

The program encompasses classroom instruction in financial, managerial, and tax accounting, and hands-on applications with computerized accounting systems.

Required Courses (16 units)

ACCT 201A . . . Financial Accounting	4
ACCT 201B . . . Managerial Accounting	4
ACCT 203. . . . Tax Accounting	4
ACCT 252A . . . Computerized Accounting - Quickbooks I	2
ACCT 252B . . . Computerized Accounting - Quickbooks II	2
Total Credits:	16

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Digital Commerce Concentration — Certificate of Achievement

The digital commerce certificate provides students with a solid foundation for entry-level internet marketing positions in agencies, businesses, and in doing freelance work. The courses cover strategies such as internet business models, digital commerce transactions, product fulfillment, as well as hands-on experience setting up and marketing a prototype online business. The certificate is also a complement to other areas of study where students create their own content, such as photography, ceramics, music production, podcasts, and other artistic or commercial pursuits.

Students who intend to pursue a Business degree at a four-year institution will need to follow the courses required for the Business Administration transfer degree.

Required Courses (17 units)

BUS 230. Introduction To Digital Commerce	3
BUS 231. Social Media Marketing.	3
BUS 232. Digital Commerce: Content And Services	3
or BUS 233 . . . Digital Commerce: Physical Products.	(3)
BUS 234. Digital Commerce: Entrepreneurship.	4
ACCT 251. Elements Of Accounting For Business Including Agricultural Business.	4
or ACCT 201A . Financial Accounting	(4)
Total Credits:	17

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General Business Concentration — Certificate of Achievement

The General Business concentration gives students the opportunity to design their own certificate by choosing courses from the list that represent skills they wish to gain.

Students are required to take at least one accounting course but are encouraged to select additional courses that will help them understand specific areas of business that relate to a current or future job. Any Accounting, Agriculture Business, Business, or Economics class (ACCT, AGB, BUS, ECON prefix) may be applied.

Required Course (4 units)

ACCT 251 Elements Of Accounting For Business Including Agricultural Business	4
or ACCT 201A . Financial Accounting	(4)

Optional Courses (choose 4-5 courses, minimum 12 units)

ACCT 201B . . . Managerial Accounting	4
ACCT 203 Tax Accounting	4
ACCT 252A . . . Computerized Accounting - Quickbooks I	2
and ACCT 252B Computerized Accounting - Quickbooks II	2
AGB 201 Agriculture Economics	3
AGB 202 Introduction To Agricultural Business	3
AGB 204 Agricultural Sales And Communication	3
or BUS 241 . . . Sales	(3)
AGB 205 Farm Management	3
AGB 206 Supervision And Management In Agriculture	3
AGB 210 Introduction To Agricultural Computer Applications	4
or CIS 210 Introduction To Computer Applications	(4)
BUS 218 Business Law	4
BUS 227 Business Communications	4
BUS 230 Introduction To Digital Commerce	3
BUS 231 Social Media Marketing	3
BUS 232 Digital Commerce: Content And Services	3
BUS 233 Digital Commerce: Physical Products	3
BUS 234 Digital Commerce: Entrepreneurship	4
BUS 243 Marketing	3
BUS 245 Introduction To Business	3
BUS 248 Small Business Management	3
BUS 249 Entrepreneurship	4
BUS 283 Introduction To Management	3
BUS 285 Human Resource Management	3
BUS 286 Human Relations	3

ECON 200 Survey Of Economics	3
ECON 201A . . . Principles Of Macroeconomics	3
ECON 201B . . . Principles Of Microeconomics	3
ECON 220 Personal Financial Planning	3
CIS 216 Electronic Spreadsheet Applications	4
Total Credits:	16 - 20

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Marketing Concentration — Certificate of Achievement

The Marketing Concentration Certificate of Achievement gives students an opportunity to take classes in sales, marketing, and digital commerce. Classes give students insight into creating marketing plans, identifying target markets, and the role of digital commerce within the business environment.

Required Courses (16 units)

ACCT 251 Elements Of Accounting For Business Including Agricultural Business	4
or ACCT 201A . Financial Accounting	(4)
BUS 230 Introduction To Digital Commerce	3
BUS 231 Social Media Marketing	3
BUS 243 Marketing	3
BUS 241 Sales	3
or AGB 204 . . . Agricultural Sales And Communication	(3)
Total Credits:	16

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Small Business Management Concentration — Certificate of Achievement

The Small Business Management concentration is designed for students with personal or occupational goals who wish for early employment, promotion, or lateral transfer. The Small Business Management concentration will expose students to digital commerce, principles of management, and entrepreneurship.

Required Courses (17 units)

ACCT 251. Elements Of Accounting For Business Including Agricultural Business	4
or ACCT 201A . Financial Accounting	(4)
BUS 234. Digital Commerce: Entrepreneurship.	4
or BUS 249 . . . Entrepreneurship	(4)
BUS 248. Small Business Management.	3
or BUS 283 . . . Introduction To Management	(3)
BUS 285. Human Resource Management	3
or AGB 206 . . . Supervision And Management In Agriculture	(3)
BUS 241. Sales.	3
or BUS 231 . . . Social Media Marketing.	(3)
or BUS 243 . . . Marketing	(3)
Total Credits:	17

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Business Administrative Assistant — Certificate of Achievement

The Business Administrative Assistant program is designed to provide students with a background in communication, organization, and technological skills needed to qualify for jobs that require a higher level of education in an office setting.

Required Courses (19 - 22.5 credits)

BUS 227. Business Communications.	4
BUS 228. Office Technology And Telecommunications	3
BUS 253. Work Experience In Business	0.5 - 4
CIS 154 Essentials Of MS Outlook	2
CIS 173 Adobe Acrobat	1.5
CIS 210 Introduction To Computer Applications	4
CIS 216 Electronic Spreadsheet Applications	4
Total Credits:	19 - 22.5

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Accounting Clerk — Certificate of Achievement

The Accounting Clerk program provides students with entry-level competencies for employment in the accounting industry, government, financial institutions, small businesses, and medical offices. The program encompasses classroom instruction and hands-on applications with computerized account systems. Students who intend to pursue an

accounting degree at a four-year institution will need to follow the courses required for the Business Administration transfer degree.

Required Courses (22 credits)

ACCT 201A . . . Financial Accounting	4
ACCT 201B . . . Managerial Accounting	4
ACCT 252A . . . Computerized Accounting - Quickbooks I	2
ACCT 252B . . . Computerized Accounting - Quickbooks II	2
BUS 253 Work Experience In Business	3
BUS 228 Office Technology And Telecommunications	3
CIS 210 Introduction To Computer Applications	4
Total Credits:	22

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Management Specialization — Certificate of Achievement

The Management Certificate of Specialization gives students skills for managing employees and presents legal issues that surround the employee-employer relationship through courses in management, supervision, leadership, human relations and human resource management.

Required Courses

BUS 283 Introduction to Management	3
BUS 285 Human Resource Management	3
BUS 286 Human Relations	3
ACCT 251 Elements Of Accounting For Business Including Agricultural Business	4
or ACCT 201A Financial Accounting	(4)
BUS 248 Small Business Management	3
Total Credits:	16

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Highway 1
San Luis Obispo, California 93403