



General Business Administration

Associate in Applied Arts and Sciences (AAAS) or
Certificate of Proficiency (CP)

Planning Guide 2017-2018

EPC 5021 & 2023

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/busad/genbusad.aspx

Program Advisor:

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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.

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 **-by achieving a GPA of 2.0 or better for the entire 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 Administration

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 <http://www.shoreline.edu/counseling-center/career-counseling.aspx>.

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Program Prerequisites: Placement into ENGL& 101 English Composition OR BTWRT 215 Business Communications; and placement into MATH 070 Introduction to Algebra or BUS 102 Business Mathematics.

A.A.A.S. DEGREE – 93 Credits

GENERAL EDUCATION REQUIREMENTS 18 Credits			
Course	QTR	GR	CR
BTWRT 215 Business 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 207 Sustainable Business*	FALL		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 Human Resource Mgmt *	SPR		5
BUS 255 Principles of Management*	FALL		5
BUS 270 Entrepreneurship			5
ECON 100 Economic Principles			5

COURSE SUBSTITUTIONS	
REQUIRED COURSE	APPROVED SUBSTITUTION
BUS 102 Business Mathematics	MATH 107 Math in Society
BUS 103 Multiculturalism in the Workplace	Approved Multicultural Understanding Course†
BTWRT 215 Bus. Communications	ENGL& 101 English Composition I
ECON 100 Economic Principles	ECON& 201 Micro Economics

RECOMMENDATION			
Course	QTR	GR	CR
BUSTC 105 Computer Applications			5

† Approved Multicultural Understanding Courses: CMST 203, GWS 284, HIST 245, MCS 105, EDUC 117

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 Human Resource Mgmt*	SPR		5
BUS 255 Principles of Management*	FALL		5

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

RECOMMENDATIONS:

<i>APPROVAL TO GRADUATE</i>	
_____ <i>Student Name & SID</i>	_____ <i>Date</i>
_____ <i>Faculty Advisory</i>	_____ <i>Date</i>
_____ <i>Division Dean</i>	_____ <i>Date</i>
_____ <i>Credential Approval</i>	_____ <i>Date</i>

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.

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

1 st Year	2 nd Year
<p>Fall Quarter</p> <p>BUS 207 Sustainable Business* 5</p> <p>BUS 102 Business Mathematics 5</p> <p>BUS 225 Professional Selling* 5</p> <p>Winter Quarter</p> <p>BUS 104 Human Relations 5</p> <p>BUS 120 Principles of Marketing 5</p> <p>BUS 135 Retail Marketing* 5</p> <p>Spring Quarter</p> <p>BUS 235 Retail Buying and Mgmt* 5</p> <p>BUS 250 Human Resource Mgmt* 5</p> <p>BUS& 101 Intro to Business 5</p>	<p>Fall Quarter</p> <p>ACCT& 201 Principles of Accounting I 5</p> <p>BUS 240 e-Business* 5</p> <p>BUS 255 Principles of Management* 5</p> <p>Winter Quarter</p> <p>ACCT& 203 Principles of Accounting III 5</p> <p>BUS& 201 Business Law 5</p> <p>BUS 215 Intro to International Bus 5</p> <p>Spring Quarter</p> <p>BUS 103 Multiculturalism in the Workplace 3</p> <p>BUS 270 Entrepreneurship 5</p> <p>BTWRT 215 Business Communications 5</p> <p>ECON 100 Economic Principles 5</p>
<p>* Course offered once per year, during the quarter listed.</p>	

ADDITIONAL INFORMATION

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