

# BUSINESS

## Business

### About the Program

The Business Department offers Associate in Science degrees and certificate programs in three major areas: Entrepreneurship, Management, and Marketing. The degree programs require a total of 60 units; of which, 24 units are selected from General Education areas and the remaining 36 units are selected from a business major concentration. Several levels of certificates are available in each of the three areas of concentration. The certificate programs can be completed without the requirements of General Education. A "C" grade or better is required in all degree and certificate major and major elective courses.

The business programs are designed for students who are planning to begin a business career, preparing to assume positions of responsibility, or planning to operate their own businesses. The following are brief descriptions of each of the following areas of concentrations:

### Entrepreneurship

For those who are planning to start their own businesses, the Entrepreneurship program offers a unique opportunity to learn all the "how-tos" from conceptual stage through implementation and operating stages. Built on the foundation of writing a business plan, to acquisition of funding, to marketing and management, students will be able to learn the A-Z in starting and managing a successful small business.

### Management

This program is designed with consideration of the skills in management and supervision in today's ever-changing business environment. Students are introduced to a variety of subjects including fundamentals of management, marketing, advertising, human relations, leadership, and international business.

### Marketing

In a competitive business environment today, technology comes and goes; however, one skill remains constant—the ability to market. This program is designed for those students who are interested in pursuing a career in one of the most exciting careers in existence. Completion of this program will prepare students to seek employment in marketing and sales in a variety of domestic and international businesses including hi-tech, retail, advertising, and consumer or industrial products.

### Career Options

- Small/Medium Size Business Owner
- Start-up Business Owner
- Assistant Product Researcher
- Entry-Level Supervisor
- Marketing Assistant
- Retail Sales

### Certificates/ Degrees

- Certificate of Achievement – Level 2
- Certificate of Achievement – Level 3
- A.S. Degree

For additional information, see a counselor, visit the Career/Transfer Center, or contact the following:

Business and Workforce (408) 288-3131  
Development Division

## Business Administration

### About the Program

San José City College offers an Associate in Arts (AA) and an Associate in Science for Transfer (AS-T) degree in Business Administration. The Associate in Arts, Business Administration Major meets the lower division course requirements necessary for San José State University's BS-Business Administration with concentration in Accounting, Accounting and Management Information Systems (a formal dual concentration), Finance, Human Resources Management, International Business, Manufacturing Management, Marketing. A grade of "C" or better is required for all coursework in the major.

### Career Options

- Accounting
- Human Resources
- Public Administration
- Finance
- International Business
- Manufacturing Management

### Degrees

- A.A. Degree
- A.S.-T Degree

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## Real Estate

### About the Program

San José City College offers an Associate in Science (AS) and a Certificate of Achievement in Real Estate. The three pillars of the program are:

### California License Applicants

Students will complete courses designed to meet the educational requirements of the California Bureau of Real Estate (CalBRE) for state licensing. Applicants for the Real Estate Salesperson license must complete 3 courses (9 units): Principles of Real Estate, Real Estate Practice and one elective selected from among the additional courses listed under the Certificate of Achievement - Level 2. Completion of the Certificate of Achievement - Level 2 along with REAL 123 along with REAL 123 satisfies the educational requirements for the more rigorous Real Estate Broker license.

### Real Estate Career Success

The multi-disciplinary nature of real estate encompasses a wide variety of knowledge and skills from fundamental principles to more advanced financial, economic, valuation, and legal concepts. Students will study the body of knowledge and skills with an emphasis on developing the competencies essential to a successful career in real estate.

## Personal Financial Well-Being

Financial literacy and planning plays an important role in an individual's future financial well-being. For many individuals and households, real estate is one of the cornerstones of their economic and financial status. Inherent within the real estate courses, students are exposed to economic and financial principles applicable to personal financial decisions that individuals will face in their lifetimes.

## Career Options

- Real Estate Office
- Property Management
- Related Housing and Financial Institutions

## Certificates/Degrees

- Certificate of Achievement – Level 2
- A.S. Degree

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## Associate Degrees

- Business Administration - Associate in Arts (<http://courseleaf.sjcc.edu/degrees-certificates/business/business-administration-associate-arts/>)
- Business Administration - Associate in Science for Transfer (<http://courseleaf.sjcc.edu/degrees-certificates/business/business-administration-2.0-associate-science-transfer/>)
- Entrepreneurship - Associate in Science (<http://courseleaf.sjcc.edu/degrees-certificates/business/entrepreneurship-associate-in-science/>)
- Management - Associate in Science (<http://courseleaf.sjcc.edu/degrees-certificates/business/management-associate-science/>)
- Marketing - Associate in Science (<http://courseleaf.sjcc.edu/degrees-certificates/business/marketing-associate-science/>)
- Real Estate - Associate in Science (<http://courseleaf.sjcc.edu/degrees-certificates/business/real-estate-associate-science/>)

## Certificates

- Entrepreneurship - Certificate of Achievement Level 2 (<http://courseleaf.sjcc.edu/degrees-certificates/business/entrepreneurship-certificate-achievement-level-2/>)
- Entrepreneurship - Certificate of Achievement Level 3 (<http://courseleaf.sjcc.edu/degrees-certificates/business/entrepreneurship-certificate-achievement-level-3/>)
- Management - Certificate of Achievement Level 2 (<http://courseleaf.sjcc.edu/degrees-certificates/business/management-certificate-achievement-level-2/>)
- Management - Certificate of Achievement Level 3 (<http://courseleaf.sjcc.edu/degrees-certificates/business/management-certificate-achievement-level-3/>)
- Marketing - Certificate of Achievement Level 2 (<http://courseleaf.sjcc.edu/degrees-certificates/business/marketing-certificate-achievement-level-2/>)

- Marketing - Certificate of Achievement Level 3 (<http://courseleaf.sjcc.edu/degrees-certificates/business/marketing-certificate-achievement-level-3/>)
- Real Estate - Certificate of Achievement Level 2 (<http://courseleaf.sjcc.edu/degrees-certificates/business/real-estate-certificate-achievement-level-2/>)