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Academic Year
2020 - 2021

Business Administration

Business, Computer Sciences and
Applied Technologies Division
Bldg. L1, Room L14
408-864-8797

Find your counselor at
deanza.edu/our-counselors

Please visit the Counseling and Advising Center to apply for degrees and for academic planning assistance.

Certificate of Achievement Requirements

- Completion of all major courses with a C grade or higher.

Note: A maximum of six quarter units may be transferred from other academic institutions.

A.A./A.S. Degree Requirements

1. Completion of all General Education (GE) requirements (32-43 quarter units) for the A.A./A.S. degree. GE units must be completed with a minimum 2.0 GPA (C average).
2. Completion of all major courses with a C grade or higher. Major courses can also be used to satisfy GE requirements (except for Liberal Arts degrees).

Note: A maximum of 22 quarter units from other academic institutions may be applied toward the major.

3. Completion of a minimum of 90 degree-applicable quarter units (GE and major units included). All De Anza courses must be completed with a minimum 2.0 GPA (C average). All De Anza courses combined with courses transferred from other academic institutions must be completed with a minimum 2.0 GPA (C average).

Note: A minimum of 24 quarter units must be earned at De Anza College.

▼ The Certificate of Achievement in Business Administration can be earned by taking all required courses online. Some online courses may require on-campus participation in meetings, class events or exams, as detailed in the quarterly class listings.

Business Administration

Certificate of Achievement

The Business Administration Certificate of Achievement introduces the fundamental concepts and practices of business. Students obtain a basic understanding of the operation, methods and purpose of each of the major functional areas within business: management, human resources, operations, marketing, accounting and finance. Students also learn business law fundamentals.

Program Learning Outcomes: Upon completion, students will be able to

- Distinguish and explain the primary functions within business such as management, human resources, business law, operations, marketing, accounting and finance

1. Meet the requirements for this certificate level.
2. Complete the following.

ACCT 1A	Financial Accounting I	5
or ACCT 1AH	Financial Accounting I - HONORS	
BUS 10	Introduction to Business	5
BUS 18	Business Law I	5

Complete two courses:

8-10

BUS 21	Business and Society (5)
BUS 54	Business Mathematics (5)
BUS 55	Introduction to Entrepreneurship (5)
BUS 56	Human Relations in the Workplace (5)
BUS 57	Human Resource Management (5)
BUS 58	The Business Plan (4)
BUS 60	International Business Management (5)
BUS 65	Leadership (5)
BUS 70	Principles of E-Commerce (5)
BUS 87	Introduction to Selling (4)
BUS 89	Advertising (5)
BUS 90	Principles of Marketing (5)
BUS 94	Social Media Marketing Strategies (5)
BUS 96	Principles of Management (5)
CIS 3	Business Information Systems (4.5)

Total Units Required 23-25

Business Administration

A.A. Degree

The A.A. degree in Business Administration is a general business degree for those who want to pursue any of the numerous career possibilities in the field of business such as customer service/support representative, warehouse/distribution supervisor, payroll clerk/administrator, accounts receivable clerk, collections analyst, executive assistant or contracts administrator. This degree provides students with an understanding of basic business practices, including operations, methods and purpose, and an introduction to the major functional areas within business.

Program Learning Outcomes: Upon completion, students will be able to

- Explain the interactions among the primary functions within business (such as marketing, management, operations, human resources, accounting, finance and business law) to achieve organizational goals

1. Meet the A.A./A.S. degree requirements.
2. Complete the following.

ACCT 1A	Financial Accounting I	5
or ACCT 1AH	Financial Accounting I - HONORS	
ACCT 1B	Financial Accounting II	5
or ACCT 1BH	Financial Accounting II - HONORS	
ACCT 1C	Managerial Accounting	5
or ACCT 1CH	Managerial Accounting - HONORS	
BUS 10	Introduction to Business	5
BUS 18	Business Law I	5
BUS 56	Human Relations in the Workplace	5
BUS 60	International Business Management	5
BUS 90	Principles of Marketing	5
BUS 96	Principles of Management	5
CIS 3	Business Information Systems	4.5

Major	Business Administration	49.5
GE	General Education (32-43 units)	
Electives	Elective courses required when major units plus GE units total is less than 90	
Total Units Required		90

Recommended

- BUS 21, 54, 55, 57, 58, 65, 70, 85, 87, 89, 91, 94
- COMM 70, 70H
- ECON 1, 1H, 2, 2H
- ESL 6
- EWRT 1B, 1BH, 2, 2H
- MATH 10, 10H

The Certificate of Achievement in Business Information Worker can be earned by taking all required courses online. Some online courses may require on-campus participation in meetings, class events or exams, as detailed in the quarterly class listings.

Business Information Worker
Certificate of Achievement

The Business Information Worker (BIW) Certificate of Achievement is designed to prepare students for entry-level office and administrative support in a variety of job positions, including general office clerks, retail salespersons, customer service representatives, receptionists and information clerks.

Program Learning Outcomes: Upon completion, students will be able to

- Use computer input devices to properly and efficiently create and edit documents in word processing and spreadsheet programs, and in electronic communications systems such as email
- Work effectively, respectfully, ethically and professionally with people of diverse ethnic and cultural backgrounds, and diverse social affiliations and personalities, filling a variety of organizational roles
- Communicate effectively and professionally in business situations through writing, speaking and electronic media

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 54	Business Mathematics	5
BUS 56	Human Relations in the Workplace	5
BUS 85	Business Communication	3
CIS 3	Business Information Systems	4.5
CIS 4	Computer Literacy	4.5
CIS 99	Office Software Applications	4.5
Total Units Required		26.5

▼ The Certificate of Achievement in Entrepreneurship can be earned by taking all required courses online. Some online courses may require on-campus participation in meetings, class events or exams, as detailed in the quarterly class listings.

Entrepreneurship
Certificate of Achievement

Students pursuing the Certificate of Achievement in Entrepreneurship are taught the fundamentals of small business administration and business planning. The certificate is designed to prepare students for the challenges they are likely to encounter in starting and maintaining a small business.

Program Learning Outcomes: Upon completion, students will

- be able to*
- Critically evaluate business plans and describe the processes required to start, operate and measure the results of a small business

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 55	Introduction to Entrepreneurship	5
BUS 58	The Business Plan	4

Complete three courses: 15

BUS 60	International Business Management (5)	
BUS 65	Leadership (5)	
BUS 70	Principles of E-Commerce (5)	
BUS 90	Principles of Marketing (5)	
BUS 94	Social Media Marketing Strategies (5)	
Total Units Required		24

The Certificate of Achievement in Management Information Systems Support can be earned by taking all required courses online. Some online courses may require on-campus participation in meetings, class events or exams, as detailed in the quarterly class listings.

Management Information Systems Support
Certificate of Achievement

The Certificate of Achievement in MIS Support prepares students for employment within business as an MIS Support Specialist. Students will be introduced to the primary functions of a business, professional conduct, and concepts in software programming, business information systems and computer support. The courses incorporated in this certificate program are also transferrable toward a Bachelor of Science degree in Business Administration, with a concentration in Management Information Systems.

Program Learning Outcomes: Upon completion, students will be able to

- Communicate effectively with business professionals, understand fundamental programming concepts, and track computer systems problems related to a variety of technical areas, such as software applications, database management systems, web sites and computer security

1. Meet the requirements for this certificate level.
2. Complete the following.

BUS 10	Introduction to Business	5
BUS 56	Human Relations in the Workplace	5
CIS 3	Business Information Systems	4.5

Complete one course: 4.5

CIS 36A	Introduction to Computer Programming Using Java (4.5)	
CIS 40	Introduction to Programming in Python (4.5)	

Complete one course: 4.5-5

BUS 70	Principles of E-Commerce (5)	
BUS 94	Social Media Marketing Strategies (5)	
CIS 64A	Database Management Systems (4.5)	
CIS 108	Personal Computer Security Basics (4.5)	
Total Units Required		23.5-24