



MORENO VALLEY COLLEGE

BUSINESS ADMINISTRATION

Certificate Program

Program Learning Outcomes

Upon successful completion of this program, students should be able to:

- Use technology to analyze business decisions and to enhance business communications.
- Apply basic business and accounting calculations and analyses.
- Have an understanding of legal practices relating to business.
- Apply sound management practices.

Major Core Requirements:

Required Courses (18 units)		Units
ACC-1A	Principles of Accounting I	3
BUS-10	Introduction to Business	3
BUS-18A	Business Law I	3
BUS-20	Business Mathematics	3
BUS-22	Management Communications	3
CIS-1A	Introduction to Computer Information Systems	3
Or		
BUS/CIS/CAT-3	Computer Applications for Business	3

Major Concentration Requirements (12 units)

(In addition to Business Administration Major Core Requirements or 18 units noted above choose another 12 units selected from list below)

Accounting	12
General Business	12
Management	12
Marketing	12
Real Estate	12

Note: Students must complete all Business Administration Major Core Requirements and must complete Major Concentration Requirements (total of 30 units) in order to receive the certificate in the concentration area of their choice.

Associate in Science Degree

The Associates in Science Degree in Business Administration with a Major Concentration will be awarded upon completion of the degree requirements, including general education and other graduation requirements as described in the college catalog.

ACCOUNTING CONCENTRATION

This program prepares individuals to practice the profession of accounting and to perform related business functions. This includes instruction in accounting principles and theory, financial accounting, managerial accounting, cost accounting, budget control, tax accounting, legal aspects of accounting, reporting procedures, statement analysis, planning and consulting, business information systems, accounting research methods, professional standards and ethics, and applications to specific for-profit, public, and non-profit organizations.

Program Learning Outcomes

In addition to outcomes for Business Administration certificate, on successful completion of the Accounting concentration, student should be able to accomplish at least three of the following eight tasks:

- Explain the managerial applications of accounting reports and ratio to the business enterprise
- Understand the major role financial reporting plays in fulfilling government's duty to be publicly accountable in a democratic society.
- Apply cost accounting principle to manufacturing and service enterprise within a global society.
- Analyze and solve problems associated with the calculation and reporting of payroll.
- Analyze data and apply appropriate principles of federal income tax law.
- Analyze and solve accounting problems with application software.
- Prepare the detailed financial reports for government and not-for-profit entities that stressed the need for the public to understand and evaluate the financial activities and management of these organizations.
- Develop and apply principles of moral judgment and ethical behavior to business situations.

Business Administration Major Core Requirements	18
<u>Required for this concentration</u>	<u>3</u>
ACC-1B Principle of Accounting II	3
and	
<u>Select another 9 units from the following:</u>	<u>9</u>
ACC-61 Cost Accounting	3
ACC-62 Payroll Accounting	3
ACC-63 Income Tax Accounting	3
ACC-65 Computerized Accounting	3
ACC-66 Non-Profit and Government	3
ACC-200 Accounting Work Experience	1-2-3-4
BUS/MAG-47 Applied Business and Management Ethics	3

GENERAL BUSINESS CONCENTRATION

This program focuses on the general study of business, including domestic, international and electronic, and the important ways in which business impacts out daily lives. The program will prepare individuals to apply business principles and techniques in various career settings and to gain an understanding of business situations that affect their personal and working lives. This includes the buying, selling and production of goods and services, understanding business organizations, general management, and employee motivation strategies, basic accounting principles, the economy, and marketing.

Program Learning Outcomes

In addition to outcomes for the Business Administration certificate, on successful completion of the General Business concentration, students should be able to accomplish four of the following seven tasks:

- Explain the managerial application of accounting reports and ratios to the business enterprise.
- Analyze the law as it pertains to business organizations and to determine the legal management of the various forms of law.
- Analyze the business elements that comprise the logistics function.
- Develop and apply principles of moral judgment and ethical behavior to business situations.
- Anticipate and pose problems relative to understanding and supervising personnel.
- Identify and analyze human relations techniques appropriate to a managerial role.
- Explain and develop the marketing mix, including an analysis of the marketing mix variables—product, place, price, and promotion.

Business Administration Major Core Requirements	18
<u>Select another 12 units from the following:</u>	<u>12</u>
ACC-1B Principle of Accounting II	3
or	
ACC-38 Managerial Accounting II	3
BUS-18B Business Law II	3
BUS-40 International Business-Principles	3
BUS/MAG-47 Applied Business and Management Ethics	3
BUS-80 Principle of Logistics	3
BUS-200 Business Administration Work Experience	1-2-3-4
MAG-51 Elements of Supervision	3
MAG-53 Human Relations	3
MKT-20 Principle of Marketing	3

MANAGEMENT CONCENTRATION

This program generally prepare individuals to plan, organize, direct, and control the functions and processes of a firm or organization with an emphasis on people as the most important asset of a business. This program will prepare individuals seeking management positions to be better candidates for promotion, and those already in management positions to improve their management skills and effectiveness. This includes instruction in management practices and theory, human resources management and behavior, interpersonal communications in a business setting, marketing management, and business decision making.

Program Learning Outcomes

In addition to outcomes for the Business Administration certificate, on successful completion of the Management concentration, student should be able to:

- Apply sound management practices.
- Analyze and apply appropriate managerial practices in one or more areas of ethics, human resources, quality management, operations, motivation, etc.

Business Administration Major Core Requirements	18
<u>Required for this concentration</u>	<u>3</u>
MAG-44 Principle of Management	3
And	
<u>Select another 9 units from the following:</u>	<u>9</u>
MAG-46 Contemporary Quality Systems Management	3
MAG/BUS-47 Applied Business and Management Ethics	3
MAG-53 Human Relations	3
MAG-56 Human Resources Management	3
MAG-60 Introduction to Hospitality Management	3
MAG-200 Management Work Experience	1-2-3-4
BUS-48 International Management	3

MARKETING CONCENTRATION

This program prepares individuals to undertaker and mange the process of developing both consumer and business markets, and communicating product benefit to targeted market segments. This includes instruction in buyer behavior and dynamics, sales promotions, building customer relationship, effective pricing, marketing campaigns, principle of marketing research, strategic market planning, advertising methods, customer service, retailing, and applications for specific products and markets.

Program Learning Outcomes

In addition to outcomes for the Business Administration certificate, on successful completion of the Marketing concentration, students should be able to:

- Develop and implement marketing strategies.
- Develop a comprehensive marketing plan.
- Construct and implement a promotional program.
- Research and analyze consumer decision parameters.

Business Administration Major Core Requirements		18
<u>Required for this concentration</u>		<u>3</u>
MKT-20	Principle of Marketing	3
And		
Select another 9 units from the following:		9
MKT-40	Advertising	3
MKT-41	Techniques of Selling	3
MKT-42	Retail Management	3
MKT-200	Marketing Work Experience	1-2-3-4
BUS-43	International Business-Marketing	3
BUS-51	Principle of E-Commerce	3
BUS-80	Principle of Logistics	3

REAL ESTATE CONCENTRATION

This program prepares individuals to develop, buy, sell, appraise, and manage real property. This includes instruction in land use development policy, real estate law, real estate marketing procedures, agency management brokerage, property inspection and appraisal, real estate investing, leased and rental properties, commercial real estate, and property management.

Program Learning Outcomes

In addition to outcomes for the Business Administration certificate, on successful completion of the Real Estate concentration, the student should be able to do the following:

- Demonstrate the ability to analyze ethical and procedural problems that arise in residential real estate sales transactions from the prospective of buyers, sellers, brokers, appraisers, lenders, and escrow officers.
- Discuss and evaluate real estate marketing and sales techniques.
- Discuss and calculate real estate taxes and solve basic real estate mathematics problems.
- Explain and evaluate methods of financing real estate purchases and securing loans with real estate.
- Demonstrate the ability to analyze the factors that affect real estate values.
- Discuss and evaluate real estate markets and trends.

Business Administration Major Core Requirements		18
<u>Select another 12 units from the following:</u>		<u>12</u>
RLE-80	Real Estate Principles	3
RLE-81	Real Estate Practices	3
RLE-82	Legal Aspects of Real Estate	3
RLE-83	Real Estate Finance	3
RLE-84	Real Estate Appraisal	3
RLE-85	Real Estate Economics	3
RLE-86	Escrow Procedure I	3
RLE-200	Real Estate Work Experience	1-2-3-4