BUSINESS ADMINISTRATION

Business Administration with Specializations in:

- Articulated A.S. to B.A./B.S. Career Path in General Business Administration
- Finance
- Human Resources Management
- International Business
- Management
- Marketing
- Real Estate Management
- Small Business Management

Associate in Science Degree (CIP # 1552020102)

This program is designed for students who seek immediate employment in the field of business administration and/or who decide to utilize this Articulated A.S. to B.A./B.S. Career Path to transfer to any Florida public university as a junior to complete a four-year Bachelor’s degree in General Business Administration. It is designed to help students develop managerial know-how and become valuable assets to any company. Instruction in this program provides a balanced curriculum of general education and business-related subjects.

For those students who wish to utilize the Articulated A.S. to B.A./B.S. Career Path to complete a four-year Bachelor’s degree in General Business Administration, please refer to the requirements for the Articulated A.S. to B.A./B.S. in General Business Administration.

Students are strongly encouraged to consult a career program advisor in the department office for assistance in determining the best education plan for their career goals.

Students wishing to transfer any credits from this program to another institution must accept responsibility for securing approval from the transfer institution.

Although scheduling may not always provide for the following progression of courses, students should use the foundation, intermediate and advanced course sequence as a guide in program planning.

All degree-seeking students must satisfy entry testing requirements and satisfactorily complete all Mandatory courses in reading, student success, mathematics, English, and English for Academic Purposes in which the student is placed.

Alternative Ways to Earn Credit toward this Degree

Graduates of specific programs at Orange Technical College and Osceola Technical College, as well as other institutions may be eligible to receive college credit for courses in this program. You may also be eligible to receive credit toward this degree if you have earned one of the approved Gold Standard industry certifications or Career Pathways credit. To learn more about Valencia’s award of credit options, visit valenciacollege.edu/asdegrees/credit_octc.cfm (http://valenciacollege.edu/asdegrees/transferagreements.cfm). Eligible students should contact the Career Program Advisor in their academic department for more information about the requirements for the award of credit.

College Credit Technical Certificates

The Business Administration A.S. degree also offers the following college credit certificate programs. These certificates can put you on the fast-track to reaching your career goals. They are designed to equip you with a specialized skill set for entry-level employment or to upgrade your skills for job advancement. Most can be completed in one year or less, and all of the courses in the certificates are embedded in the A.S. degree. You can earn the certificates as you progress through your A.S. Degree or as a separate, stand-alone credential. Click on the Certificate tab at the top of the page for more information about the certificates that are offered.

- Business Specialist (12 credits) (CIP # 0552020103)
- Business Operations (18 credits) (CIP # 0552020104)
- Business Management (24 credits) (CIP # 0552070101)
- Customer Service Specialist (12 credits) (CIP # 0552020103)
- Customer Service Operations (18 credits) (CIP # 0552020104)
- Customer Service Management (24 credits) (CIP # 0552070101)
- Entrepreneurship (12 credits) (CIP # 0552070308)
- Human Resources Specialist (12 credits) (CIP # 0552020103)
- Human Resources Operations (18 credits) (CIP # 0552020104)
- Human Resources Management (24 credits) (CIP # 0552070101)
- International Business Specialist (12 credits) (CIP # 0552020103)
- Operations Support and Services (9 credits) (CIP # 0652020502)
- Real Estate Specialist (12 credits) (CIP # 0552020103)
- Social Entrepreneurship Specialist (12 credits) (CIP # 0552020103)

Start Right

Degree-seeking students enrolling at Valencia for the first time will have a limited range of courses from which to choose for their first 18 college-level credits. Within the first 18 college credit hours, you will be required to take ENC1101 (3 credits), and if applicable, SLS 1122 (3 credits) and a mathematics course appropriate to your selected major (3 credits). The remaining courses will be chosen from the General Education Core Courses in humanities (3 credits), science (3 credits), or social science (3 credits), and/or the introductory courses within the A.S. degree programs. For specific courses see the “Program Requirements” tab. For course sequencing recommendations, see your Career Program Advisor or create an education plan by logging into Atlas, clicking on the LifeMap tab and clicking My Education Plan.

Potential Careers

- Marketing Manager
- Human Resources Manager/Specialist
- Advertising and Promotions Manager
- Training and Development Manager
- Administrative Service Manager
- Financial Manager/Specialist
- Public Relations Manager/Specialist
- Sales Agent, Business Services
- General Operations Manager
- Customer Service Manager/Specialist
- Insurance Specialist
- Real Estate Specialist
Salary & Earnings Information
For salary and wage information, visit: www.floridawages.com (http://www.floridawages.com).

Contacts
Future Students
To learn more about this program, contact Enrollment Services at enrollment@valenciacollege.edu or 407-582-1507 or visit valenciacollege.edu/business-administration (https://net1.valenciacollege.edu/future-students/degree-options/associates/business-administration).

Current Students
Contact the campus Career Program Advisor below for more information:

East Campus
Storm Russo, Program Chair: 407-582-2348
srusso@valenciacollege.edu
Lee McCain, Program Chair: 407-582-2489
lmccain@valenciacollege.edu
Liz Jusino, Career Program Advisor for (AS to BS Track): 407-582-2170
ejusino2@valenciacollege.edu
Kerry-Ann Rawls, Career Program Advisor for (Specializations): 407-582-2068
krawls2@valenciacollege.edu

West Campus
Cheri Cutter, Program Chair: 407-582-1322
ccutter1@valenciacollege.edu
Mario Richardson, Program Chair for (Specializations): 407-582-1192
mrichardson@valenciacollege.edu
Genevieve Hall, Career Program Advisor for (AS to BS Track): 407-582-1239
ghall13@valenciacollege.edu

Osceola Campus
Stanton Reed, Program Chair: 407-582-4224
sreed21@valenciacollege.edu
Claudia Zequeira, Career Program Advisor: 407-582-4172
czequeira@valenciacollege.edu

Internship and Workforce Services
If you need assistance with job resources or in locating an internship, please visit: valenciacollege.edu/internship (http://valenciacollege.edu/internship).

Program Outcomes
• Perform the management functions.
• Compare selected theories of management.
• Prepare basic financial statements.
• Analyze business and financial information for internal decision making.
• Assess ethical issues in business situations.
• Perform the functions in the marketing mix.
• Use basic business applications software.

Foundation Courses
- ENC 1101 FRESHMAN COMPOSITION I * * ~ 3
- SPC 1608 FUNDAMENTALS OF SPEECH ~ 3
- SLS 1122 New Student Experience ~ 3
- ECO 2013 Principles of Economics-Macro * ~ 3
- CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS * 3
- GEB 1011 Introduction To Business 3

Intermediate Courses
- BUL 2241 Business Law * 3
- ACG 2021C PRINCIPLES OF FINANCIAL ACCOUNTING * * 3
- MAN 2021 Principles Of Management * * 3
- Humanities See Gen. Ed. Core or Institutional Requirement ~ 3

Core Requirements
- 30
- Specialization (see below) 30
- Total Credit Hours 60

~ This is a general education course.
(GR) Denotes a Gordon Rule course.

Articulated A.S. to B.A./B.S. Career Path in General Business Administration
This career path is designed for students who wish to transfer to any Florida public university as a junior to complete a four-year bachelor’s degree in General Business Administration. Students are strongly encouraged to consult a Career Program Advisor for special career advisement.

- MAC 1105 College Algebra * * ~ 3
- ENC 1102 Freshman Comp II * * ~ 3
- MAC 2233 Calc For Busn and Soc Scien * * ~ 3
- STA 2023 Statistical Methods 3
- MAR 2011 Principles of Marketing * * 3
- ACG 2071C PRINCIPLES OF MANAGERIAL ACCOUNTING * * 3
- ECO 2023 Principles Of Economics-Micro * 3
- Social Science See Gen. Ed. Institutional Requirement (GR) * * ~ 3
- Humanities See Gen. Ed. Institutional Requirement (GR) * * ~ 3
- GEB 2860 BUSINESS ADMINISTRATION CAPSTONE * 3

Total Credit Hours 30

~ This is a general education course.
(GR) Denotes a Gordon Rule course.

Finance Specialization
Program Outcomes
• Assess legal and ethical aspects of financial issues.
• Apply Business Mathematics Principles.
• Examine the Financial Industry trends.
• Describe basic business law in the areas of security procedures and fraud detection.

**Human Resources Management Specialization**

**Program Outcomes**

- Perform the management functions.
- Perform basic human resources functions
- Apply knowledge of federal and state laws governing human resources management.
- Apply business mathematics principles.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>FIN 2000</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>FIN 2010</td>
<td>Personal Investments</td>
<td>3</td>
</tr>
<tr>
<td>FIN 2100</td>
<td>Personal Finance</td>
<td>3</td>
</tr>
<tr>
<td>CGS 2510C</td>
<td>Spreadsheet Applications</td>
<td>3</td>
</tr>
<tr>
<td>MTB 1103</td>
<td>Business Mathematics</td>
<td>1</td>
</tr>
<tr>
<td>OST 1335C</td>
<td>BUSINESS COMMUNICATIONS</td>
<td>3</td>
</tr>
<tr>
<td>Science or Math</td>
<td>See Gen. Ed. Core Requirement <strong>~</strong></td>
<td>3</td>
</tr>
</tbody>
</table>

**Internships and/or Business Electives** 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ECO 2023</td>
<td>Principles Of Economics-Micro</td>
<td>3</td>
</tr>
<tr>
<td>GEB 2860</td>
<td>BUSINESS ADMINISTRATION CAPSTONE</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 30

~ This is a general education course.

**Notes:**

Most Human Resources Management Specialization courses are offered only on the East Campus.

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**International Business Specialization**

**Program Outcomes**

- Describe the impact of language, culture, religion and local government regulations on the conduct of international business.
- Explain the demographics, market segmentation and the selection of target markets as applied to the global business environment.
- Demonstrate strategies for opening foreign markets, including pure exporting, use of local distributors, global manufacturing, operating wholly-owned subsidiaries and foreign direct investment.
- Apply the planning process and develop marketing strategies for the international marketplace.
- Identify and interpret relevant international financial documents, and evaluate financial strategies that support an organization's integrative trade initiatives.

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEB 1350</td>
<td>Intro: International Business</td>
<td>3</td>
</tr>
<tr>
<td>MAR 2150</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>FIN 2051</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td>CGS 2510C</td>
<td>Spreadsheet Applications</td>
<td>3</td>
</tr>
<tr>
<td>MTB 1103</td>
<td>Business Mathematics</td>
<td>1</td>
</tr>
<tr>
<td>OST 1335C</td>
<td>BUSINESS COMMUNICATIONS</td>
<td>3</td>
</tr>
<tr>
<td>Science or Math</td>
<td>See Gen. Ed. Core Requirement <strong>~</strong></td>
<td>3</td>
</tr>
</tbody>
</table>

**Internship(s) and/or Business Electives** 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 2023</td>
<td>Principles Of Economics-Micro</td>
<td>3</td>
</tr>
<tr>
<td>GEB 2860</td>
<td>BUSINESS ADMINISTRATION CAPSTONE</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 30

+ This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.

~ This is a general education course.

**Management Specialization**

**Program Outcomes**

- Apply business mathematics principles.
- Explain the legal principles that generally apply to business entities.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR 2011</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUL 2242</td>
<td>Business Law II</td>
<td>3</td>
</tr>
<tr>
<td>ACG 2071C</td>
<td>PRINCIPLES OF MANAGERIAL ACCOUNTING</td>
<td>3</td>
</tr>
<tr>
<td>CGS 2510C</td>
<td>Spreadsheet Applications</td>
<td>3</td>
</tr>
</tbody>
</table>

**Notes:**

Most Human Resources Management Specialization courses are offered only on the East Campus.
MTB 1103 Business Mathematics  3
OST 1335C BUSINESS COMMUNICATIONS  3
Science or Math See Gen. Ed. Core Requirement *  3
Internship(s) and/or Business Electives  3
ECO 2023 Principles Of Economics-Micro  3
GEB 2860 BUSINESS ADMINISTRATION CAPSTONE *  3
Total Credit Hours  30

* This course has a prerequisite; check description in Valencia catalog.
~ This is a general education course.
1 MAT 1033C or higher mathematics may be substituted for MTB 1103.

Marketing Specialization

Program Outcomes
- Apply business mathematics principles
- Explain the legal principles that generally apply to business entities.
- Apply advertising and selling principles to an organization's overall success.

MAR 2011 Principles of Marketing *  3
MKA 2021 Principles Of Selling *  3
MKA 2511 Advertising *  3
BUL 2242 Business Law II *  3
CGS 2510C Spreadsheet Applications  3
MTB 1103 Business Mathematics  3
OST 1335C BUSINESS COMMUNICATIONS  3
Science or Math See Gen. Ed. Core Requirements **~  3
ECO 2023 Principles Of Economics-Micro  3
GEB 2860 BUSINESS ADMINISTRATION CAPSTONE *  3
Total Credit Hours  30

* This course has a prerequisite; check description in Valencia catalog.
~ This is a general education course.
1 MAT 1033C or higher mathematics course may be substituted for MTB 1103.

Real Estate Management Specialization

Program Outcomes
- Apply the effect of current economic trends on the Real Estate industry.
- Appropriately use Real Estate Terminology.
- Apply Selling Principles to an organization's overall success.

REE 1000 Real Estate Prin and Pract  3
REE 1400 Florida Real Estate Law  3
MKA 2021 Principles Of Selling *  3
MTB 1103 Business Mathematics  3
OST 1335C BUSINESS COMMUNICATIONS  3
Science or Math See Gen. Ed. Core Requirements **~  3
Internship(s) and/or Business Electives  6
ECO 2023 Principles Of Economics-Micro  3
GEB 2860 BUSINESS ADMINISTRATION CAPSTONE *  3
Total Credit Hours  30

* This course has a prerequisite; check description in Valencia catalog.
~ This is a general education course.
1 MAT 1033C or higher mathematics may be substituted for MTB 1103.

Small Business Management Specialization

Program Outcomes
- Generate a business plan.

SBM 1000 Small Business Management  3
MAR 2011 Principles of Marketing *  3
CGS 2510C Spreadsheet Applications  3
MTB 1103 Business Mathematics  3
OST 1335C BUSINESS COMMUNICATIONS  3
Science or Math See Gen. Ed. Core Requirements **~  3
Internship(s) and/or Business Electives  6
ECO 2023 Principles Of Economics-Micro  3
GEB 2860 BUSINESS ADMINISTRATION CAPSTONE *  3
Total Credit Hours  30

* This course has a prerequisite; check description in Valencia catalog.
~ This is a general education course.
1 MAT 1033C or higher mathematics may be substituted for MTB 1103.

Notes:
Specialized courses may not be offered every session or on every campus. Students are encouraged to see the Career Program Advisor for special career advisement.

Upon earning the Business Administration A.S. degree, you can continue at Valencia to complete the B.A.S. degree in Business & Organizational Leadership (http://catalog.valenciacollege.edu/degrees/bachelorofscience/bas). Additional education at the bachelor’s level can enhance your skills and create more career opportunities.

For students who are pursuing the A.S. to B.S. career path, additional General Education courses are required to satisfy the required 36 hours for the Bachelor of Science degree. Students are strongly encouraged to speak with an advisor to identify the additional General Education courses needed.

Students who wish to transfer credits from this program to another institution must...
accept responsibility for securing approval from the transfer institution for acceptance of this degree.

**Business Management**

**Technical Certificate**

This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the fields of Business Management, Finance, Marketing, Small Business Management, and Retail.

**Program Outcomes**

- Compare selected theories of management.
- Use basic business application software.
- Assess ethical issues in business situations.
- Apply business mathematics principles.

**Foundation Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEB 1011</td>
<td>Introduction To Business ((footnote should be on ACG not GEB) ^)</td>
<td>3</td>
</tr>
<tr>
<td>or ACG 2021C</td>
<td>PRINCIPLES OF FINANCIAL ACCOUNTING</td>
<td></td>
</tr>
</tbody>
</table>

**Foundation Business Elective**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>CGS 2100C</td>
<td>COMPUTER FUNDAMENTALS AND APPLICATIONS ^</td>
<td>3</td>
</tr>
<tr>
<td>or OST 2854C</td>
<td>MICROSOFT OFFICE (APPLICATIONS PACKAGE)</td>
<td></td>
</tr>
</tbody>
</table>

Select one of the following. Courses may not be counted in two places within the same certificate.

- MTB 1103 Business Mathematics 2
- APA 1111C BASIC ACCOUNTING
- ACG 2021C PRINCIPLES OF FINANCIAL ACCOUNTING ^
- MAC 1105 College Algebra **~**

**Intermediate Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUL 2241</td>
<td>Business Law 1 ^</td>
<td>3</td>
</tr>
<tr>
<td>Intermediate Business Elective</td>
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</table>

**Advanced Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>INP 1301</td>
<td>Psychology In Bus-Industry</td>
<td>3</td>
</tr>
<tr>
<td>or PSY 2012</td>
<td>General Psychology</td>
<td></td>
</tr>
<tr>
<td>Advanced Business Elective(s)</td>
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</table>

**Total Credit Hours**

24

**Foundation Business Electives**

These courses may be used for Foundation Business Elective credit if not being used as a Certificate requirement.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>FIN 2000</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>MAN 2021</td>
<td>Principles Of Management ^</td>
<td>3</td>
</tr>
<tr>
<td>MAR 2011</td>
<td>Principles of Marketing ^</td>
<td>3</td>
</tr>
<tr>
<td>MKA 2021</td>
<td>Principles Of Selling ^</td>
<td>3</td>
</tr>
<tr>
<td>SBM 1000</td>
<td>Small Business Management</td>
<td>3</td>
</tr>
<tr>
<td>ACG 2071C</td>
<td>PRINCIPLES OF MANAGERIAL ACCOUNTING ^</td>
<td>3</td>
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**Intermediate Business Electives**

These courses may be used for Intermediate Business Elective credit if not being used as a Certificate requirement.

<table>
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<tr>
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<th>Credit Hours</th>
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<tbody>
<tr>
<td>ACG 2021C</td>
<td>PRINCIPLES OF FINANCIAL ACCOUNTING ^</td>
<td>3</td>
</tr>
<tr>
<td>ACG 2071C</td>
<td>PRINCIPLES OF MANAGERIAL ACCOUNTING ^</td>
<td>3</td>
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**Advanced Business Electives**

These courses may be used for Advanced Business Elective credit if not being used as a Certificate requirement.

Select from courses with subject prefixes of: ACG, APA,CTS, MKA, MNA, MTB, OST, REE, RMI, SBM, TAX, SLS 1303, SLS 1122, and SPC 1608.

* This course has a prerequisite; check description in Valencia catalog.

1 CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS is a transferable course.

2 MAT 1033C INTERMEDIATE ALGEBRA or higher mathematics may be substituted for MTB 1103 Business Mathematics.

**Note:**

Specialized courses may not be offered every session or on every campus.

This certificate program is eligible for Financial Aid.

**Business Operations**

**Technical Certificate**

This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the fields of Business Management, Finance, Marketing, Small Business Management, and Retail.

**Program Outcomes**

- Compare selected theories of management.
- Use basic business application software.
- Assess ethical issues in business situations.
- Apply business mathematics principles.

**Foundation Courses**

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<tbody>
<tr>
<td>GEB 1011</td>
<td>Introduction To Business ((ACG 2021C should have the *, not GEB 1011) ^)</td>
<td>3</td>
</tr>
<tr>
<td>or ACG 2021C</td>
<td>PRINCIPLES OF FINANCIAL ACCOUNTING</td>
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<td>CGS 2100C</td>
<td>COMPUTER FUNDAMENTALS AND APPLICATIONS ^</td>
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<td>Psychology In Bus-Industry</td>
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<td>Personal Investments</td>
<td>3</td>
</tr>
<tr>
<td>FIN 2100</td>
<td>Personal Finance</td>
<td>3</td>
</tr>
<tr>
<td>GEB 1136</td>
<td>Foundations of E-Business</td>
<td>3</td>
</tr>
<tr>
<td>INP 1301</td>
<td>Psychology In Bus-Industry</td>
<td>3</td>
</tr>
<tr>
<td>MAN 2021</td>
<td>Principles Of Management ^</td>
<td>3</td>
</tr>
<tr>
<td>MAR 2011</td>
<td>Principles of Marketing ^</td>
<td>3</td>
</tr>
<tr>
<td>MKA 2021</td>
<td>Principles Of Selling ^</td>
<td>3</td>
</tr>
<tr>
<td>MTB 1103</td>
<td>Business Mathematics ^</td>
<td>3</td>
</tr>
<tr>
<td>OST 1335C</td>
<td>BUSINESS COMMUNICATIONS</td>
<td>3</td>
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<td>PSY 2012</td>
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<td>SBM 1000</td>
<td>Small Business Management</td>
<td>3</td>
</tr>
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Select one of the following. Courses may not be counted in two places within the same certificate.

MTB 1103 Business Mathematics
APA 1111C BASIC ACCOUNTING
ACG 2021C PRINCIPLES OF FINANCIAL ACCOUNTING
MAC 1105 College Algebra

Intermediate Courses

BUL 2241 Business Law I

Total Credit Hours 18

Foundation Business Electives

These courses may be used for Foundation Business Elective credit if not being used as a Certificate requirement.

FIN 2000 Principles of Finance
MAN 2021 Principles Of Management
MARB 201 Principles of Marketing
SBM 1000 Small Business Management
ACG 2071C PRINCIPLES OF MANAGERIAL ACCOUNTING

Intermediate Business Electives

These courses may be used for Intermediate Business Elective credit if not being used as a Certificate requirement.

ACG 2021C PRINCIPLES OF FINANCIAL ACCOUNTING
ACG 2071C PRINCIPLES OF MANAGERIAL ACCOUNTING
APA 1111C BASIC ACCOUNTING
FIN 2000 Principles of Finance
FIN 2010 Personal Investments
FIN 2100 Personal Finance
GEB 1136 Foundations of E-Business
INP 1301 Psychology In Bus-Industry
MAN 2021 Principles Of Management
MARB 201 Principles of Marketing
MTB 1103 Business Mathematics
OST 1335C BUSINESS COMMUNICATIONS
PSY 2012 General Psychology
SBM 1000 Small Business Management

* This course has a prerequisite; check description in Valencia catalog.
1 CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS is a transferable course.
2 MAT 1033C INTERMEDIATE ALGEBRA or higher mathematics may be substituted for MTB 1103 Business Mathematics.

Note:
Specialized courses may not be offered every session or on every campus.

Business Specialist

Technical Certificate

This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the fields of Business Management, Finance, Marketing, Small Business Management, and Retail.

Program Outcomes

- Compare selected theories of management.
- Use basic business application software.
- Assess ethical issues in business situations.
- Apply business mathematics principles.

Foundation Courses

GEB 1011 Introduction To Business (ACG 2021C should have the * Not GEB1011) 3
or ACG 2021C PRINCIPLES OF FINANCIAL ACCOUNTING 3
CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS 3
or OST 2854C MICROSOFT OFFICE (APPLICATIONS PACKAGE) 3

Select one of the following. Courses may not be used in two places within the same certificate.

MTB 1103 Business Mathematics
APA 1111C BASIC ACCOUNTING
ACG 2021C PRINCIPLES OF FINANCIAL ACCOUNTING
ACG 2071C PRINCIPLES OF MANAGERIAL ACCOUNTING
MAC 1105 College Algebra

Foundation Business Elective

Total Credit Hours 12

Foundation Business Electives

These courses may be used for Foundation Business Elective credit if not being used as a Certificate requirement.

FIN 2000 Principles of Finance
MAN 2021 Principles Of Management
MARB 201 Principles of Marketing
SBM 1000 Small Business Management
APA 1111C BASIC ACCOUNTING
ACG 2021C PRINCIPLES OF FINANCIAL ACCOUNTING
ACG 2071C PRINCIPLES OF MANAGERIAL ACCOUNTING
MAC 1105 College Algebra

* This course has a prerequisite; check description in Valencia catalog.
1 CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS is a transferable course.
2 MAT 1033C INTERMEDIATE ALGEBRA or higher mathematics may be substituted for MTB 1103 Business Mathematics.

Note:
Specialized courses may not be offered every session or on every campus.
**Customer Service Management**

**Technical Certificate**

This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the field of Customer Service.

**Program Outcomes**

- Compare selected theories of management.
- Use basic business application software.
- Perform the functions in the marketing mix.
- Implement business, technical and interpersonal skills for customer support.
- Perform the management functions.

**Foundation Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEB 1011</td>
<td>Introduction To Business</td>
<td>3</td>
</tr>
<tr>
<td>CGS 2100C</td>
<td>COMPUTER FUNDAMENTALS AND APPLICATIONS</td>
<td>3</td>
</tr>
<tr>
<td>CTS 1155C</td>
<td>Int to Cust Svc and Help Desk</td>
<td>3</td>
</tr>
</tbody>
</table>

**Intermediate Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MAR 2011</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>OST 1335C</td>
<td>BUSINESS COMMUNICATIONS</td>
<td>3</td>
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</table>

**Advanced Courses**

<table>
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<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSY 2012</td>
<td>General Psychology</td>
<td>3</td>
</tr>
<tr>
<td>or INP 1301</td>
<td>Psychology In Bus-Industry</td>
<td>3</td>
</tr>
<tr>
<td>MAN 2021</td>
<td>Principles Of Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 24

* This course has a prerequisite; check description in Valencia catalog.

**Customer Service Electives**

These courses may be used for Customer Service Elective credit if not being used as a Certificate requirement.

Select from courses with subject prefixes of: ACG, APA, BUL, CTS, ECO, GEB, MAN, MAR, MKA, MNA, MTB, OST, REE, RMI, SBM, TAX, SLS 1122, SLS 1303 Job Search, SLS 2940 Service Learning, and SPC 1608 Fundamentals of Speech.

**Notes:**

Specialized courses may not be offered every session or on every campus.

This certificate program is eligible for Financial Aid.

**Customer Service Operations**

**Technical Certificate**

This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the field of Customer Service.

**Program Outcomes**

- Compare selected theories of management.
- Use basic business application software.
- Perform the functions in the marketing mix.
- Implement business, technical and interpersonal skills for customer support.

**Foundation Courses**

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<td>3</td>
</tr>
<tr>
<td>CTS 1155C</td>
<td>Int to Cust Svc and Help Desk</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 12

**Customer Service Electives**

These courses may be used for Customer Service Elective credit if not being used as a Certificate requirement.

**Customer Service Specialist**

**Technical Certificate**

This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the field of Customer Service.

**Program Outcomes**

- Compare selected theories of management.
- Use basic business application software.
- Implement business, technical and interpersonal skills for customer support.

**Foundation Courses**

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<td>Int to Cust Svc and Help Desk</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 18

* This course has a prerequisite; check description in Valencia catalog.

**Customer Service Electives**

These courses may be used for Customer Service Elective credit if not being used as a Certificate requirement.

Select from courses with subject prefixes of: ACG, APA, BUL, CTS, ECO, GEB, MAN, MAR, MKA, MNA, MTB, OST, REE, RMI, SBM, TAX, SLS 1122, SLS 1303 Job Search, SLS 2940 Service Learning, and SPC 1608 Fundamentals of Speech.

**Notes:**

Specialized courses may not be offered every session or on every campus.
Select from courses with subject prefixes of: ACG, APA, BUL, CTS, ECO, GEB, MAN, MAR, MKA, MNA, MTB, OST, REE, RMI, SBM, TAX, SLS 1122, SLS 1303, SLS 2940, and SPC 1608.

* This course has a prerequisite; check description in Valencia catalog.

Notes:
Specialized courses may not be offered every session or on every campus.

Entrepreneurship

Technical Certificate
This program is designed to teach students the fundamentals of starting and operating a business while presenting entrepreneurship as a viable career option. Coursework covers opportunity recognition, business planning, managing a business, market research, the marketing plan, financial management and how to understand accounting information.

Program Outcomes:
- Design and develop a comprehensive business plan to start a small business.
- Design and develop a comprehensive small business marketing plan by using appropriate marketing strategies.
- Understand the basic principles of Management and dealing with employee issues.
- Have a basic understanding of obtaining financial resources, controlling cash flow, and keeping accurate financial information for tax

Foundation Courses
- MAN 2300 Intro To Human Resources Mgmt 3
- MNA 2320 Human Res Recruitment/Staffing * 3
- CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS 3
- or OST 2854C MICROSOFT OFFICE (APPLICATIONS PACKAGE)
- GEB 1011 Introduction To Business or Business Elective(s) 3

Intermediate Courses
- MNA 2403 Human Resource Mgmt Law * 3
- Business Elective(s) 3

Advanced Courses
- MNA 2329 Case Studies in HR Mgmt * 3
- MNA 2325 COMPENSATION AND BENEFITS SYSTEMS 3

Total Credit Hours 24

Business Electives
These courses may be used for Business Elective credit if not being used as a Certificate requirement.
Select from courses with subject prefixes of: ACG, APA, BUL, CGS, CIS, COP, CTS, FIN, GEB, INP, MAN, MAR, MKA, MNA, MTB, OST, REE, RMI, SBM, TAX, SLS 1303, SLS 1122, and SPC 1608.

* This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.

Foundation Courses
- MAN 2300 Intro To Human Resources Mgmt 3
- MNA 2320 Human Res Recruitment/Staffing * 3
- CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS 3
- or OST 2854C MICROSOFT OFFICE (APPLICATIONS PACKAGE)

Total Credit Hours 12

Notes:
The credits in this certificate program apply toward the Business Administration Associate in Science degree.

Most certificate courses are offered only on the East Campus.

Specialized courses may not be offered every session or on every campus.

This certificate program is eligible for Financial Aid.

Human Resources Management

Technical Certificate
This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the fields of Human Resources Management.

Program Outcomes
- Perform the management functions.
- Use basic business application software.
- Perform basic human resources functions.
- Apply knowledge of federal and state laws governing human resources management.
- Assess ethical issues in business situations.

Foundation Courses
- MAN 2300 Intro To Human Resources Mgmt 3
### Business Administration

**Foundation Courses**
- MAN 2300  Intro To Human Resources Mgmt  3
- MNA 2320  Hum Res Recruitment/Staffing *  3
- CGS 2100C  COMPUTER FUNDAMENTALS AND APPLICATIONS  3
  or OST 2854C  MICROSOFT OFFICE (APPLICATIONS PACKAGE)  
- GEB 1011  Introduction To Business  3
  or Business Elective(s)

<table>
<thead>
<tr>
<th>Intermediate Courses</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>MNA 2403  Human Resource Mgmt Law *</td>
<td>3</td>
</tr>
<tr>
<td>Business Elective(s)</td>
<td>3</td>
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</tbody>
</table>

**Total Credit Hours**  18

**Business Electives**
These courses may be used for Business Elective credit if not being used as a Certificate requirement.
Select from courses with subject prefixes of: ACG, APA, BUL, CGS, CIS, COP, CTS, FIN, GEB, INP, MAN, MAR, MKA, MNA, MTB, OST, REE, RMI, SBM, TAX, TRA, SLS 1303, SLS 1122, and SPC 1608.

* This course has a prerequisite; check description in Valencia catalog.

1 CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS is a transferable course.

### Notes:
- The credits in this certificate program apply toward the Business Administration Associate in Science degree.
- Most certificate courses are offered only on the East Campus.
- Specialized courses may not be offered every session or on every campus.

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### Human Resources Specialist

**Technical Certificate**
This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the field of Human Resources Management.

**Program Outcomes**
- Perform the Management Functions.
- Use basic Business Application Software.
- Perform basic Human Resources Functions.
- Assess ethical issues in Business situations.

**Foundation Courses**
- MAN 2300  Intro To Human Resources Mgmt  3
- MNA 2320  Hum Res Recruitment/Staffing *  3
- CGS 2100C  COMPUTER FUNDAMENTALS AND APPLICATIONS  3
  or OST 2854C  MICROSOFT OFFICE (APPLICATIONS PACKAGE)  
- GEB 1011  Introduction To Business  3
  or Business Elective(s)

| Total Credit Hours | 12 |

**Business Electives**
These courses may be used for Business Elective credit if not being used as a Certificate requirement.
Select from courses with subject prefixes of: ACG, APA, BUL, CGS, CIS, COP, CTS, FIN, GEB, INP, MAN, MAR, MKA, MNA, MTB, OST, REE, RMI, SBM, TAX, TRA, SLS 1303, SLS 1122, and SPC 1608.

* This course has a prerequisite; check description in Valencia catalog.

### Notes:
- The credits in this certificate program apply toward the Business Administration Associate in Science degree.
- Most certificate courses are offered only on the East Campus.
- Specialized courses may not be offered every session or on every campus.

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### International Business Specialist

**Technical Certificate**
This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the field of International Business.

**Program Outcomes**
- Describe the impact of language, culture, religion and local government regulations on the conduct of international business.
- Explain the demographics, market segmentation and the selection of target markets as applied to the global business environment.
- Demonstrate strategies for opening foreign markets, including pure exporting, use of local distributors, global manufacturing, operating wholly-owned subsidiaries and foreign direct investment.
- Apply the planning process and develop marketing strategies for the international marketplace.
- Identify and interpret relevant international financial documents, and evaluate financial strategies that support an organization’s integrative trade initiatives.

**Foundation Courses**
- GEB 1011  Introduction To Business  3
- GEB 1350  Intro: International Business *  3
- MAR 2150  International Marketing *  3
- FIN 2051  International Finance *  3

| Total Credit Hours | 12 |

* This course must be completed with a grade of C or better.

* This course has a prerequisite; check description in Valencia catalog.

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### Operations Support and Services

**Technical Certificate**
This program prepares students for entry level employment in the area of operations support and/or to provide supplemental training for persons previously or currently employed in this area. The content includes but
Business Administration is not limited to communication skills, supervision skills, employability skills, and general business procedures and operation.

Program Outcomes
- Use basic business applications software
- Compare selected theories of management

GEB 1011 Introduction To Business 3
OST 1335C BUSINESS COMMUNICATIONS 3
CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS 3

Total Credit Hours 9

Real Estate Specialist

Technical Certificate
This program is designed for students seeking specialized training to prepare for employment or to enhance their skills in the field of Real Estate.

Program Outcomes
- Perform the management functions.
- Use basic business application software.
- Apply the effect of current economic trends on the real estate industry.
- Appropriately use real estate terminology.

REE 1000 Real Estate Prin and Pract 3
REE 1400 Florida Real Estate Law 3
CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS 3
or OST 2854C MICROSOFT OFFICE (APPLICATIONS PACKAGE) 1

Select one of the following: 3
PLA 1611 REAL PROPERTY FUNDAMENTALS *
GEB 1011 Introduction To Business

Business Elective(s)

Total Credit Hours 12

Business Electives
These courses may be used for Business Elective credit if not being used as a Certificate requirement.

Select from courses with subject prefixes of: ACG, APA, BUL, CGS, CIS, COP, CTS, FIN, GEB, INP, MAN, MAR, MKA, MNA, MTB, OST, REE, RMI, SBM, TAX, SLS 1303, SLS 1122, and SPC 1608.

* This course has a prerequisite; check description in Valencia catalog.
1 CGS 2100C COMPUTER FUNDAMENTALS AND APPLICATIONS is a transferable course.

Notes:
The credits in the certificate programs apply toward the Business Administration Associate in Science degree, or the Business Management, Marketing, and Administration Associate in Science degree.

Social Entrepreneurship Specialist

Technical Certificate
This program is designed to teach students the fundamentals of designing, growing, and leading mission-driven enterprises. As the traditional lines blur between non-profit businesses, governmental organizations, and business students will explore opportunities and challenges in this new business landscape. Coursework covers impact/opportunity recognition, enterprise planning, leading a mission-driven enterprise, developing a marketing plan, measuring for impact, financial and impact management.

Program Outcomes:
- Design and develop an enterprise plan to start a social enterprise.
- Design and develop a social enterprise marketing/story-telling plan by using appropriate marketing and story-telling strategies.
- Understand the basic principles of Management and Leadership in a mission-driven enterprise.

GEB 1011 Introduction To Business 3
GEB 1155 SOCIAL ENTREPRENEURSHIP 3
GEB 2112 ENTREPRENEURSHIP 3
Choose one 3
MAN 2021 Principles Of Management
MAR 2011 Principles of Marketing
BUL 2241 Business Law I
ACG 2021C PRINCIPLES OF FINANCIAL ACCOUNTING

Total Credit Hours 12