

Business Administration

Certificates of Achievement

Sales Associate

For those interested in securing an entry-level sales position, retail sales position, or telemarketing position in a competitive business environment.

Graduates should be able to:

- Demonstrate an effective sales presentation.
- Solve various mathematical problems that a salesperson might confront.
- Demonstrate an understanding of the marketing mix and its relationship to sales.
- Do word-processing tasks, utilize spreadsheets for solving financial problems, create databases, and generate charts and graphs for presentation purposes.

E-Commerce

For those interested in becoming e-business entrepreneurs and in securing employment managing an E-Commerce business.

Graduates should be able to:

- Develop an e-commerce business/marketing plan.
- Use different types of Internet marketing strategies.
- Understand the basic requirements of web site design.
- Perform marketing and sales activities via the Internet.

Computerized Accounting

For those interested in securing a clerical position in the Accounting field.

Graduates should be able to:

- Demonstrate basic accounting knowledge
- Work effectively with QuickBooks software or software comparable with QuickBooks
- Work effectively with PeachTree software, or software comparable with PeachTree.

Sales Associate

General Education (6 credits) Credits

EN 101	Composition I	3
ENS 106	Public Speaking	3

Courses in Major (17 credits) Credits

BU 101	Introduction to Business	3
BU 102	Business Mathematics	3
BU 203	Principles of Marketing	3
BU 209	Salesmanship	3
BU 235	Job-Seeking Techniques	1
BU 238	Practice Selling Techniques	1
CIS 125	Microcomputer Software I	3
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E-Commerce

General Education (3 credits) Credits

EN 101	Composition I	3
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Courses in Major (18)

BU 140	Managerial Electronic Commerce	3
BU 245	Electronic Marketing	3
BU 250	Current Topics in E-Commerce	3
CIS 125	Microcomputer Software I	3
CIS 152	Internet/E-Commerce Technologies	3
CIS 170	Web Page Design	3
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Computerized Accounting

Required Courses Credits

AC 102	Financial Accounting II	3
AC 205	Managerial Accounting	3
AC 210	Accounting Applications in Excel	1
AC 220	Accounting Software Applications I	3
AC 221	Accounting Software Applications II	3
CIS 101	Computer Concepts and Applications or	
CIS 107	Information Technology Fundamentals and Applications	3
CIS 125	Microcomputer Software I	3
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