



This program roadmap represents one possible pathway to complete the program. **Please see a counselor** to create an education plan that is customized to meet your needs. This roadmap is not a guarantee of course availability or financial aid applicability.

Catalog: 2025-26

GE Pattern: local AA/AS

Total Units: 64

## First Year

### Semester 1

15 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	<b>MKT 300</b> Principles of Marketing	3		
Req	<b>CISA 305</b> Beginning Word Processing	2		
Req	<b>BUS 300</b> Introduction to Business	3		L4
GE	<b>ENGL C1000</b> Academic Reading and Writing or	3		L1A
	<b>ENGL C1000H<sup>H</sup></b> Academic Reading and Writing - Honors	3		
GE	any Area L3 (Arts & Humanities) course	3		L3
GE	any Area L7A (Physical Education) course	1		L7A

### Semester 2

16 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	<b>MGMT 304</b> Principles of Management	3		
Req	<b>MKT 310</b> Selling Professionally	3		
Req	<b>BUS 310</b> Business Communications	3	BUS 100 or ENGL C1000	
RE	<b>BUS 330</b> Managing Diversity in the Workplace	3		
GE	<b>STAT C1000</b> Introduction to Statistics or	4		L2
	<b>STAT C1000H<sup>H</sup></b> Introduction to Statistics - Honors	4		

## Second Year

### Semester 3

16 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
RE	<b>ACCT 301</b> Financial Accounting	4		
Req	<b>MKT 314</b> Advertising	3		

## CAREER PATH

### Career Options:

- Buyer
- Department Manager
- Store Director
- Sales Associate
- Account Executive
- Merchandiser
- Sales Manager

### Advising Notes:

- This degree can be completed using either the local AA/AS general education (GE) pattern or the Cal-GETC transfer GE pattern. [See a counselor](#) to determine which pattern is best for you based on your academic goals.
- Students can substitute ESLW 340 for ENGL C1000/C1000H (formerly known as ENGWR 300/480).

### Scheduling Notes:

- MKT 310 and MGMT 308 are offered in the spring
- BUS 220 and MKT 314 are offered in the fall

### Other Notes:

- Business students planning to transfer should consider the Business Administration AS-T degree. [See a counselor](#) and [the catalog](#) for more information.

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	BUS 340 Business Law	3		
Req	CISA 315 Introduction to Electronic Spreadsheets	2		
RE	CISC 305 Introduction to the Internet	1		
GE	any Area LIB (Oral Communication & Critical Thinking) course	3		L1B

#### Semester 4

17 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
RE	ECON 302 Principles of Macroeconomics	3		
Req	MKT 312 Retailing	3		
RE	MGMT 308 Personnel and Human Resources Management	3		
GE	any Area L5 (Natural Sciences) course	3		L5
GE	any Area L6 (Ethnic Studies) course	3		L6
GE	any Area L7B (Life Development Skills) course	2		L7B

<sup>H</sup> honors courses

#### EXPLANATION OF CATEGORIES

Req	Required Core	A course that is required for this program
GE	General Education	A course that fulfills a specific general education requirement for a degree, which can be replaced with another course that meets the same requirement
RE	Restricted Elective	A course selected from a list of elective courses specified for this program in the course list in the catalog, which can be replaced with another course from the same list

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