



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: 2026-27

GE Pattern: local AA/AS

Total Units: 64

First Year

Semester 1 15 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
Req	MKT 300 Principles of Marketing	3		
Req	CISA 305 Beginning Word Processing	2		
Req	BUS 300 Introduction to Business	3		L4
GE	ENGL C1000 College Composition or	3		L1A
	ENGL C1000H ^H Honors College Composition	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	MGMT 304 Principles of Management	3		
Req	MKT 310 Selling Professionally	3		
Req	BUS 310 Business Communications	3	BUS 100 or ENGL C1000	
RE	BUS 330 Managing Diversity in the Workplace	3		
GE	STAT C1000 Introduction to Probability and Statistics or	4		L2
	STAT C1000H ^H Introduction to Probability and Statistics - Honors	4		

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

Second Year

Semester 3

16 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
RE	ACCT 301 Financial Accounting	4		
Req	MKT 314 Advertising	3		
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		LIB

Semester 4

17 Units

CAT.	COURSE	UNIT	PREREQUISITES	GE AREA
RE	ECON C2002 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

^H honors courses

degree. [See a counselor](#) and [the catalog](#) for more information.

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

