Specialized Associate Degree – Business

Objective: The classes will prepare the student for assumption of supervisory or management responsibility within an organization. This multidiscipline program concentrates on critical thinking and decision-making skills with special emphasis on business management, software and/or hospitality certifications, marketing, leadership, and technology trends. Other current topics include social media marketing, human resource management, accounting principles, and salesmanship. A comprehensive 120-hour internship is included for those students who qualify. In keeping with the philosophy of the College, the emphasis in this program is placed on marketable skills. The entrepreneurship emphasis includes creating, financing, marketing, and managing a business. Special emphasis is placed on the accounting essentials and the legal aspects in business.

Graduates qualify for entry-level positions in project management, office management, administrative management, guest service management, or entrepreneurship in a variety of career fields, as well as administrative specialists/assistants or administrative support positions.

The Specialized Associate Degree – Business program prepares the student for a variety of certificates and certifications:

Certificates: Certified Guest Service Professional through the American Hotel and Lodging Association and Sonoma County Tourism Ambassador

Certifications: Microsoft Office Specialist (MOS) in Word, Excel, Outlook, and PowerPoint

Note: Certifications are not required to be employed in the career field or to graduate from the program, but they are highly recommended. Microsoft exams may be taken at the on-campus VUE Testing Center.

Department of Labor Standard Occupational Classification (SOC) Code(s): 43-6011.00 - Executive Secretaries and Executive Administrative Assistants; 43-6014.00 - Secretaries and Administrative Assistants, Except Legal, Medical, and Executive; and 43-9061.00 - Office Clerks, General

CIP Code: 52.0401 – Administrative Assistant and Secretarial Science, General

Empire College
3035 Cleveland Avenue
Santa Rosa, CA 95403
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Empire College
Business – Law – Technology – Medical

Specialized Associate Degree – Business

Expected Educational Outcomes: Upon completing the Specialized Associate Degree - Business program, students will have demonstrated:

1. An ability to provide, express, and achieve exceptional service.
2. A comprehensive understanding of salesmanship and marketing.
3. An in-depth understanding of the software utilized in the business setting including word processing, spreadsheet, desktop publishing, Outlook, and presentations.
4. An ability to apply accounting essentials, business law concepts, planning, presentation, critical thinking, and decision-making management skills.
5. An understanding of ethical and professional practices and appropriate business professionalism.
6. An understanding of social media marketing and its influence.
7. A basic knowledge of the California wine industry.
8. A competence in using language arts to produce professional documents and correspondence.
9. An understanding of accounting procedures including Excel, QuickBooks, and payroll.
10. An understanding of the advanced software features of Outlook including Microsoft certification preparation.
11. An understanding of business contracts and business forms.
12. A working knowledge of entrepreneurship principles including the process to create, finance, market, and manage businesses or other organizations.

Specialized (Occupational) Associate Degree awarded upon successful completion of all graduation requirements.

Specialized Associate Degree – Business

Program Outline: Requirements for Graduation

Class No.	Class Title	Hours	Qtr. Units
ACN160A	Fundamentals of Accounting IA	24	2.0
ACN16LA	Fundamentals of Accounting IA Lab	24	1.0
ACN160B	Fundamentals of Accounting IB	24	2.0
ACN180A	Payroll Accounting	24	2.0
BMN141	Math Review	24	1.0
BMN142	Business Math	24	2.0
BMN143	Financial Math	24	2.0
BMN195A	10-Key Keypad	24	1.0
CMN127A	Keyboarding	24	1.0
CMN127B	Introduction to Word I	24	1.0
CMN127C	Introduction to Word II	24	1.0
CMN166A	Beginning Excel	24	1.0
CMN166B	Intermediate Excel	24	1.0
CMN166C	Advanced Excel	24	1.0
CMN185A	QuickBooks Pro I	24	1.0
CMN185B	QuickBooks Pro II	24	1.0
CMN186A	Publisher I	24	1.0
CMN310K	Comprehensive Outlook	24	1.0
CMN310P	Comprehensive PowerPoint	24	1.0
CMN310WA	Comprehensive Word I	24	1.0
CMN310WB	Comprehensive Word II	24	1.0
CMN320A	Word Certification Preparation	24	1.0
CMN320B	Excel Certification Preparation	24	1.0
CMN320D	PowerPoint Certification Preparation	24	1.0
CMN320E	Outlook Certification Preparation	24	1.0
ENN101A	Business English - Grammar	24	2.0
ENN101B	Business English - Punctuation	24	2.0
ENN300A	Business Correspondence I	24	1.0
ENN300B	Business Correspondence II	24	1.0
GBN101	Career Transitions	24	2.0
GBN132A	Administration: Office Management	24	2.0
GBN132B	Administration: Records Management	24	2.0
GBN132C	Administration: Project Management	24	2.0

Class No.	Class Title	Hours	Qtr. Units
HMN105	Introduction to California Wines	24	2.0
HMN135	Event Planning	24	2.0
HMN150A	Marketing	24	2.0
HMN150B	Social Media Marketing	24	2.0
HMN210	Certified Guest Service Professional	24	2.0
MNN120	Fundamentals of Law in Business	24	2.0
MNN220A	Technology Trends in Business I	24	2.0
MNN220B	Technology Trends in Business II	24	2.0
MNN230A	Entrepreneurship: Creating a Business	24	2.0
MNN230B	Entrepreneurship: Financing and Marketing a Business	24	2.0
MNN230C	Entrepreneurship: Managing a Business	24	2.0
MNN331	Professional Portfolio Project	24	1.0
MNN335A	Presentation Skills	24	2.0
MNN401*	Internship	120	4.0
TRN146C	Salesmanship	24	2.0

General Education

Class No.	Class Title	Hours	Qtr. Units
CMN100	Computer Literacy	24	1.0
ENN303A	Management Communications I	24	2.0
ENN303B	Management Communications II	24	2.0
GBN050	Information Literacy	24	2.0
GBN200A	Human Relations I	24	2.0
GBN200B	Human Relations II	24	2.0
MAN101	Introduction to Algebra	24	2.0
PHN101A	Ethics in Technology and Society	24	2.0
	Program Total:	1440	90.0
	Total Weeks/Quarters:	72/6	

Keyboarding Speed Graduation Requirement:
40 NWPM

* See eligibility requirements under "Class Descriptions" in the Course Catalog.