



Business, Law, and Information Technology Career and Academic Pathways (CAPs) Program Map: Skills Certificate for Micro Business Management

Total number of units: 12 to 14 units

Top Code/Academic Plan: 0506.40

Updated on May 24, 2022

Fall Semester	Course Code	Course	Units	Notes	Advising Notes
Program Course	BUS 001	Introduction to Business	3	<p>BUS 001 is recommended. There is no prerequisite for this course. This course is both CSU & UC transferable. This course give students a well-rounded background in all the different aspects of a business. It will cover marketing, management, accounting, law, computer systems, economics, and entrepreneurship.</p> <p>This course has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under "Class Search Type" as "Zero Textbook Cost" or "Low-Cost Textbook Classes."</p>	The BUS 001 course is offered every semester, including winter and summer sessions. It is offered both online and on-campus. This course typically reached capacity quickly during the winter and summer sessions.
Program Course	MARKET 001 OR MARKET 011	Principles of Selling OR Fundamentals of Advertising	3	<p>Both of these courses are introductory courses. A student should consider choosing the course that best fits their ideal business venture between sales and advertising.</p> <p>MARKET 011 introduces students to the role of advertising in our economy.</p> <p>MARKET 001: Principles of Selling focuses on person-to-person sales strategies and understanding buyers' social styles, and recognizing multiple sales models.</p> <p>This course can be applied to many other certificates and degrees. Note: There is no prerequisite for this course.</p>	<p>MARKET 011 is mainly offered in the fall semester.</p> <p>MARKET 001 is offered throughout the year, and both online and on-campus but space is limited.</p> <p>Check the ELAC schedule of classes for availability.</p>

Total Units 6

Winter Session	Course Code	Course	Units	Notes	Advising Notes
Program Course	FINANCE 008 OR ACCTG 001	Personal Finance & Investments OR Introduction to Accounting	3 to 5	<p>Personal Finance is recommended for life skills and also counts towards other Business certificates. Introduction to Accounting is a core course in the Business Associate Degree for Transfer.</p> <p>ACCTG 001 has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under "Class Search Type" as "Zero Textbook Cost" or "Low-Cost Textbook Classes."</p>	<p>Both courses are regularly offered during the Winter session.</p> <p>FINANCE 008 is only offered online.</p>
Program Course	MGMT 013	Small Business Entrepreneurship	3	<p>This course is an introductory level entrepreneurship course designed for any major or business interest.</p> <p>This course has sections that include a low cost (LCT) or no cost textbook (ZTC). Check the current catalog for the section number(s). You can search for classes in the ELAC and LACCD Schedule of Classes under "Class Search Type" as "Zero Textbook Cost" or "Low-Cost Textbook Classes."</p>	<p>MGMT 013 has limited offerings each semester. It is recommended that you take the course as soon as the course offering fits your schedule.</p> <p>Check the ELAC schedule of classes for availability.</p>

Total Units 6 to 8

Degree Path and Requirements:

The courses in this certificate will also be accepted in other certificates and degrees.

This map is a suggested term-by-term sequence of courses to complete the program in a recommended time frame. This is an efficient and recommended plan, but actual plans may vary by individual student need. This map cannot replace a meeting with [counselors](#).

Department Advising Notes:

The courses in this certificate will help students understand business, entrepreneurship, marketing, accounting, and personal finance. These are all

important topics for future and current entrepreneurs. Students who plan to transfer to a four-year university should seek a meeting with a transfer counselor.

Program Description

This program covers the basic functions of business management for professional development and career exploration. The curriculum introduces students to small business ownership and sales/marketing. Students will be prepared to be freelancers and independent contractors in traditional business, small business, and the emerging gig economy.

Career and Transfer Opportunities

Entrepreneurship & Small Business Startup - This skills certificate will assist those looking for self-employment in any industry.

Visit the [Transfer Center](#) for transfer information, which varies based on transfer college. Make an appointment with a [counselor](#). Students can visit [Career and Job Services](#) for career counseling and further exploration.

[Entrepreneurship programs at the CSU prepare the next generation of business innovators for California.](#)

Youtube Videos

[The Value of Entrepreneurship Education](#)

Program Map

A suggested sequence of classes to complete a degree, certificate, or program of study. Students should consult an academic counselor for variations to this plan based on part-time or full-time status, transfer plans, pre-requisites needed, etc.

Prerequisite Course

A specific course that must be completed before advancing to the next course.

Check the online catalog at elac.edu for the latest and most accurate information.

Contact

Frank Aguirre
Department Chair
aguirrfj@elac.edu
(323) 260-8147