

# BUSINESS CAREER PROGRAM

The Business Career program is based on the concept of total immersion and integration of the international student into the American business environment. This program provides students with the technical skills and knowledge necessary to work in a global business environment, including an introduction to business management concepts, computerized accounting applications, and Microsoft applications. The Business Career program also will provide students with the crucial communication skills necessary in an American business environment. Students will grow their business terminology and learn concepts in social interactions, customer service, negotiations, meetings, telephone conversations, and presentations.



## PROGRAM LENGTH

40 Academic Weeks (plus breaks)  
36 Credit Hours

## PROGRAM COSTS

Tuition: \$1,200 per quarter  
Book Fee: \$160 per quarter  
Supply Fee: \$40 per quarter  
Total: \$1,400 per quarter

Tuition: \$4,800 per year  
Book Fee: \$640 per year  
Supply Fee: \$160 per year  
Total: \$5,600 per year

## PLACEMENT SCORES

BCP: 51-120

Before students enroll in the Business Career Program at CSI, they must take a computer-based standardized ACCUPLACER® ESL Test.



888.836.8622  
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# COURSE DESCRIPTION

## PROFESSIONAL DEVELOPMENT

2.25 Qtr. Credit Hours

This course focuses on the various strategies and techniques for student success, including time management, note-taking and test-taking skills, professional writing, self-assessment, memorization, organization, culture and diversity, and managing and maintaining physical and mental health. Other topics covered include decision-making and critical thinking, technology and computer skills, relationship building, managing finances and public speaking. This course is designed to provide each student with the necessary tools to be successful in today's college environment.

### Objectives:

Critical thinking and problem-solving skills; time management skills, self-directed learning; personal accountability, effective study habits

## CUSTOMER SERVICE

2.25 Qtr. Credit Hours

This course focuses on the essentials of customer service and strategies for handling customers in everyday situations. Emphasis is placed on the business and personal value of excellent customer service in any profession. Students explore customer service career paths, methods of evaluating and measuring customer service delivery and the integral role of customer service to any business.

### Objectives:

Strategies for solving customer service issues; customer retention and satisfaction; leadership in customer service

## COMPUTERIZED ACCOUNTING

4.5 Qtr. Credit Hours

This course focuses on the basic principles of the accounting cycle by using QuickBooks software. Emphasis is placed on the analysis and the recording of business transactions, purchase orders, accounting systems, and banking and payroll activities. This course focuses on using Intuit® QuickBooks to assist students in grasping managerial accounting concepts while honing skills in the most prevalent bookkeeping application in small businesses today.

### Objectives:

Computerized accounting using QuickBooks; purchase orders; payroll

## INTRO TO SMALL BUSINESS MANAGEMENT

4.5 Qtr. Credit Hours

This is an introductory course that will provide students with the opportunity to develop concepts, attitudes and ideas about the basics of business and the environment in which it operates. Topics include making ethical decisions, social responsibility, forms of business ownership, entrepreneurship, human resources, competing in a global marketplace, operations, distributing and promoting products and services. Students will also examine how business laws and government regulations affect business structure and behavior.

### Objectives:

Strategic thinking; developing a business plan; business law essentials

## PRINCIPLES OF SALES & MARKETING

4.5 Qtr. Credit Hours

The objective of the course is to give students a practical, hands-on understanding of the selling process so that they can add value to their future company's sales activities, regardless of their job title. The course consists of two parts—Sales Skills and Sales Strategy. In the first half of the course, students will be exposed to specific sales skills used by top sales professionals. In the second half of the course, students will focus on sales strategy and answer essential questions, including different ways to sell, essential tasks of selling, understanding the customer's buying cycle and how to develop an effective sales strategy. Other topics include search-engine optimization and how to make a marketing strategy visible online.

### Objectives:

Understand how to develop marketing campaigns; business blogging; understand customer needs; developing a sales strategy

## FINANCIAL SERVICES

4.5 Qtr. Credit Hours

This course focuses on the various strategies and techniques for financial planning, including meeting and maintaining financial goals, money management, savings, credit and taxes. Emphasis is placed on how to apply for loans, grant writing, profit-and-loss budgeting and how to find funding for start-up businesses.

### Objectives:

How to fund a business; budgeting; profit planning

## APPLIED BUSINESS CONCEPTS

4.5 Qtr. Credit Hours

This course focuses on technical and professional online skills, including but not limited to social media and e-mail usage. Topics covered in class include Outlook e-mail platform, use of Google tools, and business blogging. The course also includes analysis of relevant case studies and typing practice. The course serves as a solid foundation in the navigation of the internet for professional purposes.

### Objectives:

Comprehensive capstone-style project; practical implementation of computerized accounting; financial analysis; business management concepts

## COMPUTER APPLICATION I

4.5 Qtr. Credit Hours

This course is designed to increase proficiency in the use of Microsoft Word. Topics include formatting, page setup, illustrations, headers/footers, references, and other tools, as well as the production of business communications, documents, plans, reports and presentations. Upon successful completion of this course, students will be able to use Microsoft Word to perform the most common functions in a business setting.

### Objectives:

Email usage for business; sharing and maintaining documents; applying page layout and reusable content; including illustrations and graphics in a document; performing mail merge operations

## COMPUTER APPLICATION II

4.5 Qtr. Credit Hours

This course is designed to teach the essentials of Microsoft Excel to prepare for the MS Excel certification. Course topics include how to use formulas and basic functions within Excel. Students will explore printing options for worksheets and managing a spreadsheet. Topics will include how to lock and hide rows and columns, printing of large worksheets, formulas and linking workbooks together. Students will learn how to use functions to format text, work with styles and themes, add and delete watermarks, outline and consolidate data, create subtotals, sort and filter data. Table and chart creation will also be covered.

### Objectives:

Managing the worksheet environment; formatting cells, worksheets and content; managing worksheets and workbooks; analyzing and organizing data