

BUSINESS CAREER PROGRAM – BUSINESS FUNDAMENTALS CONCENTRATION

The Business Fundamentals Concentration offers students immersion in material that is substantive, thought-provoking and comprehensive regarding the development and operation of a business in the United States. This program places a strong emphasis on business fundamentals including finance, budgeting, strategic planning, sales and marketing, ethics, on-line commerce and information technology resources. Additionally, students will gain knowledge in the areas of professional development and customer service.



Certification exam preparation and fees for 1 exam are included with this program.

Hybrid schedules available



PROGRAM LENGTH

44 Weeks

*54 Credit Hours

PROGRAM COSTS

Tuition: \$1,550 per quarter

Course Materials Fee:

\$180 per quarter

Supply Fee: \$40 per quarter

Total: \$1,770 per quarter

Tuition: \$6,200 per year

Course Materials Fee:

\$720 per year

Supply Fee: \$160 per year

Total: \$7,080 per year

EXTERNSHIP*

*ADDITIONAL OPTIONAL COURSES FOR UP TO 12 MAXIMUM CREDITS



800.684.6884
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COURSE DESCRIPTION

- **Professional Development**
3 Qtr. Credit Hours
- **Customer Service**
3 Qtr. Credit Hours
- **Computerized Accounting**
6 Qtr. Credit Hours
- **Business Ethics**
6 Qtr. Credit Hours
- **Principles of Sales & Marketing**
6 Qtr. Credit Hours
- **Financial Services**
6 Qtr. Credit Hours
- **Applied Business Concepts**
6 Qtr. Credit Hours
- **Computer Applications I**
6 Qtr. Credit Hours
- **Computer Applications II**
6 Qtr. Credit Hours
- **Business Professional Externship**
3 Qtr. Credit Hours / 6 Seminar Hours / 84 Externship Hours
- **Cross-Cultural Management Fundamentals**
3 Qtr. Credit Hours / 5 Weeks
- **Introduction to Small Business Management**
3 Qtr. Credit Hours / 5 Weeks

EXTERNSHIP INFORMATION

EXTERNSHIP OBJECTIVES

- Introduced to general management concepts
- Understand the basic principles of how to operate a small business
- Participate in preparation of basic financial documents
- Demonstrate strategies for handling customers in everyday situations
- Explore the basics of marketing, consumer behavior and targeted marketing strategies.
- Define what a business model is and how it relates to an organization's strategy
- Use Microsoft Office applications (i.e., Excel, Word, Outlook, etc.) or similar software programs for business purposes
- Assist with the preparation of business reports and presentations

JOB TITLES

- Account Executive
- Account Representative
- Accountant
- Accounts Payable, Accounts Receivable
- Administrative Assistant
- Advertising Associate
- Bank Teller
- Business Operations Specialist
- Insurance Sales Agent
- Market Analyst
- Marketing Coordinator
- Marketing Representative
- Media and Communications Workers
- Paralegals and Legal Assistant
- Patient Representative
- Public Relations Specialist
- Real Estate Agent
- Risk Management Specialist
- Web Content Writer

