

BUSINESS MANAGEMENT - LEVEL 1

Certificate of Completion #24108

The Business Management – Level 1 Certificate is designed to introduce the student to the role of management in business. Management is the efficient use of human and capital resources to accomplish organizational objectives. Students will be exposed to the terms, trends, organizational structure, and opportunities inherent in business management. Upon completion of the Business Management – Level 1 Certificate students may qualify for an entry-level management position in California’s diverse economy.

Program Learning Outcomes

- Students will list and explain the foundations upon which business is built and the economic challenges facing the United States.
- Students will apply management concepts and functions.
- Students will develop a working knowledge of marketing terminology

Review [Student Learning Outcomes \(SLOs\)](#) for this program.

Required Courses

Course Prefix	Course Name	Units
VOC BM20	Principles of Business	
VOC BM61	Business Organization and Management	
VOC BS36	Principles of Marketing	