

# RCTC PROGRAM PLAN

## BUSINESS MANAGEMENT

Certificate

### I. PROGRAM CORE REQUIREMENTS.....13 CREDITS

- ACCT 2217, Financial Accounting, 4 cr
- BUS 1101, Introduction to Business, 3 cr
- BUS 2202, Consumer Promotions & Digital Marketing, 3 cr **OR**
- BUS 2508, Sales Management & Analytics, 3 cr
- BUS 2232, Principles of Management, 3 cr

**TOTAL .....13 CREDITS**

### **PROGRAM OUTCOMES:**

Upon completion of the Business Management certificate program at RCTC, students will achieve the following outcomes:

- Identify the role of managers in organizations including planning, leading, quality management and managing people.
- Record, analyze, interpret, and report financial transactions using Generally Accepted Accounting Principles (GAAP) and other professional accounting standards and laws.
- Describe the major functional areas of business including management, marketing and finance.
- Recognize the various perspectives on consumer and organizational buying behavior as a means for better meeting the wants and need of target customers.

Revised: 02/13/2018

Implementation: Fall 2018