

Business Administration

The Business Administration program prepares students for employment or advanced in the business profession. The course selections emphasize a business foundation along with the opportunity to focus in marketing or management. Career opportunities in marketing, sales, management, team leadership and supervisory rolls exist in practically every industry.

There are four options within this program:

- **Business Administration** A.A.S. Degree
- **Business Operations** Technical Certificate
- **Business Management** Technical Certificate
- **Marketing** Technical Certificate

Students may choose to pursue an A.A.S. degree and earn technical certificates while completing the requirements for the degree, or pursue one or more certificate programs to develop or upgrade their skills in a particular field. Contact an advisor or counselor to determine the career education path that is best for you.

Students may complete a degree in only one of the three specialty tracks: Management, Marketing, or Distribution and Logistics. Students who wish to add a second area of specialization after completing a degree should pursue the technical certificate in that area.

Business Operations (6250)

Technical Certificate

This certificate program provides you with a foundation in basic business concepts. You will be prepared for employment as a department supervisor, customer relations representative, employee relations specialist, office supervisor, program supervisor, transportation/ warehousing supervisor, or as supplemental training if you are currently in a management position.

Articulations

All of the courses in this program can be applied to the **Business Management** or **Marketing** technical certificates, as well as the **Business Administration** associate degree.

Cost

Estimated cost of tuition is \$1,195 (tuition rated for Florida residents, as of 7/07). Contact the program manager for additional costs (materials, fees, textbooks).

Need More Information? Contact:

Sandra Beck, Downtown Campus, 904.633.8380

Sheri Litt, Kent Campus, 904.381.3704

Janice Hall, North Campus, 904.766.6705

Phil Petersen, South Campus, 904.646.2096

Curriculum

Course Number and Title	Credits
Required Professional Courses	
GEB 1011 Introduction to Business	3
APA 1001 Applied Accounting	3
or ACG 2021 Financial Accounting (4 cr.)	
BUL 2131 Business Law I — The Legal Environment of Business	3
FIN 2000 Principles of Finance	3
MAN 2021 Principles of Management	3
MAR 1011 Principles of Marketing	3
Credit Hours	18

Please see the technical certificate **Graduation Requirements**.

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Revised February 26, 2008