



# Community College Initiative Program

2019-2020

Field of Study: Business Management and Administration

Business Management and Administration Concentration Areas		
Accounting/Finance	Management/Administration	
<ul style="list-style-type: none"> <li>Accounting</li> <li>Banking</li> <li>Bookkeeping</li> </ul>	<ul style="list-style-type: none"> <li>Administrative Professional</li> <li>Business Management</li> <li>Business Operations Support and Services</li> <li>Human Resources</li> <li>International/Global Business</li> <li>Leadership Development</li> <li>Logistics and Global Supply Chain Management</li> <li>Manufacturing</li> <li>Organizational Leadership</li> <li>Project Management</li> </ul>	
Entrepreneurship		
<ul style="list-style-type: none"> <li>Business Planning</li> <li>Entrepreneurship</li> <li>Small Business Management</li> </ul>		
Marketing/Public Relations		
<ul style="list-style-type: none"> <li>Customer Service</li> <li>Marketing</li> <li>Promotions and Public Relations</li> <li>Social Media Marketing</li> </ul>		
Track One Certificate	Track Two Non-Certificate Courses	Track Three Courses and English
Minimum Requirements		
<p>Participants who meet the following criteria will be eligible to participate in Track One:</p> <ul style="list-style-type: none"> <li>Students must meet minimum language requirements to enroll in credit-bearing classes.</li> <li>Prerequisites may be required for specific courses.</li> </ul>	<p>Participants who meet the following criteria will be eligible to participate in Track Two:</p> <ul style="list-style-type: none"> <li>Students must meet minimum language requirements to enroll in credit or workforce classes.</li> <li>Pre-requisites may be required for specific courses.</li> </ul>	<p>Students who have not yet met minimum requirements in English at their host campus will take a combination of English classes and content courses, as possible based on their level of proficiency and department approval.</p>
Sample Field Concentration Courses		
<p><b>Accounting/Finance</b>            Managerial Accounting            Cost Controls and Budgeting            Financial Planning</p> <p><b>Management/Administration</b>            Organizational Behavior            Principles of E-Commerce            Risk and Change Management            Logistics Supply Chain Management            Purchasing            Managing a Small Business            Recruiting and Hiring</p> <p><b>Entrepreneurship</b>            Entrepreneurship and Innovation            Financial Strategies for Entrepreneurs            How to start a non-profit            Fundraising</p> <p><b>Marketing</b>            Advertising Principles            Introduction to Public Relations            Marketing Analytics            Social Media Marketing Theory</p>	<p><b>Accounting/Finance</b>            Accounting Information Systems            Accounting Principles            Introduction to Money and Banking</p> <p><b>Management/Administration</b>            Principles of Management            Human Resources Management            Sustainable Business Practices            Lean Manufacturing            Business and Marketing Writing            Project Management Fundamentals            Retail Management</p> <p><b>Entrepreneurship</b>            Introduction to Entrepreneurship            Writing a Small Business Plan            Entrepreneurial Thinking            Crowdfunding</p> <p><b>Marketing</b>            Customer Relations Management            Business Communications            Meeting and Event Management            Content Marketing</p>	<p>English Reading and Vocabulary            English Grammar            English Writing            English Oral Expression            English Listening and Speaking            College Success Skills            Non-credit course            Field elective</p>

**General Studies Helpful for the Field**

- Oral Communication
- Entrepreneurship
- Grant Writing
- Business and Professional Comm
- Conflict Resolution
- Project Management

**Hands-on, Practical Professional Experience Outside of the Classroom**

**Sample Internship Opportunities—Minimum of 75 hours**

Local Chambers of Commerce, local government offices, local businesses, local small businesses, local non-profits

**Sample Volunteer Activities that Build Professional Experience in the Field—Minimum of 100 hours**

Projects in your area of concentration with local non-profits, local businesses, incubators, and startups

**Sample CCI Programming in This Field of Study**

*Program Site Visits:* Local Chamber of Commerce, Rotary Club, Small Business Development Center, city economic council, Community Business Owners

*Speakers and Panels:* Local small business owners, entrepreneurs, professors/lecturers, local chamber of commerce representatives.

*Workshops and Conferences:* Leading for Maximum Results Workshop, Conflict Management Workshop, International Young Leaders Assembly Conference, Model United Nations (Model UN)