



Community College Initiative Program

2020-2021

Field of Study: Business Management and Administration

Business Management and Administration Concentration Areas		
Accounting/Finance		Management/Administration
<ul style="list-style-type: none"> Accounting Banking Bookkeeping 		<ul style="list-style-type: none"> Administrative Professional Business Management Business Operations Support and Services Human Resources International/Global Business Leadership Development Logistics/Global Supply Chain Management Manufacturing Organizational Leadership Project Management
<p align="center">Entrepreneurship</p> <ul style="list-style-type: none"> Business Planning Entrepreneurship Small Business Management 		
<p align="center">Marketing/Public Relations</p> <ul style="list-style-type: none"> Customer Service Marketing Promotions and Public Relations Social Media Marketing 		
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"> Students must meet minimum language requirements to enroll in credit-bearing classes. Prerequisites may be required for specific courses. 	<p>Participants who meet the following criteria will be eligible to participate in Track Two:</p> <ul style="list-style-type: none"> Students must meet minimum language requirements to enroll in credit or workforce classes. Pre-requisites may be required for specific courses. 	<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>Accounting/Finance Managerial Accounting Cost Controls and Budgeting Financial Planning</p> <p>Management/Administration Organizational Behavior Risk and Change Management Logistics Supply Chain Management Purchasing Managing a Small Business</p> <p>Entrepreneurship Entrepreneurship and Innovation Financial Strategies for Entrepreneurs How to start a non-profit Fundraising</p> <p>Marketing Advertising Principles Introduction to Public Relations Marketing Analytics Social Media Marketing Theory</p>	<p>Accounting/Finance Accounting Information Systems Accounting Principles Introduction to Money and Banking</p> <p>Management/Administration Principles of Management Human Resources Management Sustainable Business Practices Business and Marketing Writing Project Management Fundamentals</p> <p>Entrepreneurship Introduction to Entrepreneurship Writing a Small Business Plan Entrepreneurial Thinking Crowdfunding</p> <p>Marketing 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		
<i>Program Site Visits:</i> Local Chamber of Commerce, Rotary Club, Small Business Development Center, city economic council, Community Business Owners		
<i>Speakers and Panels:</i> Local small business owners, entrepreneurs, professors/lecturers, local chamber of commerce representatives.		
<i>Workshops and Conferences:</i> Leading for Maximum Results Workshop, Conflict Management Workshop, International Young Leaders Assembly Conference, Model United Nations (Model UN)		