



Community College Initiative Program

2022-2023

Field of Study: Business Management and Administration

| Business Management and Administration Concentration Areas | | |
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| 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 |
| Entrepreneurship | | |
| <ul style="list-style-type: none"> Business Planning Entrepreneurship Small Business Management | | |
| Marketing/Public Relations | | |
| <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

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)