

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.

Marketing (6252)

Technical Certificate

This certificate program adds solid marketing skills onto the basic business foundation provided in the **Business Operations** certificate. The program prepares students for occupations such as: assistant buyer, merchandising supervisor, sales representative, recruiter, or other mid-management positions in a variety of business environments. The program also provides supplemental training for persons previously or currently employed in management positions. This certificate is a foundation for students pursuing the A.A.S. degree in **Business Administration** with an emphasis in marketing management.

Articulations

All of the courses in this program can be applied to the **Business Administration** associate degree.

Cost

Estimated cost of tuition is \$1,594 (tuition rated for Florida residents, as of 7/07). Contact the program manager for additional costs (materials, fees, textbooks).

Need More Information? Contact:

Sheri Litt, Kent Campus, 904.381.3704

Janice Hall, North Campus, 904.766.6705

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)	
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
ADV 2000 Advertising	3
MKA 1021 Salesmanship	3

Credit Hours **24**

Total Credit Hours **24**

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

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To request information, contact the Learner Support Center at info@fccj.edu or 904.646.2300.

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