

Palo Verde College

Program Outline Report

Program Basics

Program Title:	Business Management
Program Status:	Active from 2026-2027 Fall (2026FA)
Department:	Business
Award Type:	Certificate of Achievement (Credit)
Program/Catalog Description	The Business Management program provides students with skills, knowledge and judgment requisite for business careers. Many positions in business and government service require general business training. Retail organizations, financial institutions, insurance agencies, and government are but a few of the employers offering opportunities to the person with general business training.
Control Number:	22479
Credential ID:	No value
Transferability:	No value
(SP01) Program TOP Code:	0506.30
(SP01) Program TOP Code:	Management Development and Supervision
(SP02) Student Program Award:	Certificate requiring 30 to fewer than 60 semester units
Maximum Credits:	32
Minimum Credits:	32
Curriculum Committee Approval Date:	12/11/2025
Board of Trustees Approval Date:	01/13/2026
External Review Approval Date:	01/13/2026

Proposal Details

Proposal Start:	2026-2027 Fall (2026FA)
What changes have been made to the program:	Updating to bring in Phase 2 A And B CCN.
Program Justification:	Adding BUS 206 as an elective.

Submission Rationale

No value

Program Requirements

Business Management (Total 32)
Complete all of the following

Required Core Courses 26 units (Total 26)**Complete the following number of credits: 26**

ACC101 - Principles of Accounting I	4
ACC102 - Principles of Accounting II	4
BUS135 - Business Law	3
BUS202 - Business Communication	3
ECONC2001 - Principles of Microeconomics	3
MAN105 - Principles of Management and Organizations	3
MAN106 - Personnel Management	3
MAN107 - Small Business Management	3

Program Electives- Minimum of 6 units (Total 6)**Complete the following number of credits: 6**

BUS101 - Introduction to Business	3
BUS105 - Business Mathematics	3
BUS115 - Small Business Finance	3
BUS201 - Principles of Organizational Leadership	3
BUS206 - Marketing	3
BUS210 - Business Ethics	3
MAN145 - Organizational Behavior	3
ECONC2002 - Principles of Macroeconomics	3
PSY145 - Human Relations	3

Recommended Sequences**Business Management****Semester 1 (Total 16-18)****Program Electives- Minimum of 6 units (Total 3)****Take one of the following**

BUS101 - Introduction to Business	3
BUS105 - Business Mathematics	3
BUS115 - Small Business Finance	3
BUS201 - Principles of Organizational Leadership	3
BUS206 - Marketing	3
BUS210 - Business Ethics	3
MAN145 - Organizational Behavior	3
ECONC2002 - Principles of Macroeconomics	3
PSY145 - Human Relations	3

Required Core Courses 26 units ACC101 - Principles of Accounting I 4

Required Core Courses 26 units (Total 3-4)**Take one of the following**

ACC101 - Principles of Accounting I	4
ACC102 - Principles of Accounting II	4
BUS135 - Business Law	3
BUS202 - Business Communication	3

ECONC2001 - Principles of Microeconomics	3
MAN105 - Principles of Management and Organizations	3
MAN106 - Personnel Management	3
MAN107 - Small Business Management	3

Program Electives- Minimum of 6 units (Total 3)

Take one of the following

BUS101 - Introduction to Business	3
BUS105 - Business Mathematics	3
BUS115 - Small Business Finance	3
BUS201 - Principles of Organizational Leadership	3
BUS206 - Marketing	3
BUS210 - Business Ethics	3
MAN145 - Organizational Behavior	3
ECONC2002 - Principles of Macroeconomics	3
PSY145 - Human Relations	3

Required Core Courses 26 units (Total 3-4)

Take one of the following

ACC101 - Principles of Accounting I	4
ACC102 - Principles of Accounting II	4
BUS135 - Business Law	3
BUS202 - Business Communication	3
ECONC2001 - Principles of Microeconomics	3
MAN105 - Principles of Management and Organizations	3
MAN106 - Personnel Management	3
MAN107 - Small Business Management	3

Semester 2 (Total 15-19)

Required Core Courses 26 units MAN107 - Small Business Management	3
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Required Core Courses 26 units (Total 3-4)

Take one of the following

ACC101 - Principles of Accounting I	4
ACC102 - Principles of Accounting II	4
BUS135 - Business Law	3
BUS202 - Business Communication	3
ECONC2001 - Principles of Microeconomics	3
MAN105 - Principles of Management and Organizations	3
MAN106 - Personnel Management	3
MAN107 - Small Business Management	3

Required Core Courses 26 units (Total 3-4)

Take one of the following

ACC101 - Principles of Accounting I	4
ACC102 - Principles of Accounting II	4
BUS135 - Business Law	3
BUS202 - Business Communication	3
ECONC2001 - Principles of Microeconomics	3

MAN105 - Principles of Management and Organizations	3
MAN106 - Personnel Management	3
MAN107 - Small Business Management	3
Required Core Courses 26 units (Total 3-4)	
Take one of the following	
ACC101 - Principles of Accounting I	4
ACC102 - Principles of Accounting II	4
BUS135 - Business Law	3
BUS202 - Business Communication	3
ECONC2001 - Principles of Microeconomics	3
MAN105 - Principles of Management and Organizations	3
MAN106 - Personnel Management	3
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Required Core Courses 26 units (Total 3-4)	
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ACC101 - Principles of Accounting I	4
ACC102 - Principles of Accounting II	4
BUS135 - Business Law	3
BUS202 - Business Communication	3
ECONC2001 - Principles of Microeconomics	3
MAN105 - Principles of Management and Organizations	3
MAN106 - Personnel Management	3
MAN107 - Small Business Management	3

Program Outcomes	
Business Management	
PSLO	Performance
1. Acquired fundamental understanding of the principles and practices of business management.	70

Program Narrative

Narrative Item 1. Program Goals and Objectives

The Business Management Certificate of Achievement provides students with the skills to compute, classify, and record numerical data to keep financial records complete, perform any combination of routine calculating, posting, and verifying duties to obtain primary financial data for use in maintaining accounting records. This Certificate also prepares students to provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings.

Students who have fulfilled the certificate requirements will be ready for a variety of positions, such as

- Administrative Aide
- Administrative Assistant
- Administrative Associate
- Administrative Coordinator
- Administrative Secretary
- Administrative Specialist
- Executive Administrative Assistant
- Executive Assistant
- Executive Secretary
- Office Assistant
- Account Clerk
- Accounting Assistant
- Accounting Associate
- Accounting Clerk
- Accounting Specialist
- Accounting Technician
- Accounts Payable Clerk
- Accounts Payable Specialist
- Accounts Payables Clerk
- Accounts Receivable Clerk

Narrative Item 2. Catalog Description

The Business Management program provides students with skills, knowledge and judgment requisite for business careers. Many positions in business and government service require general business training. Retail organizations, financial institutions, insurance agencies, and government are but a few of the employers offering opportunities to the person with general business training.

Program Learning Outcomes:

1. Acquired fundamental understanding of the principles and practices of business management.
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Narrative Item 3. Program Requirements

Certificate of Achievement, Business Management		Credits	Sequence
CORE PROGRAM REQUIREMENTS (18 units)			
♦ACC 101	Principles of Accounting I	4	Yr 1, Fall
♦ACC 102	Principles of Accounting II	4	Yr 1, Spring
BUS 135	Business Law	3	Yr 1, Spring
BUS 202	Business Communications	3	Yr 1, Fall
♦ECON C1001	Principles of Microeconomics	3	Yr 1, Fall
MAN 105	Principles of Management & Organizations	3	Yr 1, Spring
MAN 106	Personnel Management	3	Yr 1, Spring
♦MAN 107	Small Business Management	3	Yr 1, Spring
PROGRAM ELECTIVES (minimum of 6 units)			
BUS 101	Introduction to Business	3	Yr 1, Fall
BUS 206	Marketing	3	
BUS 105	Business Mathematics	3	
♦BUS 115	Small Business Finance	3	
♦BUS 201	Principles of Organizational Leadership	3	
BUS 210	Business Ethics	3	
♦ECON C1002	Principles of Macroeconomics	3	
MAN 145	Organizational Behavior	3	Yr 1, Fall
♦PSY 145	Human Relations	3	

Total Required Units: 32

Proposed Sequence:

Year 1, Fall = 16 units

Year 1, Spring= 16 units

TOTAL UNITS: 32 units

Narrative Item 4. Master Planning (Not needed for Certificates of Career Preparation)

The Business Management Certificate of Achievement was created to strengthen the mission of the college by responding to the steady increase demand of its local and regional markets. The institutional mission mirrors and is directly paralleled with meeting the needs of community-based organizations. The Business Management Certificate of Achievement is a roadmap of the college's vision to ensure that the design of the path meets local needs of our markets, communities and employers from both the private and public sector.

Narrative Item 5. Enrollment and Completer Projections (Not needed for Certificates of Career Preparation)

Annual completer rate will continue to have a steady growth rate. Enrollments will have a steady increase of completers through 2021. Subsequent years will show similar outcomes.

Narrative Item 6. Place of Program in Curriculum/Similar Programs (Not needed for Certificates of Career Preparation)

The level and scope of the institutional effort and high accomplishment rate will mirror other degrees and certificates, enabling the college to strengthen its rate of success. The certificate of achievement embodies characteristics of preparation for occupational preparedness. Essentially, region IX institutions also include marketing as a vital part of their certificate programs to prepare students for entry level management duties.

Narrative Item 7. Similar Programs at Other Colleges in Service Area (Not needed for Certificates of Career Preparation)

All of the colleges in the region offer a similar pathway to help mitigate growing projections that are set to grow 7 percent from 2018 to 2028, faster than the average for all occupations, adding about 591,800 new jobs. Region IX understand the vital role that marketing plays in management, it is for that same reason why Palo Verde College is aligning with the consortium to build consistency. The adjustment made to the certificate, will provide entry-level job seekers with marketable employment skills that will equip students with a basic understanding of the terminology and basic concepts/procedures used in management. With the growing trends and forecasts made, the discipline focuses on the needs of the industry of which includes employing skill sets needed to succeed in the markets. Generally speaking, the discipline will prepare students and mentor them with duties that include training new employees, marketing, managing a team or department, and reporting to more senior level management.

LMI and Analysis

The growing economy and a complex need of the workforce will provide students with needed skills sets to stay competitive in today's markets. In reference to the recommendations from the center of excellence for labor market research, colleges are encouraged to look at sources related to labor market to aggregate data to design programs or revise programs/certificates that meet the needs of its region. In short, the findings for this revision included but not limited to those items listed below:

- *Labor market conditions*
- *How this certificate aligns with the job market*
- *The number of available jobs and projected demand*
- *Projected supply of qualified workers*
- *Assessment of how well the program is preparing students for the workplace*

Overall, the business division is encouraged with adding the subject area in question to meet the demands of the occupation. According to the Labor Market analysis, general areas in management specifically in advertising, promotions, and marketing managers have a projected growth of 8 percent from 2018 to 2028, faster than the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market. Through the Internet, advertising campaigns can reach a target audience across many platforms. This greater reach can increase the scale of the campaigns that advertising and promotions managers oversee. With better advertising management software, advertising and promotions managers can control these campaigns more easily.

Advisory Committee Recommendations (Not needed for Certificates of Career Preparation)

Legacy approval 4/15/20

Regional Consortia Recommendations (Not needed for Certificates of Career Preparation)

1970- Legacy approval 1/11/2016