

The General Business program offers three options:

At Cabrillo College, you can earn an **Associate in Science** degree or **Certificate of Proficiency**, which are designed for direct employment, and an **Associate in Arts** degree designed for transfer to a four-year college or university. Students planning to transfer should follow the requirements and consult an advisor of the four-year institution that they are planning to attend.

The Associate in Science degree provides students with skills, knowledge and judgment requisite for business careers. This program has been developed with the assistance of the Santa Cruz County business community. 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.



Cabrillo College

Aptos • Scotts Valley • Watsonville

6500 Soquel Drive Aptos, CA 95003 831-479-6201



How To Enroll

STEP 1 You may apply online at www.cabrillo.edu. If you have any questions, contact the Cabrillo College Admissions & Records Office in Building

100 of the Aptos campus located on 6500 Soquel Drive, phone (831) 749-6201; or in Watsonville on 318 Union Street, phone (831) 786-4701

STEP 2 You will receive registration information in the mail including your time to begin registering.

Who May Enroll

Cabrillo College is open to anyone 18 years of age or older, or anyone with a high school diploma or proficiency certificate. High school students also may attend classes at Cabrillo on a limited basis with the permission of their high school principals.

Nondiscrimination Policy

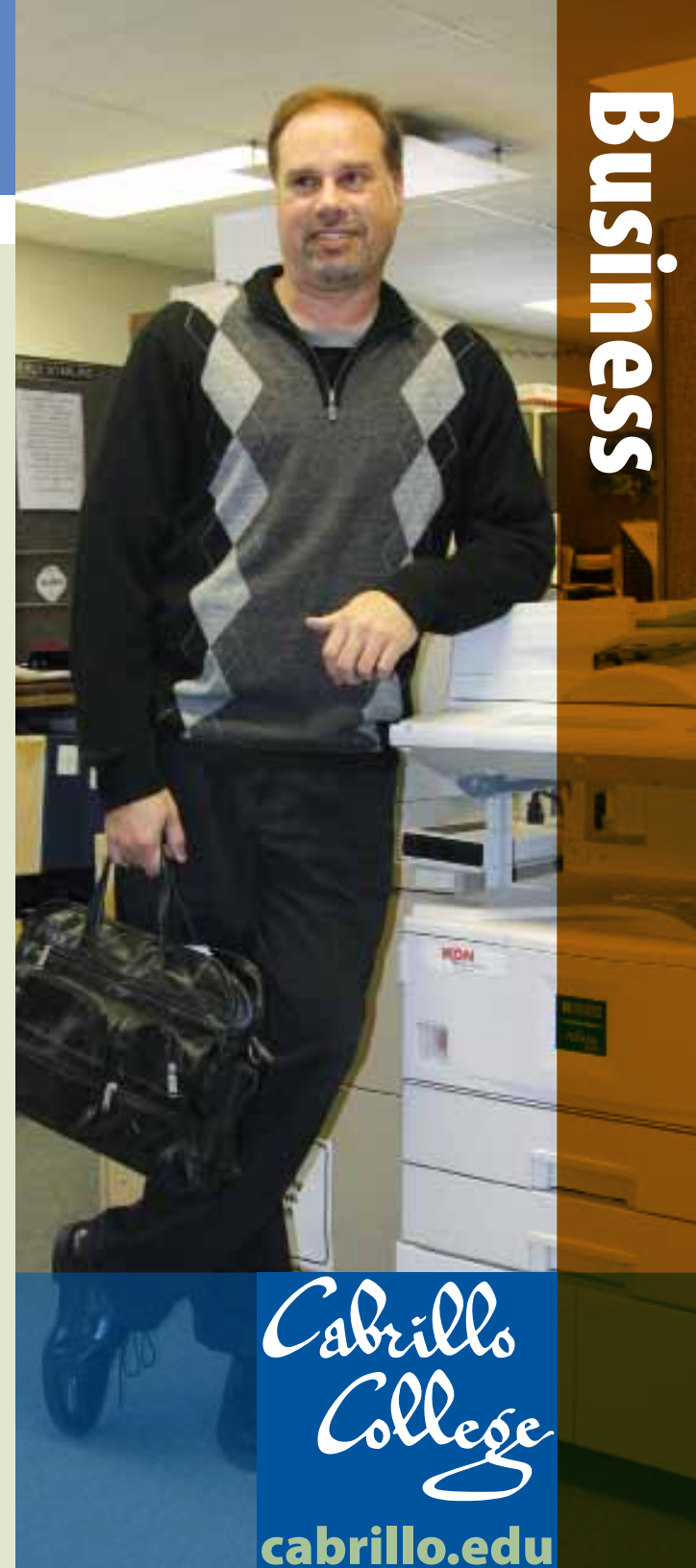
Cabrillo Community College does not discriminate on the basis of ethnic group identification, national origin, religion, age, sex, race, color, physical or mental disability, or sexual orientation in any of its policies, procedures, or practices. This nondiscrimination policy covers admission and access to, and treatment and employment in, the college's programs and activities, including vocational education programs. Limited English language skills will not be a barrier to admission to and participation in vocational education programs.

Plan De Acción No Discriminatoria

Cabrillo Community College no discrimina a base de identificación con grupos étnicos, nacionalidad de origen, religión, edad, sexo, raza, color, incapacidad mental o física ni orientación sexual en ninguna de sus reglamentaciones, procedimientos o prácticas. Este plan de acción no discriminatoria incluye la admisión y el acceso a los programas y actividades, y el tratamiento y el empleo en los mismos, incluyendo la educación vocacional. Tener limitadas destrezas en el idioma inglés no constituirá una barrera para ser admitido o participar en los programas de educación vocacional.

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Business

Cabrillo College

cabrillo.edu

Business



Student skills to be developed:



General understanding of management, finance, accounting, operations, sales and marketing, the legal environment, and effective communication, in a diverse,

global economic environment.

Associate degree careers include many positions with retailers, manufacturers, service companies, financial institutions, technology companies, and government agencies.

Transfer students going on for a bachelor's degree will be tomorrow's business leaders, prepared to own and operate small businesses, and to manage aspects of large organizations across the broad spectrum of the economy.

Skills you'll learn from business courses offered by the General Business Program

- Start and run a new small business
- Budget, buy and schedule local advertising
- Create an ecommerce site or start an online business
- Create simple relational database systems (for instance run a database for a video store)
- Word process and create business forms and communications templates
- Create web and PowerPoint communications
- Develop spreadsheets and financial analysis tools
- Raise capital
- Write a business plan
- Use a computer operating system and business application software (join the digital age)

Positions that are possible with a degree in business

- Owner-Operator
- Website developer and designer
- Business consultant
- Marketing positions
- Advertising agency or department jobs in media, copy writing, ad executive or marketing positions
- Business financial analysis and management

For more information

cabrillo.edu/academics/business

Tasks you'll learn by completing a two-year or four-year degree in business

- Manage cash flow
- Create ads
- Acquire and manage resources (human and financial and asset oriented)
- Create business documents
- Input and use database information
- Design, layout and ad scripts and produce ads
- Forecast business cash flows
- Forecast demand and expense projections
- Create a legal business entity
- Create contracts
- Negotiate leases
- Acquire a location
- Manage employees
- Respond to diverse market and market segments
- Develop successful business strategies.

