

BUSINESS

PROGRAM MISSION STATEMENT

The mission of St. Johns River State College's business programs is to produce graduates with the knowledge and skills essential for success in the workplace and to encourage the pursuit of lifelong learning and personal growth through our strong partnerships with local businesses and high quality, innovative, and effective instruction that meets the needs of the diverse communities we serve.

ST. JOHNS RIVER STATE COLLEGE

BUSINESS
ACCOUNTING TECHNOLOGY

ACCOUNTING TECHNOLOGY MANAGEMENT

ACCOUNTING TECHNOLOGY OPERATIONS

ACCOUNTING TECHNOLOGY SPECIALIST

APPLIED MANAGEMENT

BUSINESS ADMINISTRATION

BUSINESS MANAGEMENT

BUSINESS OPERATIONS

BUSINESS SPECIALIST

HUMAN RESOURCE ADMINISTRATOR

LOGISTICS AND TRANSPORTATION SPECIALIST

RISK MANAGEMENT AND INSURANCE
OPERATIONS

RISK MANAGEMENT AND INSURANCE
MANAGEMENT

DIGITAL MARKETING MANAGEMENT

ACCOUNTING TECHNOLOGY (0093)

ASSOCIATE IN SCIENCE DEGREE



This program provides a general background for students seeking employment as bookkeepers, accounting technicians, or in any financial field. The program will also enhance the knowledge and competencies of those presently or previously employed in this field.

The Accounting Technology A.S. Degree can be completed on campus or online. This degree articulates into the Bachelor of Applied Science in Organizational Management.

If you need additional information after seeing an advisor, please send an email to BCCInfo@SJRstate.edu.

GENERAL EDUCATION COURSES:

	ENC	1101	Composition I.....	3
+	ENC	1102	Composition II.....	3
	ECO	2013	Macroeconomics.....	3
+*			General Education Humanities.....	3
	MAC	1105	College Algebra.....	3

DEGREE SPECIFIC COURSES:

+	ACG	2021C	Principles of Financial Accounting.....	3
+	ACG	2071	Principles of Managerial Accounting.....	3
	BUL	1241	Business Law I.....	3
	CGS	1100	Microcomputer Applications Software.....	3
+	CGS	1515	Spreadsheet Concepts for Business.....	3
+	ACG	2450	Computer Accounting Applications.....	3
	ECO	2023	Microeconomics.....	3
	FIN	1100	Personal Finance.....	3
	GEB	1011	Introduction to Business.....	3
+	GEB	2214	Business Communications.....	3
+	GEB	2930	Special Topics Capstone.....	3
	MAN	2021	Principles of Management.....	3
	MAR	2011	Principles of Marketing.....	3
+	STA	2023	Elementary Statistics.....	3
	TAX	2002	Small Business and Individual Taxes.....	3

REQUIRED TOTAL CREDIT HOURS **60**

*Refer to A.A. degree general education requirements.
 +Prerequisite course required. See course descriptions in catalog.

PROGRAMS OF STUDY

BUSINESS

ACCOUNTING TECHNOLOGY MANAGEMENT (0401)

COLLEGE CREDIT CERTIFICATE

This program prepares students for employment as bookkeepers, accounting clerks, junior accountants, and assistant accountants. The program prepares individuals in the principles, procedures, and theories of organizing and maintaining business and financial records and the preparation of accompanying financial reports. In addition, this certificate provides supplemental training for persons previously or currently employed in the accounting field.

This program is an intermediate step toward an Associate in Science degree in Accounting Technology.

If you need additional information after seeing an advisor, please send an email to BCCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

+ ACG 2021C	Principles of Financial Accounting	3
+ ACG 2071	Principles of Managerial Accounting	3
CGS 1100	Microcomputer Applications Software	3
+ CGS 1515	Spreadsheet Concepts for Business	3
+ ACG 2450	Computer Accounting Applications	3
FIN 1100	Personal Finance	3
GEB 1011	Introduction to Business	3
+ GEB 2214	Business Communications	3
TAX 2002	Small Business and Individual Taxes	3

REQUIRED TOTAL CREDIT HOURS **27**

+Prerequisite course required. See course descriptions in catalog.



ACCOUNTING TECHNOLOGY OPERATIONS (0402)

COLLEGE CREDIT CERTIFICATE

This program is designed to prepare students for entry level employment in positions such as bookkeeping, accounting, auditing clerks and accounting paraprofessionals. It also provides supplemental training for persons previously or currently employed in these areas who need to upgrade their skills.

This program is an intermediate step toward an Associate in Science degree in Accounting Technology.

If you need additional information after seeing an advisor, please send an email to BCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

+	ACG	2021C	Principles of Financial Accounting	3
+	ACG	2071	Principles of Managerial Accounting	3
	CGS	1100	Microcomputer Applications Software.....	3
+	ACG	2450	Computer Accounting Applications	3
	GEB	1011	Introduction to Business.....	3
+	GEB	2214	Business Communications	3

REQUIRED TOTAL CREDIT HOURS **18**

+Prerequisite course required. See course descriptions in catalog.

ACCOUNTING TECHNOLOGY SPECIALIST (0403)

COLLEGE CREDIT CERTIFICATE

This program is designed to prepare students for entry level employment in positions such as billing clerks and accounting paraprofessionals. It also provides supplemental training for persons previously or currently employed in these areas who need to upgrade their skills. In addition, this certificate provides supplemental training for persons previously or currently employed in the accounting field.

This program is an intermediate step toward an Associate in Science degree in Accounting Technology.

If you need additional information after seeing an advisor, please send an email to BCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

+	ACG	2021C	Principles of Financial Accounting	3
	CGS	1100	Microcomputer Applications Software.....	3
	GEB	1011	Introduction to Business.....	3
+	GEB	2214	Business Communications	3

REQUIRED TOTAL CREDIT HOURS **12**

+Prerequisite course required. See course descriptions in catalog.



APPLIED MANAGEMENT (0204)

ASSOCIATE IN APPLIED SCIENCE DEGREE



This program is designed to provide opportunities for students who have experiential learning that they would like us to assess for college credit. This degree provides persons currently working in industry an opportunity to pursue college level education that is appropriate for management roles and upward mobility in their respective fields.

If you need additional information after seeing an advisor, please send an email to BCCInfo@sjrstate.edu.

GENERAL EDUCATION COURSES:

+ ENC	1101	Composition I.....	3	
+ ENC	1102	Composition II.....	3	
+*	_____	General Education Humanities.....	3	
	ECO	2013	Macroeconomics.....	3
+*	_____	_____	General Education Mathematics.....	3

PRIOR LEARNING ASSESSMENT

Please see our Prior Learning Assessment section to find out how you may receive credit for various types of prior learning you have received.

PROFESSIONAL ELECTIVES APPRENTICESHIP OPTION

Approved Apprenticeship Program 4+ Years.....	24
OR	
Approved Apprenticeship Program 3 Years.....	18
and Applied Management Electives (see below).....	6

PROFESSIONAL ELECTIVES-APPROVED TECHNICAL CENTER PROGRAMS OPTION

Articulated Credit Industrial Program (1500 or more training hours).....	24
OR	
Articulated Credit Industrial Program (900 to 1499 training hours).....	21
and Applied Management Elective (see below).....	3
OR	
Articulated Credit Industrial Program (600 to 899 training hours).....	18
and Applied Management Electives (see below).....	6

APPROVED APPLIED MANAGEMENT ELECTIVES

ACG	_____
BAN	_____
BUL	_____
ECO	_____
FIN	_____
GEB	_____
MAN	_____
MAR	_____
MNA	_____
RMI	_____
+ TAX	_____
TRA	_____

REQUIRED TOTAL CREDIT HOURS

60

+Prerequisite course required. See course descriptions in catalog.

* Refer to A.A. degree general education requirements.

Additional Applied Management Elective credit may be awarded for current industry certification based on the Florida Department of Education approved statewide Career and Technical Education articulation agreements. The complete list of approved agreements is located at <http://www.fldoe.org/academics/career-adult-edu/career-technical-edu-agreements/industry-certification.html>

Maximum of 24 credits allowed for prior learning. Please note that this degree does not articulate to our Bachelor of Applied Science degree.



BUSINESS ADMINISTRATION (0202) CONTINUED

ASSOCIATE IN SCIENCE DEGREE



BANKING SPECIALIZATION			9
BAN	1004	Principles of Banking/Credit Union Operations	3
BAN	2240	Consumer Lending	3
FIN	2231	Money, Banking, and International Finance	3
 MARKETING SPECIALIZATION			9
MKA	2021	Personal Selling.....	3
MKA	2102	Retail Merchandising	3
MKA	2511	Advertising	3
 SOCIAL MEDIA MARKETING SPECIALIZATION			9
MAR	2723	Social Media Implementation.....	3
CGS	2554	Introduction to Electronic Commerce	3
CGS	2871	Multimedia.....	3
 INSURANCE SPECIALIZATION			9
RMI	2212	Personal and Business Property Insurance.....	3
RMI	2110	Personal Insurance Planning	3
RMI	2662	Introduction to Risk Management and Insurance	3
 INTERNATIONAL BUSINESS SPECIALIZATION			9
FIN	2231	Money, Banking and International Finance	3
GEB	2350	Introduction to International Business	3
MAR	2141	International Marketing	3
 HUMAN RESOURCES SPECIALIZATION			9
MAN	2300	Introduction to Human Resource Management.....	3
MNA	2320	Human Resource Recruitment, Selection and Staffing.....	3
MNA	2325	Human Resource Compensation and Benefits	3
 BUSINESS ADMINISTRATION SPECIALIZATION			9
BAN	---	3-9
BUL	---	3-9
ECO	---	3-9
FIN	---	3-9
GEB	---	3-9
MAN	---	3-9
MAR	---	3-9
MKA	---	3-9
MNA	---	3-9
RMI	---	3-9
TRA	---	3-9
+	CGS 1515	Spreadsheet Concepts for Business.....	3

PROGRAMS OF STUDY

BUSINESS

+Prerequisite course required. See course descriptions in catalog.



BUSINESS MANAGEMENT (0426)

COLLEGE CREDIT CERTIFICATE



This program prepares students for the operation of a small business and to become small business owners/entrepreneurs. This program prepares individuals to become proficient in the planning, organizing, directing, and controlling of a business, including organizational and human aspects, with emphasis on various theories of management, the knowledge and understanding necessary for managing economic resources, and decision making. Emphasis is given to the ownership of small business enterprises.

This program will also enhance the knowledge and competencies of those presently employed.

This program is an intermediate step toward an Associate in Science degree in Business Administration.

If you need additional information after seeing an advisor, please send an email to BCCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

+ ACG	2021C	Principles of Financial Accounting	3
BUL	1241	Business Law I	3
CGS	1100	Microcomputer Applications Software	3
FIN	1100	Personal Finance	3
GEB	1011	Introduction to Business	3
+ GEB	2214	Business Communications	3
MAN	2021	Principles of Management	3
MAR	2011	Principles of Marketing	3

REQUIRED TOTAL CREDIT HOURS **24**

+Prerequisite course required. See course descriptions in catalog.



BUSINESS OPERATIONS (0427)

COLLEGE CREDIT CERTIFICATE



This program provides students with the skills and knowledge needed for employment in entry level supervisory positions, customer relations representative, events coordinator, and business office specialists. This program is also designed to provide supplemental training for persons previously or currently employed in these areas who need to upgrade their skills.

This program will also enhance the knowledge and competencies of those presently employed.

This program is an intermediate step toward the Associate in Science degree in Business Administration.

If you need additional information after seeing an advisor, please send an email to BCCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

+	ACG	2021C	Principles of Financial Accounting	3
	BUL	1241	Business Law I	3
	CGS	1100	Microcomputer Applications Software.....	3
	FIN	1100	Personal Finance	3
	GEB	1011	Introduction to Business.....	3
+	GEB	2214	Business Communications	3

REQUIRED TOTAL CREDIT HOURS **18**

+Prerequisite course required. See course descriptions in catalog.

PROGRAMS OF STUDY

BUSINESS



BUSINESS SPECIALIST (0428)

COLLEGE CREDIT CERTIFICATE



This program provides students with the skills and knowledge needed for employment in entry level positions such as office specialists, support services specialist and general business office support. This program is also designed to provide supplemental training for persons previously or currently employed in these areas who need to upgrade their skills.

This program will also enhance the knowledge and competencies of those presently employed.

This program is an intermediate step toward the Associate in Science degree in Business Administration.

If you need additional information after seeing an advisor, please send an email to BCCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

CGS 1100 Microcomputer Applications Software.....3

CHOOSE ONE OF THE FOLLOWING COURSES (3 CREDITS) IN ACCOUNTING OR FINANCE 3

+ ACG 2021C Principles of Financial Accounting3

+ ACG 2071 Principles of Managerial Accounting3

+ ACG 2450 Computer Accounting Applications3

CHOOSE ONE OF THE FOLLOWING COURSES (3 CREDITS) IN BUSINESS COMMUNICATIONS/WRITING 3

+ ENC 2210 Technical Writing and Professional Report Writing3

+ GEB 2214 Business Communications3

CHOOSE ONE OF THE FOLLOWING COURSES (3 CREDITS) FROM ANY OF THE SPECIALIZATIONS BELOW 3

BANKING SPECIALIZATION

ECO 2013 Principles of Macroeconomics.....3

ECO 2023 Principles of Microeconomics.....3

FIN 2231 Money, Banking, and International Finance3

FIN 1100 Personal Finance.....3

SALES/CUSTOMER SERVICE SPECIALIZATION

MAR 2011 Principles of Marketing.....3

MKA 2511 Advertising3

MKA 2021 Personal Selling.....3

MANAGEMENT SPECIALIZATION

MAN 2021 Principles of Management3

GEB 2350 Introduction to International Business3

MAN 2300 Introduction to Human Resource Management3

REQUIRED TOTAL CREDIT HOURS 12

+Prerequisite course required. See course descriptions in catalog.



DIGITAL MARKETING MANAGEMENT (0424)

COLLEGE CREDIT CERTIFICATE



This program provides students a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

This program is an intermediate step toward the Associate in Science degree in Business Administration.

If you need additional information after seeing an advisor, please send an email to BCCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

MAR	2011	Principles of Marketing.....	3
MAR	2723	Social Media Implementation.....	3
CGS	2871	Multimedia.....	3
CGS	2554	Introduction to Electronic Commerce	3

REQUIRED TOTAL CREDIT HOURS 12

PROGRAMS OF STUDY

BUSINESS



HUMAN RESOURCE ADMINISTRATOR (0429)

COLLEGE CREDIT CERTIFICATE



The purpose of this program is to prepare students for employment as human resources administrators, specialists and generalists, benefits administrators, training and development specialists, records management specialists, recruiting and staffing specialist and employee relations specialist or to provide supplemental training for persons previously or currently employed in the field. This certificate is upward compatible with the A.S. degree, Business Administration.

For additional information please call (386) 312-4183.

CERTIFICATE SPECIFIC COURSES:

+	ACG	2021C	Principles of Financial Accounting	3
+	GEB	2214	Business Communications	3
	MAN	2021	Principles of Management	3
	MAN	2300	Introduction to Human Resource Management	3
	MAR	2011	Principles of Marketing.....	3
	MNA	2320	Human Resource Recruitment & Staffing	3
	MNA	2325	Compensation & Benefit Administration	3

REQUIRED TOTAL CREDIT HOURS **21**

+Prerequisite course required. See course descriptions in catalog.



RISK MANAGEMENT AND INSURANCE OPERATIONS (0423)

COLLEGE CREDIT CERTIFICATE

This program provides students with the skills and knowledge needed for employment in entry level risk management and insurance positions. This program is also designed to provide supplemental training for persons previously or currently employed in these areas who need to upgrade their skills.

This program will also enhance the knowledge and competencies of those presently employed.

This program is an intermediate step toward the Associate in Science degree in Business Administration.

If you need additional information after seeing an advisor, please send an email to BCCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

BUL	1241	Business Law I	3	
FIN	1100	Personal Finance	3	
+	GEB	2214	Business Communications	3
MAR	2011	Principles of Marketing	3	
RMI	2110	Personal Insurance Planning	3	
RMI	2212	Personal and Business Property Insurance	3	

REQUIRED TOTAL CREDIT HOURS **18**

+Prerequisite course required. See course descriptions in catalog.

PROGRAMS OF STUDY

BUSINESS



RISK MANAGEMENT AND INSURANCE MANAGEMENT (0422)

COLLEGE CREDIT CERTIFICATE

This program provides students with the skills and knowledge needed for employment in entry level risk management and insurance positions. This program is also designed to provide supplemental training for persons previously or currently employed in these areas who need to upgrade their skills.

This program will also enhance the knowledge and competencies of those presently employed.

This program is an intermediate step toward an Associate in Science degree in Business Administration.

Completion of this certificate and a minimum 2-year degree automatically bestows without examination up to three Florida insurance licenses (4-40, 20-44, & 2-15) through the Division of Insurance Agent and Agency Services.

If you need additional information after seeing an advisor, please send an email to BCCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

	BUL	1241	Business Law I	3
	FIN	1100	Personal Finance	3
+	GEB	2214	Business Communications	3
	MAN	2021	Principles of Management	3
	MAR	2011	Principles of Marketing	3
	RMI	2110	Personal Insurance Planning	3
	RMI	2212	Personal and Business Property Insurance.....	3
	RMI	2662	Introduction to Risk Management	3

REQUIRED TOTAL CREDIT HOURS **24**

+Prerequisite course required. See course descriptions in catalog.



LOGISTICS AND TRANSPORTATION SPECIALIST (4225)

COLLEGE CREDIT CERTIFICATE

This 18 hour certificate is a college credit program that prepares students for entry level positions in the supply chain industry. Students will learn related business and accounting practices such as standard policies and operating procedures, negotiation techniques, planning, organizing, logistics concepts, purchasing and inventory control theory. Emphasis is placed on the development of business and managerial skills necessary for the efficient and effective performance of all operations within a company's supply chain.

The Logistics and Transportation Specialist CCC can be completed online only.

If you need additional information after seeing an advisor, please send an email to BCCInfo@SJRstate.edu.

CERTIFICATE SPECIFIC COURSES:

MAN	2043	Principles of Quality Management.....	3
MAN	2500	Operations Management	3
TRA	2010	Transportation and Distribution	3
TRA	2131	Purchasing and Inventory Management	3
TRA	2154	Introduction to Supply Chain Management.....	3
TRA	2230	Warehouse Management	3

REQUIRED TOTAL CREDIT HOURS **18**

PROGRAMS OF STUDY

BUSINESS

