

BUSINESS MARKETING FOUNDATIONS OF MARKETING SPECIALTY, OCCUPATIONAL CERTIFICATE



Program Information

The business environment is constantly changing; therefore, effective and efficient management requires learning and applying the latest techniques in management to advance your career and become a more valuable manager in the organization. As a graduate of the San Jacinto College Business Management program, you will be prepared to assume first-line supervisory positions in business organizations of every type. You will also be on a career track to higher levels of management as your experience grows in applying the concepts and techniques learned at San Jacinto College.

The San Jacinto College Business Management program:

- Helps students develop leadership and management skills by providing a basis in analysis and problem solving and an understanding of managing human behavior and resources; and
- Places an emphasis on planning, organizing, staffing, and leading through effective communication techniques for roles in purchasing, production control, and marketing.

Course topics may include:

- Marketing
- Management
- Leadership
- Purchasing
- Selling
- Human Relations
- Human Resources
- Problem Solving
- Decision-Making

Career Opportunities

Graduates of this program are prepared to assume first-line supervisory positions in business organizations of every type including:

- Retail
- Wholesale
- Manufacturing

- Materials management
- Distribution
- Governmental agencies
- Nonprofits

Earning Potential

Earning potential varies based on industry. This is just an example of one industry's earning potential.

First-Line Supervisor in Retail Sales median salary: \$47,840 per year¹

¹ Source: texaswages.com (<http://texaswages.com>), median salary Gulf Coast region, 2019

For more information, students may contact Central, 281-476-1841; North, 281-998-6150, x7765; and South, 281-929-4603.

Campuses

Central Campus
North Campus
South Campus

Information

Business Management is a two-year supervisory training program that combines classroom management theory with practical on-the-job training. The program leads to the Associate of Applied Science (AAS) in Business Management. The Business Management curriculum includes courses designed to provide a practical, comprehensive program covering certain managerial activities. The program is designed to meet the needs of people preparing for careers in business and industry such as retailing, wholesaling, industrial management, small business, and human resources. The Business Management program supports the theory that there is no substitute for world-of-work experience in the learning process. Management course work includes studies in basic principles of management, human relations, group dynamics, motivation of individuals and groups, leadership development, organization of work and people, study of supervisory functions, and many other management interests, including international business and trade.

A Contemporary Approach to Management Training

Concurrent with the business management courses, students in the supervision or the small business entrepreneur programs are required to take a practicum that coordinates job training with classroom theory. One of the requirements of the practicum course is that a student work a minimum of 20 hours per week at a training station approved by a business management coordinator. Designed as a development tool, the practicum requires that the business management coordinator, the employer, and the student agree on a tentative training outline or personal development plan that, according to specific guidelines, must improve, enhance, and demonstrate personal and professional managerial skills of the student at work.

Note: Students taking the BMGT 2382 Cooperative Education - Business Administration and Management, General course should be counseled by a business management coordinator or the Department Chair prior to registration. The BMGT 2382 Cooperative Education - Business Administration and Management, General course helps the student

receive practical training and experience compatible with his or her management career objectives.

Plan of Study

All Campuses

6BMGT-MRKG

First Term		Credits
BMGT 1301	Supervision	3
HRPO 1311	Human Relations	3
MRKG 1311	Principles of Marketing	3
MRKG 2333	Principles of Selling	3
MRKG 2312	E-Commerce Marketing	3
Credits		15
Total Credits		15

Capstone Experience: MRKG 2312 E-Commerce Marketing