

**2011-12 Santa Barbara City College
BA Concentration Preparation for Antioch University**



**Business Management & Leadership (MGT) Major Concentration
BA in Liberal Studies**

Student	First	Middle	Last	Student ID

There are several potential paths to this Major Concentration. Below is a list of pre-requisites from related departments at SBCC. Choose one set that best suits your needs based on your future goals.

	Accounting Pre-Requisites at SBCC (Units)	Planned	In Progress	Completed
	ACCT 110 Introduction to Accounting (4)			
	ACCT 130 Payroll Accounting (4)			
	ACCT 230 Financial Accounting (5)			
OR				
	Business Administration Pre-Requisites at SBCC (Units)	Planned	In Progress	Completed
	BUS 101 Introduction to Business (3)			
	MGMT 101 Introduction to Management (3)			
	ACCT 230 Financial Accounting (5)			
OR				
	Finance Pre-Requisites at SBCC (Units)	Planned	In Progress	Completed
	FIN 101 Introduction to Finance (3)			
	FIN 202 Managerial Finance (3)			
	ACCT 230 Financial Accounting (5)			
OR				
	Marketing Pre-Requisites at SBCC (Units)	Planned	In Progress	Completed
	MKT 101 Introduction to Marketing (3)			
	MKT 203 Marketing Communications (3)			
	Choice: MKT 209 International Marketing (3) or MKT 135/JOUR 135 Public Relations (3)			

Because Antioch University Santa Barbara offers a B.A. degree-completion program, we only offer upper-division, university-level courses. As a result, lower-division community college courses count as pre-requisites for AUSB courses.

All students are expected to complete the pre-requisites for the Major Concentration **prior** to enrolling at AUSB or via **concurrent enrollment** before end of second quarter at AUSB.

A maximum of 57 quarter (38 semester) units may be accepted in transfer for any one department. Of this, a maximum of 30 quarter (20 semester) units can be applied to a Major Concentration.



2011-12 Major Concentration in Business Management & Leadership (MGT) Bachelor of Arts Degree in Liberal Studies

This major concentration prepares students for management or leadership roles within an established business or organization. The Business Management & Leadership concentration is designed to provide students with a broad, yet practical understanding of the complex global social, political, and ethical issues involved in business management. Designed to develop critical thinking and creative problem solving skills from an interdisciplinary perspective, students study ethical and social values as they address a wide range of practical management issues. AUSB's concentration assists students in developing the knowledge necessary to critique economic, business, and other organizational activity, as well as to develop ideas to extend decision-making options within the profession. This concentration is ideal for people who seek to hold leadership or management positions in corporate, public, government, or nonprofit organizations.

Curriculum

This major concentration is built upon the foundation of a core of traditional business courses in management, ethics, human resources, budgets and finance, marketing and organizational culture. This focus is enhanced for the modern era with studies in global economics and sustainable business strategies. Courses from other disciplines, such as studies of communication and media, psychology, and multiculturalism, are used to enrich the concentration. Students are encouraged to use independent studies and internships to focus the major in areas of specific interest regarding personal and professional goals.

In addition to the degree requirements, students pursuing any concentration must complete a minimum of 30 and a maximum of 60-quarter units with at least 24 upper-division units completed at AUSB. All courses at AUSB are upper-division and students pursuing this concentration must complete the lower-division pre-requisite courses prior to their second quarter. Students are strongly encouraged to complete several of the following courses (chosen in consultation with an Academic Advisor):

- Principles of Management
- Human Resources & Legal Issues
- Management Information Systems
- Organizational Strategy & Culture
- Business Finance
- Business Ethics & Social Responsibility
- Strategic Marketing
- Leadership & Project Management
- Sustainable Business Practices
- Global Economics
- E-Business and E-Commerce

Students may choose from the following related courses to complete their curriculum: Public Policy, History of Globalization, Social Media, Public Speaking, Group Dynamics, and Conflict Management to name a few.

Internships

Internships that provide hands-on experience in management and non-profit leadership may be designed in a variety of settings. Antioch encourages students to design their own internships. For example, students can earn credit for such activities in their workplace as designing a training program, implementing new management information systems, or researching alternative means for marketing a new product or service.