

Standards for Success

A commitment to excellence in the mastery of business skills and technology is the formula used at Clark College to prepare students for career success today and in the future.

Through close association with business representatives in the community, Clark College faculty have developed a curriculum based upon the knowledge, job skills, and professional attitudes needed to meet the challenge of the workplace.

The goals for those studying business at Clark College may include:

- Acquiring immediate skills to enter the job market
- Increasing earning potential
- Expanding career options
- Personal growth
- Transferring to a four-year degree college or university



College Abilities

Clark College has identified six college-wide abilities that help students apply what they learn. The core abilities are taught across the curriculum and students continually practice and improve their skills in the six areas.

Communication

The ability to understand and deliver written, spoken and visual communication clearly and accurately.

Critical Thinking/Problem Solving

The ability to formulate, evaluate and synthesize facts, data, ideas, assumptions, values and points of view.

Effective Citizenship

The ability to identify community issues; evaluate and respect various opinions and values; and articulate one's own perspective.

Global/Multicultural Perspectives

The ability to identify, analyze and demonstrate how culture shapes world perceptions, values and behaviors.

Lifelong Learning

The ability to set and revise goals, access resources and assume responsibility for one's own learning.

Information/Technology

The ability to identify resources; retrieve and manage data; interpret, evaluate and use information; and adapt to changing technologies.

Clark College does not discriminate on the basis of race, color, national origin, sex, disability, age, religion, sexual orientation, gender identity, gender expression, creed, disabled veteran status, marital status or Vietnam-era veteran status in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies:

Director for Equity and Diversity
 Baird Administration Building
 (360) 992-2355
 (360) 992-2835 (TTY)

Business Administration

Small Business Management Customer Service



- Certificate of Proficiency in Small Business Management
- *Three-quarter program*
- Certificate of Achievement in Customer Service
- *Two-quarter program*



Small Business Management Customer Service

The Business Administration program teaches individuals how to maintain a competitive edge in business today through theory and practical application.

Students must complete all specifically listed courses and major area requirements with a minimum grade of "C" or better in order to successfully complete the program and earn the award.



Small Business Management

Certificate of Proficiency

Sound business skills are a major contributor to the success of a small business. Most small businesses fail because of poor management, not poor product ideas. This program is designed to provide current and prospective small business owners with a basic foundation in business management. Coursework includes accounting, business law, and marketing. Upon completion, students will be prepared to take on the challenge of owning or managing a small business or franchise.

Major Area Requirements

First Quarter

BTEC	087	Applied Office English	3 credits	
	or	107	Business English	5 credits
BTEC	100	Keyboarding or Elective	0-3 credits	
BUS	028	Basic Accounting Procedures	3 credits	
BUS	115	Small Business Management	3 credits	
BUS	133	Feasibility Plan	1 credit	
BUS	251	Professional Selling	3 credits	

Second Quarter

BUS	029	Basic Accounting Procedures	3 credits
BUS	132	Human Resource Management for the Small Business	1 credit
CMST	201	Small Group Communication	5 credits
MATH	065	Fundamentals of Business Math	5 credits
MGMT	107	Supervisory Communication I, Written	3 credits

Third Quarter

BTEC	150	Computer Business Applications	5 credits
BUS	036	Accounting Applications	3 credits
BUS	135	Business Plan	3 credits
BUS	224	Business Law	5 credits
BUS	260	Principles of Marketing	5 credits
MGMT	101	Principles of Management	3 credits

Total Credits Required 54-59 credits
(including General Education Requirements)

Refer to the Degree & Certificate Requirements section in the Clark College Catalog to identify the courses needed to satisfy the General Education Requirements.

Customer Service

Certificate of Achievement

This program provides students with basic customer service skills to help them:

1. Develop a positive internal and external organizational/institutional customer climate;
2. Develop a long-term customer service strategy to build a strong base for the profit and/or not-for-profit sectors; and
3. Understand the entry-level jobs in the customer service field within a short completion time.

Major Area Requirements

First Quarter

BTEC	087	Applied Office English	3 credits
BUS	101	Introduction to Business	5 credits
	or		
ECON	110	Intro to the Global Economy	5 credits
	or		
MGMT	100	The Business Environment	5 credits
BUS	110	Customer Service	3 credits
HDEV	117	College Success	3 credits
HDEV	186	Stress Management	1 credit

Second Quarter

BTEC	135	10-Key Calculator	1 credit
BTEC	150	Computer Business Applications	5 credits
BTEC	170	Excel for Business	5 credits
BUS	251	Professional Selling	3 credits
CMST	211	Interpersonal Communication	5 credits

Total Credits Required 34 credits

www.clark.edu

For more information, see the Clark College Catalog or contact the General Advising Office at (360) 992-2345
Clark College ■ 1800 E. McLoughlin Blvd. ■ Vancouver, WA 98663-3598 ■ (360) 992-2000