

Business

Career Information Session



Spotlight on:

Business

Insurance

Marketing

Business Basics (Noncredit)

Bicycle Maintenance (Noncredit)

Business



Degrees and Certificates

Degrees and Certificates

Associate in Science for Transfer - Business Administration

Associate of Science Degree - Business

Associate of Science Degree - Management/Leadership

Certificate of Achievement - Management/Leadership

Department Certificate - Business Management

Many colleges/universities offer bachelor's degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has agreements with UC and CSU campuses, as well as several private and out-of-state institutions.



Academic Planning

For information on this program, assistance creating your educational plan, or exploring transfer preparation visit the SMC Counseling Center at:

- <http://smc.edu/student-support/academic-support/counseling/contact.php>

Once on the web page, you can make an appointment or see a counselor on a drop-in basis by clicking on:

- The General Counseling & Transfer Services link or;
- The link to any special programs that you are a member of



Potential Career Options

Job Title	Typical Education	Median Wage
General Management	Bachelor's Degree	\$111,114
Sales Manager	Bachelor's Degree	\$106,015
Marketing Manager	Bachelor's Degree	\$158,290
Human Resources Manager	Bachelor's Degree	\$135,090
Management Analyst	Bachelor's Degree	\$82,571
Accountants	Bachelor's Degree	\$71,856

For additional career ideas and current salary information, we encourage you reach out to an SMC Career Counselor at the Career Services Center. They can be reached at (310) 434-4337.



Program Highlights

- **Shark Tank Entrepreneurs**
“Shark Tank” entrepreneurs take part in an informative Q&A session moderated by Rey Ybarra, a multifaceted mediapreneur and author/producer of the multimedia book *Conversations with Shark Tank Winners*, which features powerful written, audio, and video stories with 14 entrepreneurs from the hit TV show “Shark Tank.” Sponsored by the SMC Associates and SMC Business Department. Part of SMC’s ongoing Business & Entrepreneurship Series. For additional information, visit <http://smc.edu/lectures>.

“Shark Tank” Entrepreneurs Share How They Started and Run Their Businesses

Thu, October 24 | 11:15 a.m. | Free
SSC Orientation Hall (S183)

SANTA
MONICA
COLLEGE



Program Highlights

- **Cool Careers Speaker Series**

Every November our department participate in the SMC Cool Career Program. Over 100+ industry professionals from a myriad of career fields share a wealth of knowledge, relevant skill sets and vital career information that will help SMC students learn how to succeed in any industry.

In the past we have hosted employers such as:

- Wells Fargo Wealth Management
- Los Angeles International Airport
- Fox Television
- Paul Hastings
- and More

For additional information, contact Career Services in late October: <http://smc.edu/careercenter>.



Program Highlights

- **SMC Accounting Diversity Conference**
Santa Monica College Business Department

Speakers From:

- Ernst & Young, Deloitte & Touche,
- LA Rams Controller, East West Bank,
- LA Dodgers, Accenture, KPMG and More



For additional information on this event and other events sponsored by the SMC Business Department, visit <http://.smc.edu/academics/academic-departments/business/events.php>.



Student Clubs

- **Student Clubs** <http://www.smc.edu/icc>
See the clubs available at Santa Monica College and/or learn how to start your own club!
 - **SMC Accounting Society**
 - **Rotaract Business Club**
 - **Economics Club**
 - **Entrepreneurship Club**
 - **Phi Theta Kappa - PTK**



Campus Resources

- **Business**
 - **Website:** <http://smc.edu/business>
- **Career Services**
 - **Website:** <http://smc.edu/careercenter>
 - **Contact Information:**
Phone: 310.434.4337

Insurance



Degrees and Certificates

Degrees and Certificates

Associate of Science Degree - Insurance Professional

Certificate of Achievement - Insurance Professional

Certificate of Achievement - Insurance Specialist

Many colleges/universities offer bachelor's degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has agreements with UC and CSU campuses, as well as several private and out-of-state institutions.



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Potential Career Options

Job Title	Typical Education	Median Wage
Claims Examiner	Bachelor's Degree	\$69,431
Insurance Adjusters, Examiners & Investigators	Bachelor's Degree	\$69,431
Financial Advisor	Bachelor's Degree	\$93,669
Insurance Sales Agents	Bachelor's Degree	\$51,883
Customer Service Representative	High School or more	\$35,863
Insurance Claims Clerk	High School or more	\$41,256

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Campus Resources

- **Insurance**
 - **Website:** <http://smc.edu/insurance>
- **Career Services**
 - **Website:** <http://smc.edu/careercenter>
 - **Contact Information:**
Phone: 310.434.4337

Marketing



Degrees and Certificates

Degrees and Certificates

Associate of Science Degree - Sales & Promotion

Certificate of Achievement - Sales & Promotion

Certificate of Achievement - Marketing

Department Certificate - Sales & Promotion

Department Certificate - Business Marketing

Many colleges/universities offer bachelor's degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has agreements with UC and CSU campuses, as well as several private and out-of-state institutions.



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Potential Career Options

Job Title	Typical Education	Median Wage
Advertising & Promotion Managers	Bachelor's Degree	\$99,899
Marketing Managers	Bachelor's Degree	\$135,470
Sales Managers	Bachelor's Degree	\$106,015
Meeting and Event Planners	Bachelor's Degree	\$46,635
Fundraisers	Bachelor's Degree	\$69,540
Market Research Analysts	Bachelor's Degree	\$62,205
Public Relations Specialists	Bachelor's Degree	\$62,713

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Program Highlights

- **Key Marketing Courses:**
 - BUS 22: Introduction to Advertising
 - BUS 23: Principles of Selling
 - BUS 26: Marketing Research and Consumer Behavior
 - BUS 28: Marketing Promotion
 - BUS 29: Public Relations and Publicity
 - BUS 32: Business Communications
 - BUS 34: Introduction to Social Media Marketing
 - BUS 35: Customer Relationship Management
 - BUS 52: International Marketing
 - BUS 59: Design for Delight for the Entrepreneur
 - BUS 60: Design Thinking for the Entrepreneur



Remember to meet with an academic counselor to complete your educational plan.

<http://smc.edu/student-support/academic-support/transfer-center/areas-of-study/associate-degrees-certificates/associate-degrees/business.php>



Campus Resources

- **Marketing**
 - **Website:** <http://smc.edu/academics/areas-of-interest/business/marketing.php>
- **Career Services**
 - **Website:** <http://smc.edu/careercenter>
 - **Contact Information:**
Phone: 310.434.4337

Skill Builders (Noncredit)



Degrees and Certificates

Degrees and Certificates

Business - Noncredit - Introduction to Business Basic

Business - Noncredit - Introduction to Business Mindset

Business - Noncredit - Customer Service Level 1

Business - Noncredit - Customer Service Level 2

For more information on these noncredit programs and eligibility requirements, visit <http://smc.edu/academics/community-learning/esl/noncredit/index.php>



Academic Planning

For information on the program, assistance creating your educational plan, or exploring options make an appointment with a Noncredit Counselor:

- <http://smc.edu/student-support/academic-support/counseling/contact.php>

There are different counselors and programs available to serve all needs. Once on the web page, to schedule an appointment, select the Noncredit Program Counseling button.



Potential Career Options

Job Title	Typical Education	Median Wage
Customer Service Representative	A High School Diploma or less	\$27,012
Office Clerk	A High School Diploma or less	\$25,550
Receptionists	High School Diploma or More	\$29,545



Program Highlight

- **BUSINESS 36A: Customer Service in the Digital Age (Salesforce)**

The world of customer service is constantly evolving. This course highlights the key strategies, principles, attitudes, and techniques needed to provide excellent customer service in today's business environment. Customers are digital and on the move and expect the same from their interactions with companies. As customer behavior changes, so do their expectations of the type of interaction that is appropriate to address their concerns. Considerations for omni-channel customer service, the impact on call centers, and the art of customer service will be examined.



Campus Resources

- **Skill Builders (Noncredit)**
<http://smc.edu/academics/areas-of-interest/business/noncredit.php>
- **Non-Credit Counseling Department**
<http://smc.edu/academics/noncredit/counseling-support-services.php>

Bicycle Maintenance (Noncredit)



Degrees and Certificates

Degrees and Certificates

Bicycle Maintenance, Level 1 - Noncredit - Fix a Bike

Bicycle Maintenance, Level 2 - Noncredit - Bike Workshop Manager

For more information on these noncredit programs and eligibility requirements, visit <http://smc.edu/academics/community-learning/esl/noncredit/index.php>



Academic Planning

For information on the program, assistance creating your educational plan, or exploring options make an appointment with a Noncredit Counselor:

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There are different counselors and programs available to serve all needs. Once on the web page, to schedule an appointment, select the Noncredit Program Counseling button.



Potential Career Options

Job Title	Typical Education	Median Wage
Bicycle Mechanic	A High School Diploma or less	\$30,640
Bicycle Shop Manager	A High School Diploma or less	\$50,014



Campus Resources

- **Bicycle Maintenance (Noncredit)**
<http://smc.edu/academics/areas-of-interest/business/noncredit.php>
- **Non-Credit Counseling Department**
<http://smc.edu/academics/noncredit/counseling-support-services.php>

Don't forget to explore the additional videos about Programs and Careers in Business:

- Entrepreneurship
- Global Trade and Logistics
- Accounting
- Fashion Merchandising
- Business Worker: Computer Information Systems
- Data Entry and Legal Worker: Office Technology