



VISTA COLLEGE ONLINE CAMPUS

YOUR PATH TO A BETTER LIFE STARTS WITH ONLINE CAREER TRAINING AT HOME

BUSINESS ADMINISTRATION AND LEADERSHIP ONLINE DIPLOMA

Vista College's evidence-based Diploma in Business Administration and Leadership is designed to provide students with a comprehensive platform from which to build a career in service, retail, and other general business sectors. It covers four fundamental disciplines: leadership, marketing, strategy and finance. Each course provides students with management and leadership skills to apply in the real world for maximum impact. Throughout the program, students can demonstrate their mastery of topics by earning digital competency badges in management, communication, and leadership through individual assessments and application projects. Upon completion of the program, a diploma is awarded.

COURSE DETAILS

COURSE NO.	COURSE TITLE	THEORY HRS.	LAB HRS.	QUARTER CREDIT HRS.
ACNT 1453-O	Accounting	45	0	4.5
BMGT 1452-O	Management	45	0	4.5
BMGT 1453-O	Leadership Principles	45	0	4.5
BMGT 1454-O	Small Business Management	45	0	4.5
BUSI 1451-O	Business Math	30	30	4.5
COMM 1451-O	Oral Communication	45	0	4.5
HRPO 1450-O	Human Resources Management	45	0	4.5
MRKG 1450-O	Marketing Principles	45	0	4.5
POFI 1450-O	Computer Applications	30	30	4.5
POFT 1450-O	Professional Strategies	45	0	4.5
POFT 1451-O	Business Communication	45	0	4.5
POFT 4451-O	Career Strategies	45	0	4.5
TOTAL		510	60	54.0

TOTAL CLOCK HOURS: 570

ESTIMATED COMPLETION TIME: 60 weeks



COURSE DESCRIPTIONS

ACNT 1453-O ACCOUNTING

CONTACT HOURS: THEORY – 45 LAB – 0 (45 HOURS)

TOTAL QUARTER CREDIT HOURS: 4.5

PREREQUISITES: NONE

This course exposes students to a general manager's point of view of accounting practices such as bookkeeping, debit and credit practice, ledgers, working papers, adjusting and closing entries, income statement, balance sheets, and statement of owner's equity, cash, payroll, special journals, merchandising firms. Students will learn how to read and work with a profit & loss statement.

BMGT 1452-O MANAGEMENT

CONTACT HOURS: THEORY – 45 LAB – 0 (45 HOURS)

TOTAL QUARTER CREDIT HOURS: 4.5

PREREQUISITE: NONE

This course examines the roles, goals, and functions of management. Topics include organization and planning, decision making, staffing, strategy, and the difference between management and leadership. Mastery of course outcomes will be demonstrated through the completion of an application project.

BMGT 1453-O LEADERSHIP PRINCIPLES

CONTACT HOURS: THEORY – 45 LAB – 0 (45 HOURS)

TOTAL QUARTER CREDIT HOURS: 4.5

PREREQUISITE: NONE

Students examine individual, group and organizational behavior as it affects performance and productivity in the workplace. The course explores issues such as diversity, leadership, teamwork, motivation, employee development, ethics, decision making and problem solving toward the goal of improving interpersonal effectiveness on the job. Mastery of course outcomes will be demonstrated through the completion of an application project.

BMGT 1454-O SMALL BUSINESS MANAGEMENT

CONTACT HOURS: THEORY – 45 LAB – 0 (45 HOURS)

TOTAL QUARTER CREDIT HOURS: 4.5

PREREQUISITES: NONE

Students are exposed to practical information such as site selection, managing personnel, merchandising, buying, pricing, financial management, store security, and information systems. Students will be able to describe the skills required to manage a small business and will solve common small business challenges. Students will utilize the principles of market research and other tools learned to analyze opportunities and consumers' responses.

BUSI 1451-O BUSINESS MATH**CONTACT HOURS: THEORY - 30 LAB - 30 (60 HOURS)****TOTAL QUARTER CREDIT HOURS: 4.5****PREREQUISITES: NONE**

Students are exposed to basic math and statistical problems encountered in business situations. Students in this course will solve business problems using algebraic formulas, and demonstrate their ability to read, write, round off, add, subtract, multiply, and divide whole decimals. Students will compute simple interest, monthly payments, and compute wages based on hours worked. Participants learn how to calculate discounts, basic statistics such as mean and mode, and construct basic graphs including a histogram, trend chart, and pie chart.

COMM 1451-O ORAL COMMUNICATION**CONTACT HOURS: THEORY - 45 LAB - 0 (45 HOURS)****TOTAL QUARTER CREDIT HOURS: 4.5****PREREQUISITES: NONE**

In this course, students learn the process of transferring oral and non-verbal meanings and the techniques that help to remove communication barriers. Emphasis is given on how to effectively delegate work assignments, plan, problem solve, conference, counsel employees, and make oral presentations. Mastery of course outcomes will be demonstrated through the completion of an oral presentation.

HRPO 1450-O HUMAN RESOURCES MANAGEMENT**CONTACT HOURS: THEORY - 45 LAB - 0 (45 HOURS)****TOTAL QUARTER CREDIT HOURS: 4.5****PREREQUISITE: NONE**

Students are introduced to the management of human resources as well as the impact of human resource activities and accountability to the organization. Human resource strategies, social and organizational realities, legal implications affecting people at work, union/non-union practices, comparable work, employee compensations, benefits, and employee rights are discussed and described.

MRKG 1450-O MARKETING PRINCIPLES**CONTACT HOURS: THEORY - 45 LAB - 0 (45 HOURS)****TOTAL QUARTER CREDIT HOURS: 4.5****PREREQUISITE: NONE**

Students in this course study the interacting business activities designed to plan, price, promote, and distribute want-satisfying products and services to present and potential customers. Students study the process through which organizations analyze, plan, implement, and control programs to develop and maintain beneficial exchanges with target buyers. Pricing strategies, place and promotion tactics, and the importance of product creation to meet customer needs are explored.

POFI 1450-O COMPUTER APPLICATIONS

CONTACT HOURS: THEORY – 30 LAB – 30 (60 HOURS)

TOTAL QUARTER CREDIT HOURS: 4.5

PREREQUISITES: NONE

This introductory course exposes students to software applications commonly used in a business environment. Using word processing software, students will create and format documents including inserting graphics and mail merging. Using spreadsheet software, students will create spreadsheets with basic formulas and functions and prepare charts to display the spreadsheet data. Using presentation software, students will create basic presentations. Students will also exchange data between programs.

POFT 1450-O PROFESSIONAL STRATEGIES

CONTACT HOURS: THEORY – 45 LAB – 0 (45 HOURS)

TOTAL QUARTER CREDIT HOURS: 4.5

PREREQUISITE: NONE

This course focuses on the skills required to be successful in college and in a career. Emphasis is placed on time management, goal setting, and research techniques.

POFT 1451-O BUSINESS COMMUNICATION

CONTACT HOURS: THEORY – 45 LAB – 0 (45 HOURS)

TOTAL QUARTER CREDIT HOURS: 4.5

PREREQUISITES: NONE

Students in this course will analyze realistic business situations and select an appropriate letter-writing approach to bring about a desired outcome. Students will explore and write effective routine letters and memos, such as inquiry and request, claim, orders, and acknowledgements. Students will identify strategies for writing persuasive credit, collection, and sales letters that use emotional appeals, and compose a series of employment-related letters, such inquiry, application, and request for references.

POFT 4451-O CAREER STRATEGIES

CONTACT HOURS: THEORY – 45 LAB – 0 (45 HOURS)

TOTAL QUARTER CREDIT HOURS: 4.5

PREREQUISITES: NONE

This course focuses on career planning and the job search. Emphasis is placed on writing effective resumes, sources of job leads, techniques for successful interviewing, and the follow-up process in a career search.