

BUSINESS SPECIALIST, COLLEGE CREDIT CERTIFICATE

3. Analyze competitive markets and develop new market pricing strategies
 - *Supports Core Ability: Think Critically and Solve Problems*

Program Code: BSCC

Meta-Major: BUSN

Location(s): Cocoa, Melbourne, Palm Bay, Titusville, Online

Delivery Method(s): On-Campus, Hybrid, Online

Previous Degree Required: HS Diploma

Eligible for Financial Aid: No

Additional Limited Access Application Process Required: No

Program Testing Requirements:

Classification of Instructional Programs (CIP) Code: 52.0201

Florida Department of Education CIP Code: 0552020103

This certificate is part of the [Business Administration A.S.](#) degree program.

The certificate program is designed to prepare students for entry-level employment in the field of International Business Administration and Management.

This program offers a brief sequence of courses that provide relevant technical knowledge and skills needed to prepare the student for further education and careers in the competitive global marketplace. Emphases are on:

- international marketing
- global distribution
- social and cultural business practices
- international law
- competing global economic models

This College Credit Certificate course sequence contributes to the student's overall academic knowledge, technical proficiency, decision-making skills, and problem-solving abilities for success in a challenging global business environment. [Visit the program page for more details and how to apply.](#)

Certificate Requirements

Code	Title	Credit Hours
Major Courses		
BUL 2241	Business Law 1	3
GEB 2350	Principles of International Business	3
MAN 2021	Business Management Principles	3
MAR 2011	Marketing Principles	3
Total Credit Hours		12

Learning Outcomes: Business Specialist CCC

1. Evaluate and analyze criminal law applications including business and white-collar crime
 - *Supports Core Ability: Think Critically and Solve Problems*
2. Evaluate organizational communications including internal and external communication methods and best practices
 - *Supports Core Ability: Communicate Effectively*