

The Business Pathway

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The Business Pathway



The Business Pathway is designed to help students develop the skills they need to succeed in a variety of business careers. There are a variety of majors to make you employable and/or to transfer to a university. We also offer noncredit certificates for small business development and entrepreneurs.

Certificates and Degrees

27 total degrees and certificate programs

2 AST's

3 Associate Degrees

7 for credit certificates

15 non-credit certificates



Non-Credit Certificates

QuickBooks Basics for Small Business

Basic Internet Skills

Basic Office Skills

Basic Office Software Skills

Beginning Computer Skills

Customer Relations

Digital Marketing for Small Business

Powerful Presentation

Recruiting and Managing Employees

Sales Techniques

Entrepreneurship

Small Business Development

Small Business Execution

Small Business Funding

Warehousing

For Credit Certificates:

Bookkeeping (COA)

General Business (JSC)

Office Assistant (COA)

Office Assistant (JSC)

Business Management (COA)

Strategic Management (COA)

Logistics Management (COA)

Coming soon: Human Resource Management
Associate of Arts Degree



Degree Programs:

Accounting Associate of Arts

Business Administration 2.0 Associate in Science for Transfer

Administrative Office Assistant Associate of Arts

Logistics Management Associate of Science

Economics Associate of Arts Degree for Transfer

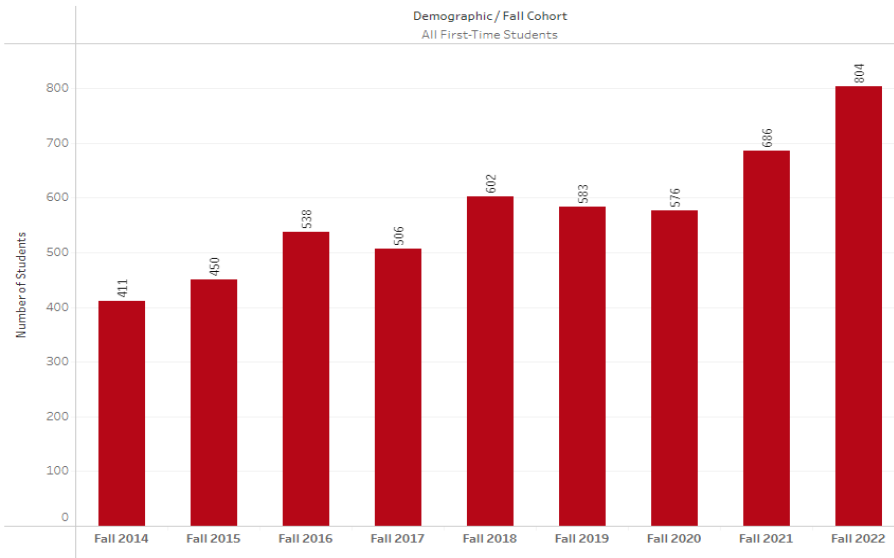
Coming soon: Human Resource Management
Associate of Arts Degree



Business Pathway students make up 11.5% of the total first-time students

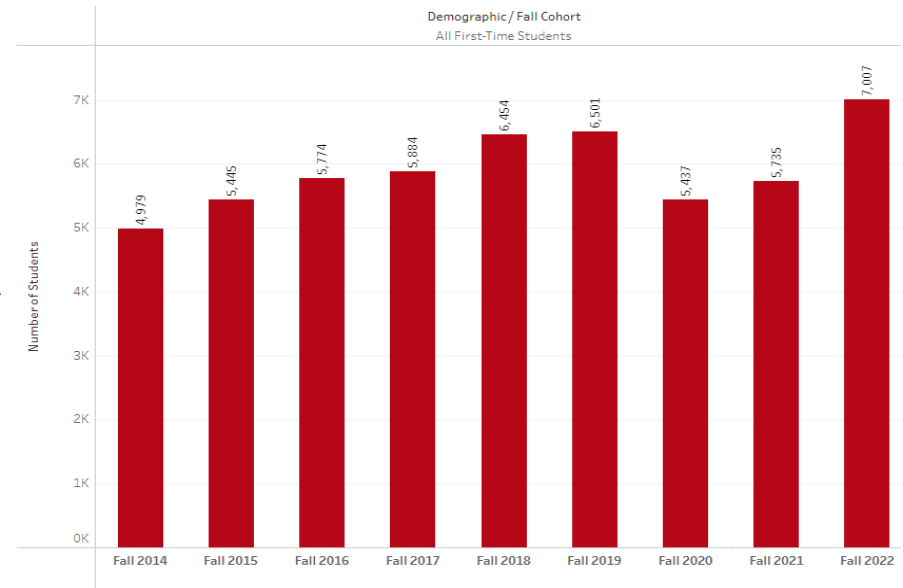
Business Pathway (804)

First-Time Student Headcount by All First-Time Students

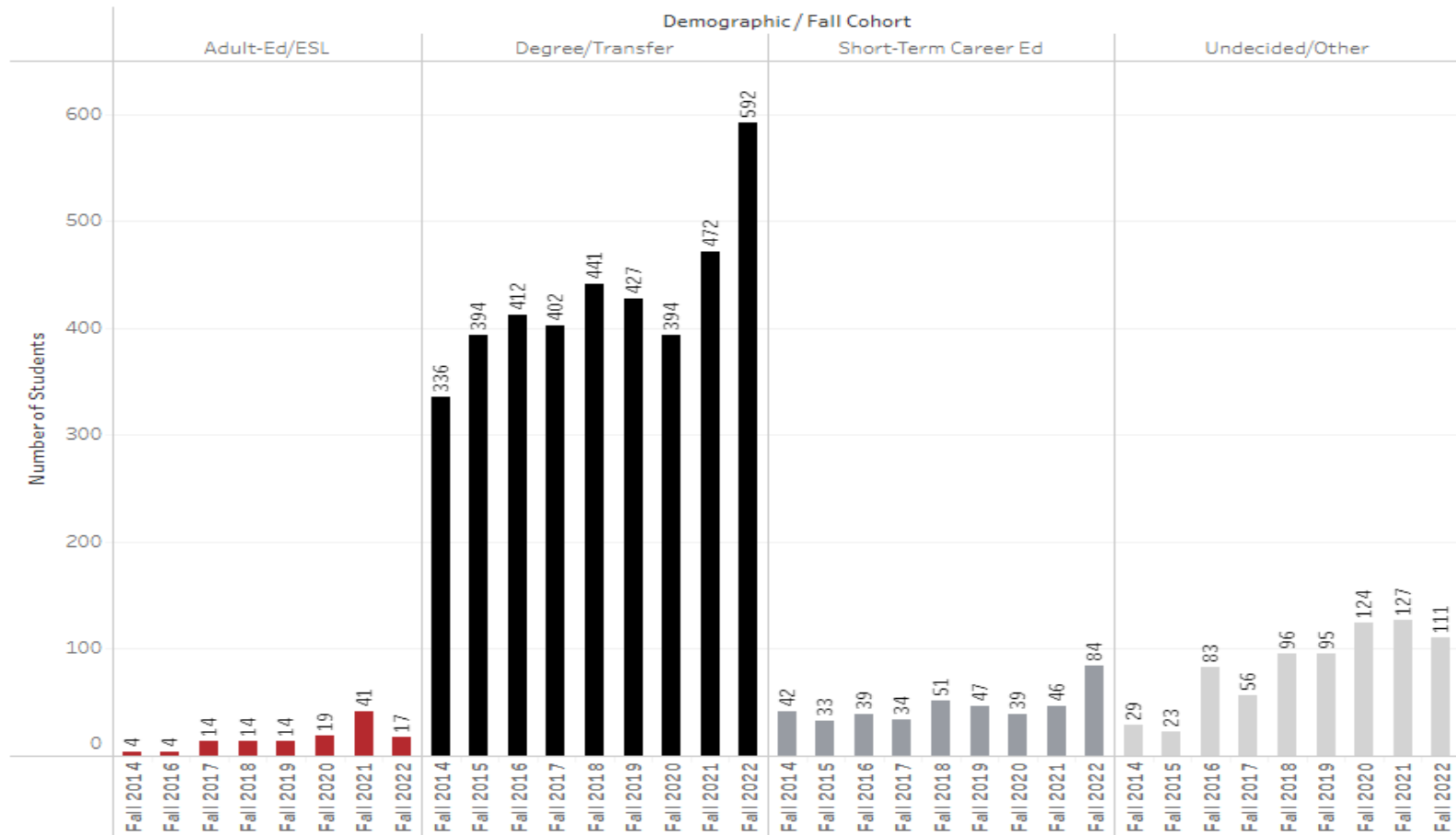


Bakersfield College (7,007)

First-Time Student Headcount by All First-Time Students



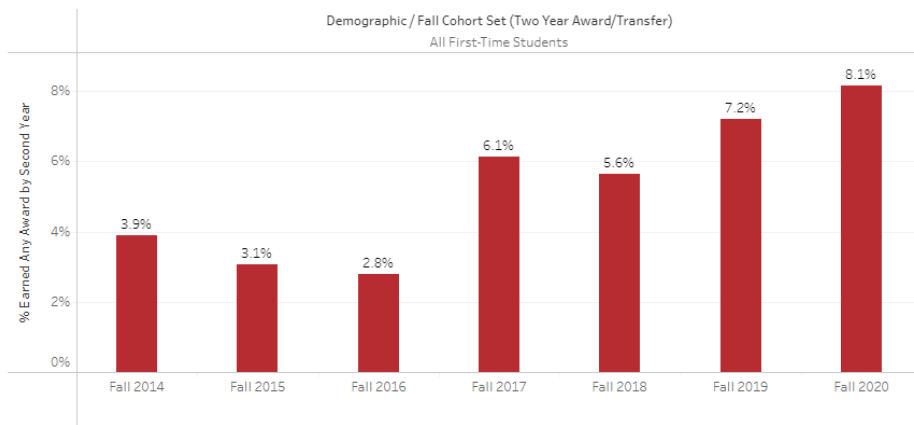
First-Time Student Headcount by Student Journey Type



Two Year Award Completion by First-Time Students

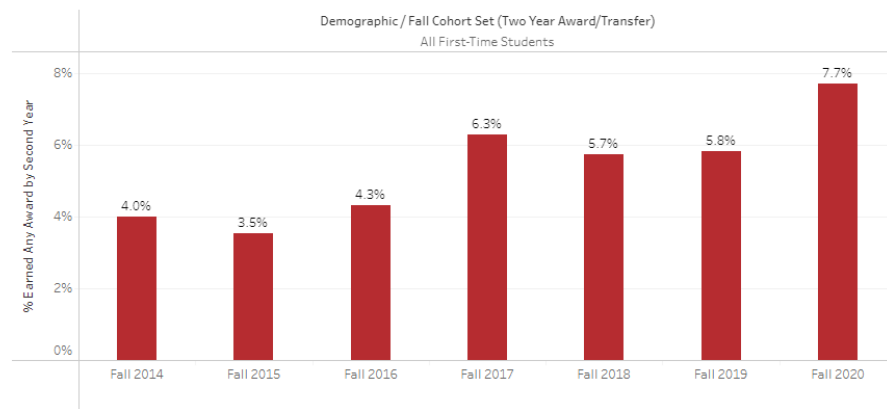
Business Pathway (8.1%)

Two Year Award Completion by: All First-Time Students



Bakersfield College (7.7%)

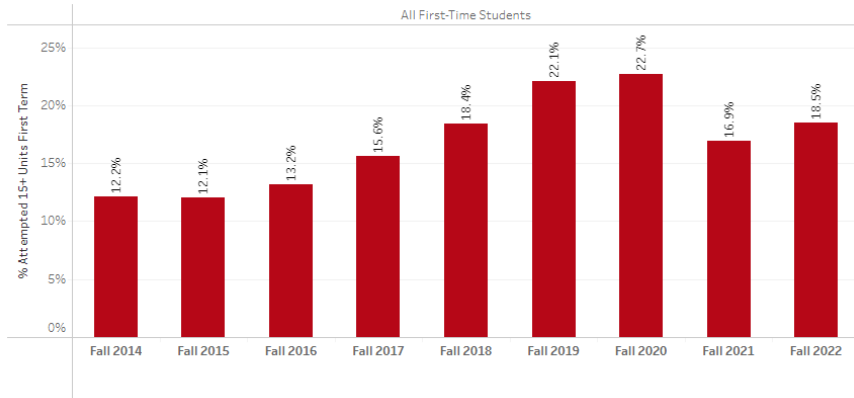
Two Year Award Completion by: All First-Time Students



15 Units in the First Semester

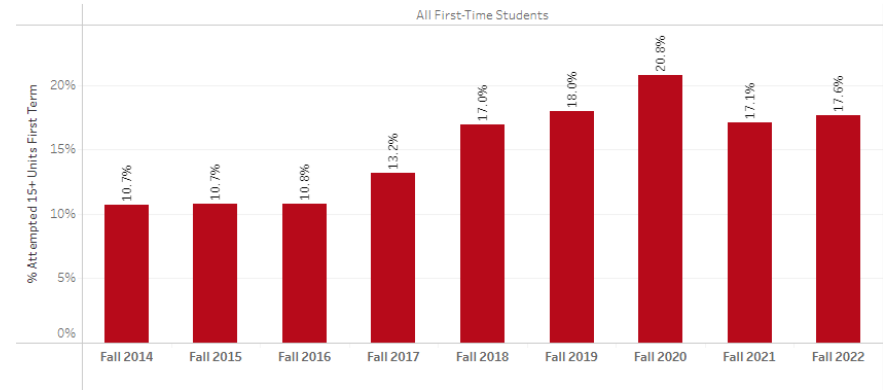
Business Pathway (18.5%)

All First-Time Students:
First-Time Students Attempting 15+ Units in Their First Term
(Postsecondary enrollments only)

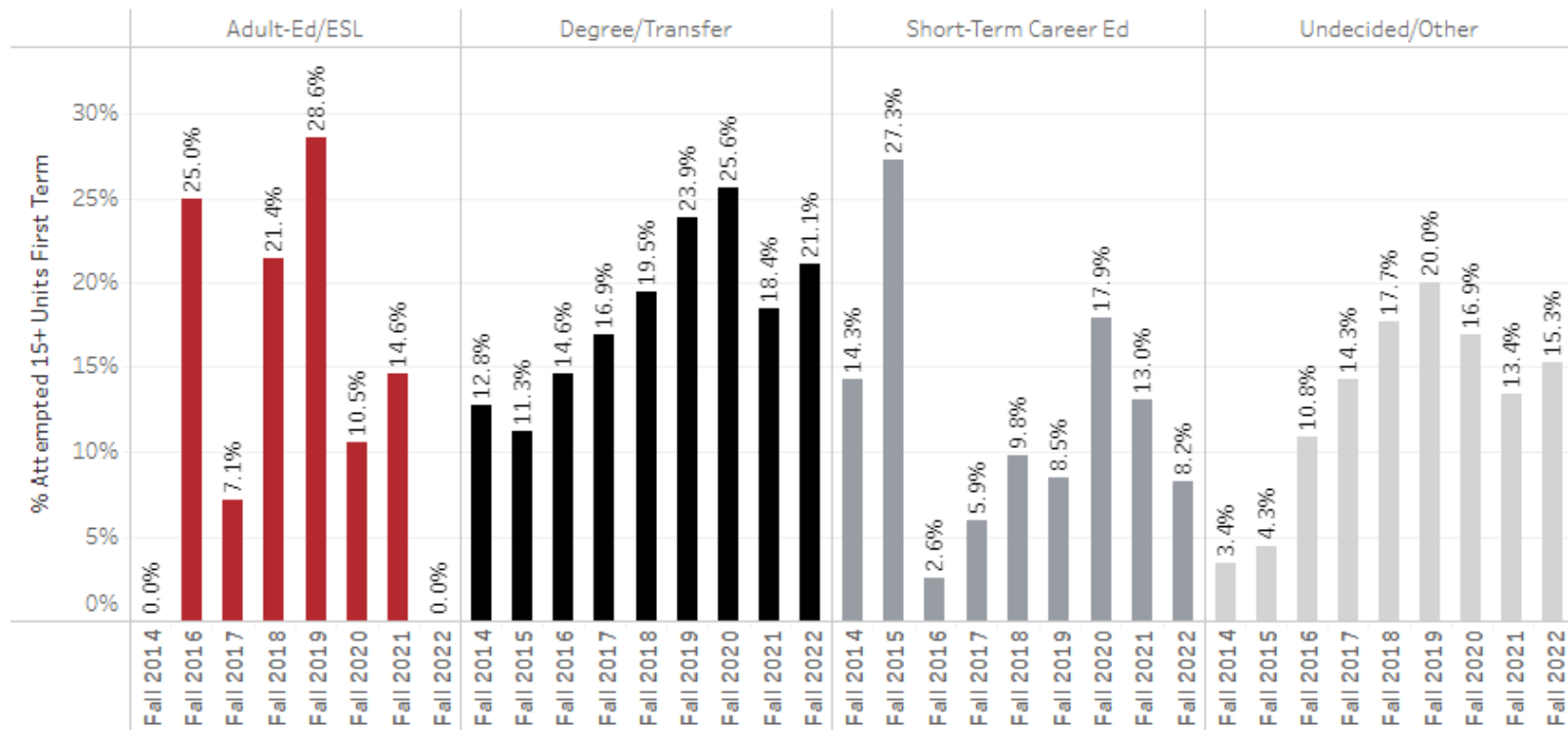


Bakersfield College (17.6%)

All First-Time Students:
First-Time Students Attempting 15+ Units in Their First Term
(Postsecondary enrollments only)



Student Journey Type: First-Time Students Attempting 15+ Units in Their First Term (Postsecondary enrollments only)



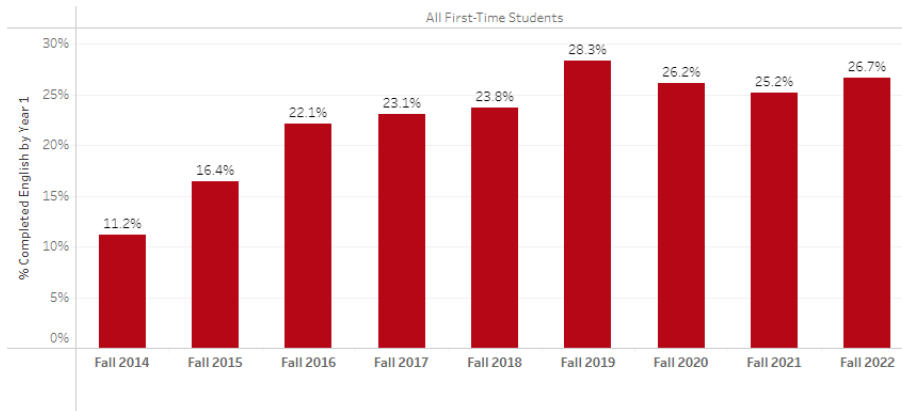
First Year Transfer-Level English

Business Pathway (25.2%)

Bakersfield College (26.6%)

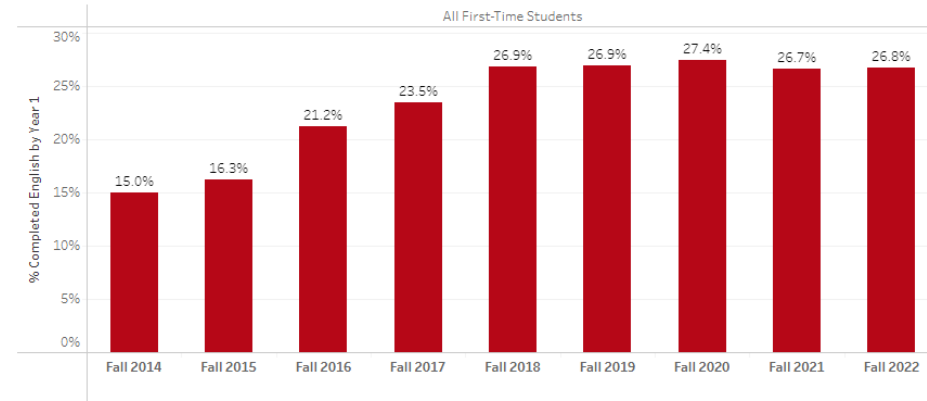
First-Time Students Completing Transfer-Level English by First Year:
(Includes enrollments as a Special admit and Postsecondary enrollments)

All First-Time Students



First-Time Students Completing Transfer-Level English by First Year:
(Includes enrollments as a Special admit and Postsecondary enrollments)

All First-Time Students

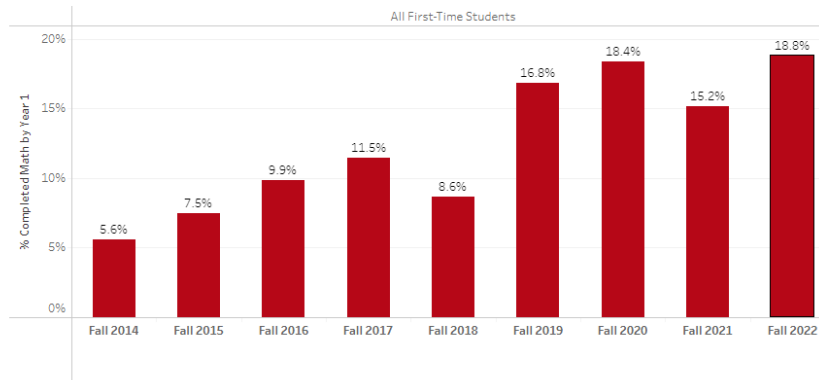


First Year Transfer-Level Math

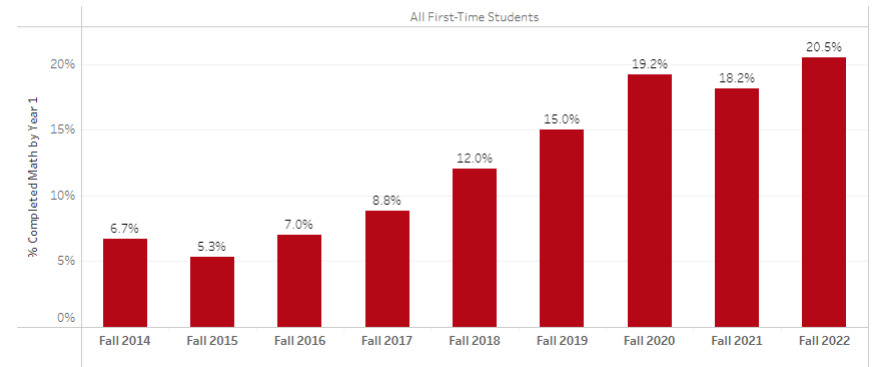
Business Pathway (18.8%)

Bakersfield College (20.5%)

First-Time Students Completing Transfer-Level Math by First Year:
(Includes enrollments as a Special admit and Postsecondary enrollments)
All First-Time Students



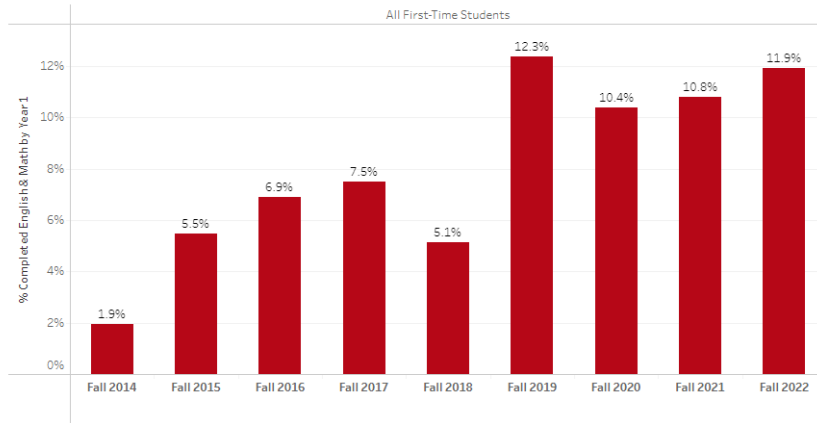
First-Time Students Completing Transfer-Level Math by First Year:
(Includes enrollments as a Special admit and Postsecondary enrollments)
All First-Time Students



First Year Transfer-Level English and Math

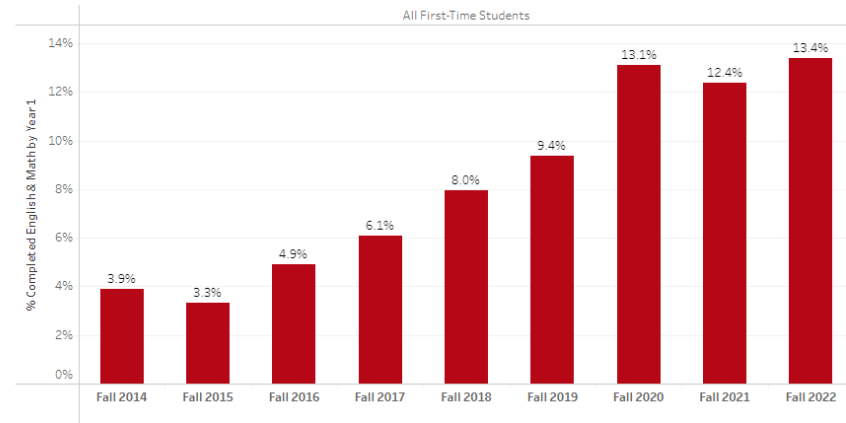
Business Pathway (11.9%)

First-Time Students Completing Transfer-Level English and Math by First Year:
(Includes enrollments as a Special admit and Postsecondary enrollments)
All First-Time Students



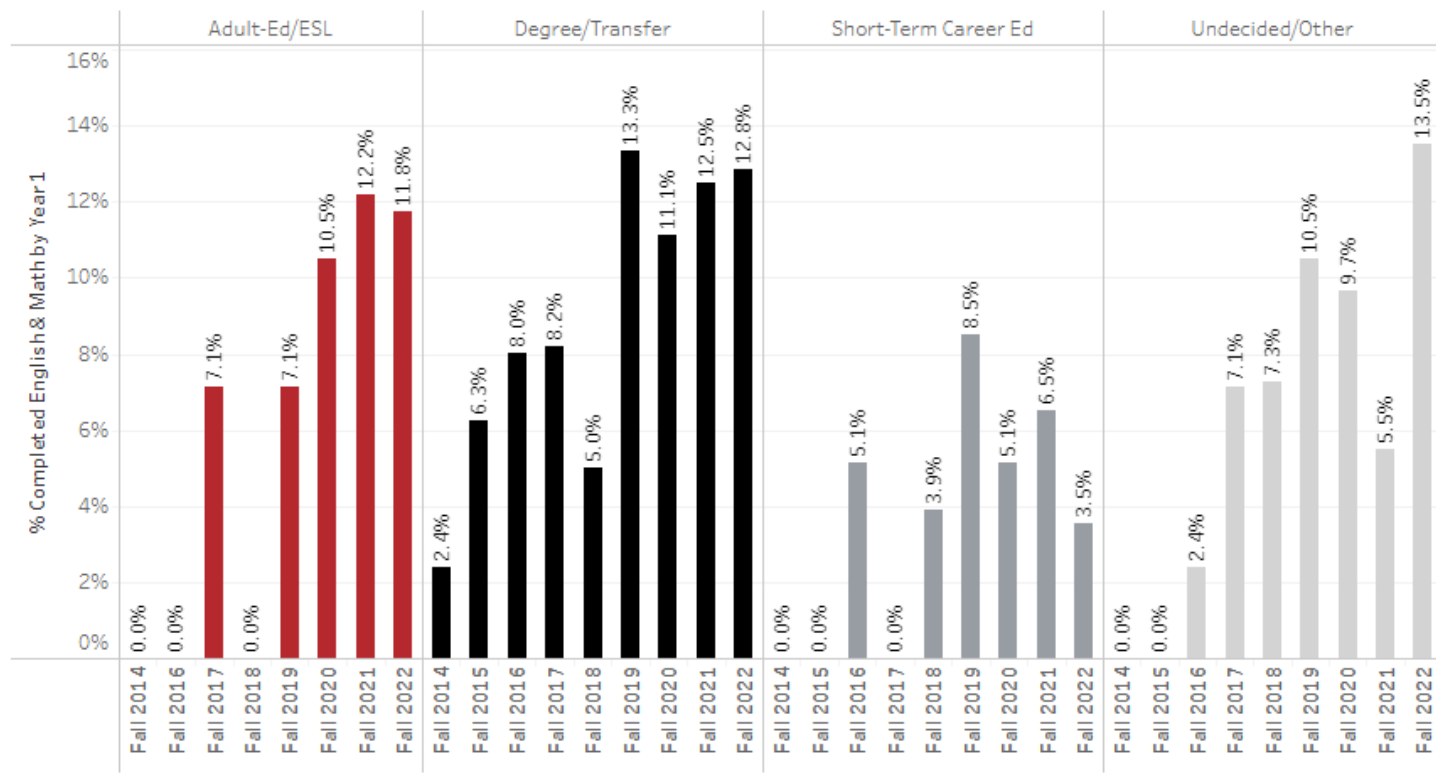
Bakersfield College (13.4%)

First-Time Students Completing Transfer-Level English and Math by First Year:
(Includes enrollments as a Special admit and Postsecondary enrollments)
All First-Time Students



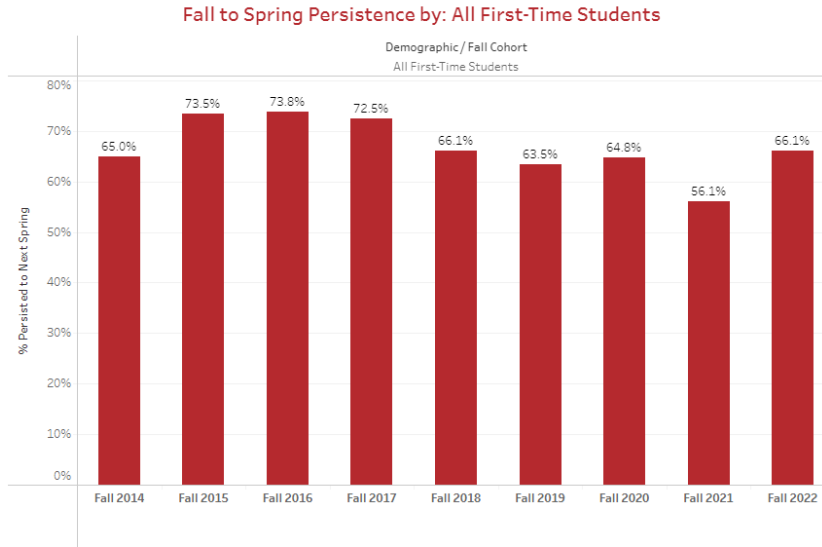
First-Time Students Completing Transfer-Level English and Math by First Year: (Includes enrollments as a Special admit and Postsecondary enrollments)

Student Journey Type

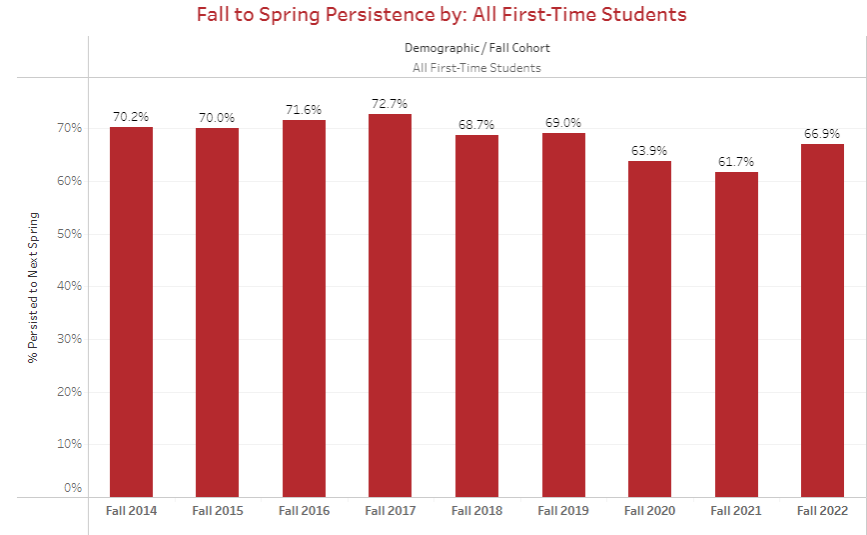


Persistence

Business Pathway (66.1%)

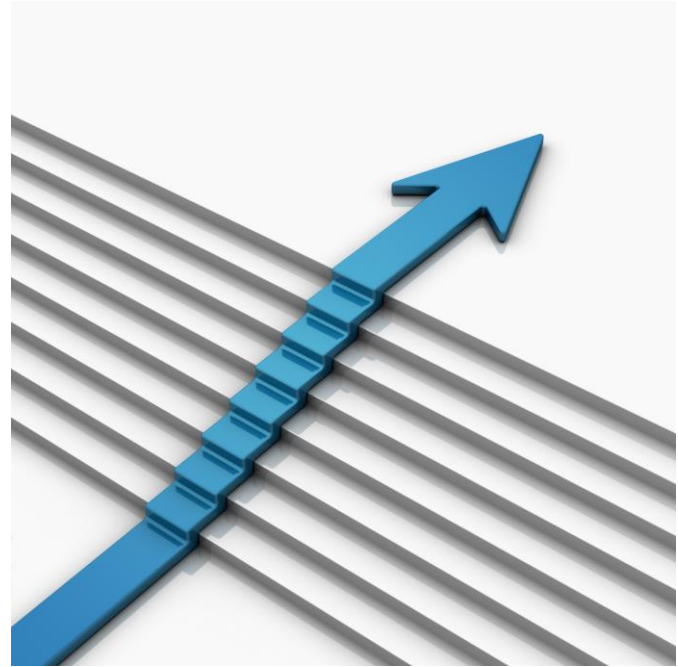


Bakersfield College (66.9%)



Growing the Business Pathway

- Student Business Association (SBA)
- LaunchPad
- Outreach and campus event participation
- Business Education Speaker Series (Webinars)
- Business Conference (Fall 2024)



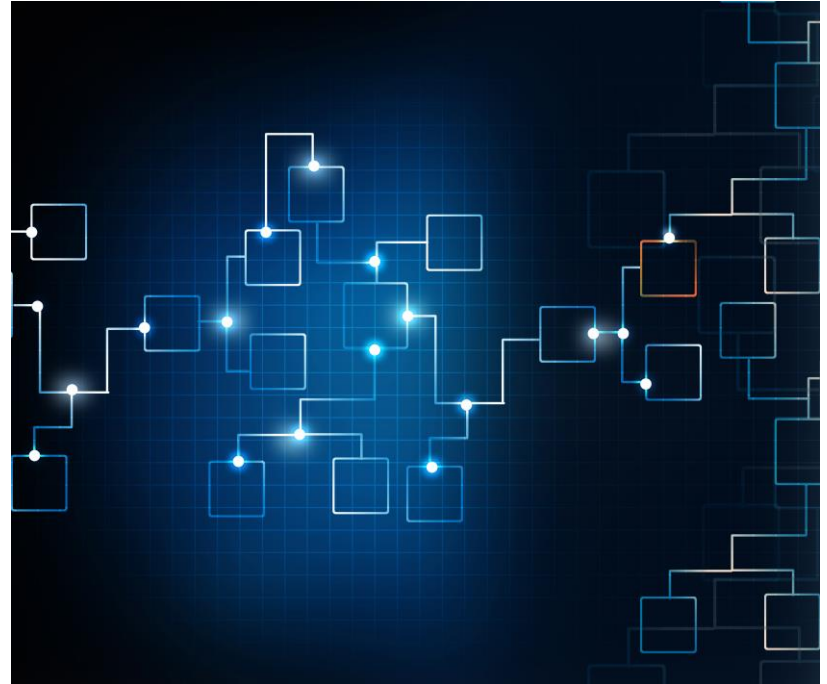
Curriculum

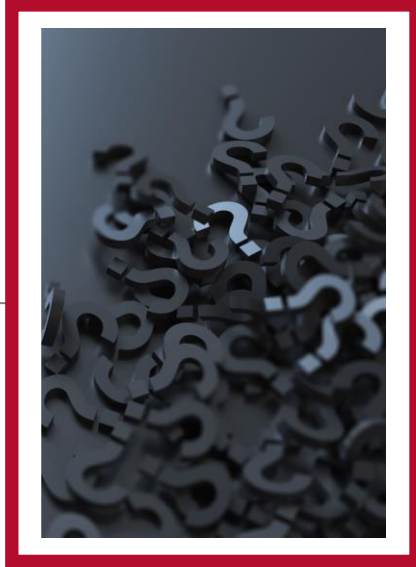
- Business Department Retreat
- Modify/streamline/redesign 26 Programs to align with industry requirements.
- Modify/redesign 83 courses to align with industry requirements.



Staying Connected

- **Classroom Visits/video's**
 - How to navigate Starfish
 - Program Mapper
 - Staying on the path to completion
 - Update Form Completion
 - Confirm Correct Major
 - Introduction of Job Development Specialist
 - Resume
 - Interview Skills
 - Searching / Applying for Jobs





Questions?

Thank You!

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