

# BUSINESS NETWORKING AND SALES CERTIFICATE

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Division: Business and Computer Information Systems

PROGRAM CODE: 2C40973

The **Business Networking and Sales Certificate** is designed to prepare students for employment in any business. The opposite of networking is not working. And, when developed correctly, it can be a most important business skill. Every time you meet someone, there is an opportunity to learn from them and be a resource to them. In sales, networking is a necessary skill for finding new clients and centers of influence and building a strong referral pipeline. It is also a strategy used to open doors and build powerful relationships. This program is designed for future professionals who are individual members of a team and for those who manage a team or the sales function of a business; For sales managers or executives looking to effectively coach your team and build a high-performing sales engine; Entrepreneurs looking to build a sales team and acquire customers; Business leaders who would like to be more persuasive and influential; Business development professionals who play a role in sales and managing relationships; and Professionals making a horizontal career shift into sales from another functional role. A grade of C or better is required for each course taken. This certificate requires 12-15 units.

Code	Title	Units
<b>Required Courses (4 units):</b>		
MKT 208 F	Principles of Selling	3
PE 115 F	Golf	1
or PE 139AF	Beginning Tennis	
<b>Restricted Electives (8-11 units):</b>		<b>8-11</b>
BUS 111 F	Business Communications	3-4
or BUS 112 F	Public Speaking for Business	
or BUS 211 F	Critical Reasoning and Writing for Business (formerly Writing for Business)	
or BUS 211HF	Honors Critical Reasoning and Writing for Business (formerly Honors Writing for Business)	
BUS 115 F	Professional Business Etiquette	3
BUS 295 F	Business Internship (formerly BUS 061 F)	2-4
<b>Total Units</b>		<b>12-15</b>

**Outcome 1:** Demonstrate the ability to simulate selling and persuasion skills to succeed in a real business environment.

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