

## Business

## BUS, BUSTEC, MGMT, MKT, RE

Associate in Science Degree

Associate in Arts Degree

Certificate of Achievement

Certificate of Completion

Accounting (see Accounting)

Business, General, Degree

Business Administration, Degree

Bookkeeping and Office Management, Degree and Certificate of Achievement

Business, Insurance, Degree and Certificate of Achievement

Business, Insurance, Basic, Certificate of Achievement

Business, Management, Degree and Certificate of Achievement

Business, Retail Management, Certificate of Achievement

Business, Small Business Management, Degree and Certificate of Achievement

Business, Marketing, Degree and Certificate of Achievement

Division of Business

Shirley Short, Dean

Business Building 213

916-558-2581

Business, Marketing, Advertising, Degree

Business, Office Administration

Computer Keyboarding & Office Applications, Certificate of Achievement

Clerical General Office, Certificate of Achievement, Level A, or Certificate of Completion, Level 3

Introduction to Computerized Office Technologies, Certificate of Achievement, Level B

Business Operations and Management Technology, Certificate of Achievement, Level C

Virtual Office and Management Technologies, Degree and Certificate of Achievement, Level D

Business, Real Estate, Degree and Certificate of Achievement

Business, Customer Service, Certificate of Completion, Level 1

### Program Information

Within the Business area, specific majors are available in Accounting, Advertising, Bookkeeping, Customer Service, Insurance, Management, Marketing, Office Administration, Real Estate, Retail Management, and Small Business Management. Further information on these majors can be found under the specific program.

The business-required courses provide a framework around which business students may structure a program to prepare themselves for the workplace. These courses provide the minimum knowledge, skills, and abilities required to get a job and successfully complete coursework in both two- and four-year business degree programs.

### Career Opportunities

Careers in business are exploding in the 21st Century. Business majors become accountants, consultants, entrepreneurs, managers, human resource analysts, money managers, marketing sales representatives, and real estate professionals, just to name a few. With a business degree, students are prepared to work on the business side of virtually any industry from banking to retail, insurance to advertising, for-profit to non-profit. The possibilities are unlimited.

## Business, General

### Associate in Science Degree

#### Program Information

The business-required courses provide a framework around which business students may structure a program to prepare themselves for the workplace. These courses provide the minimum knowledge, skills, and abilities required to get a job and successfully complete coursework in both two- and four-year business degree programs.

#### Career Opportunities

Account Executive; Analyst; Bank Employee; Buyer; Clerk; Data-Entry Clerk; Data-Entry Specialist; Entrepreneur; Government Service; Insurance Representative; Manager; Marketing; Marketing Research; Office Assistant; Public Administration; Purchasing Agent; Retail/Industrial Sales.

#### Upon completion of this program, the student will be able to:

- identify and explain the major functional areas of the business organizations including management, marketing, finance, and accounting.
- demonstrate leadership skills and abilities that are effective in managing a multicultural workforce.
- analyze practical business problems and utilize critical thinking and research skills in the evaluation of alternative solutions.
- apply accounting concepts and principles in making decisions about business operations.
- integrate management principles related to finance, personnel, products, services and information.
- communicate effectively verbally and in writing in various business settings.
- apply commonly used computer application programs to compose relevant business documents.

<b>Required Program</b>	<b>Units</b>
ACCT 101 Fundamentals of College Accounting (3) or ACCT 301 Financial Accounting (4) .....	3-4
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting .....	1
BUS 300 Introduction to Business.....	3
ECON 302 Principles of Macroeconomics (3) or ECON 100 Introduction to Economics (3) .....	3
CISC 300 Computer Familiarization .....	1
BUS 330 Managing Diversity in the Workplace.....	3
BUS 345 Law and Society (3) or BUS 340 Business Law (3).....	3
BUS 310 Business Communications.....	3
BUS 100 English for the Professional.....	3
CISA 305 Beginning Word Processing .....	2
CISA 310 Introduction to Electronic Spreadsheets.....	1
MGMT 304 Introduction to Management Functions (3) or MGMT 372 Human Relations and Organizational Behavior (3) .....	3
MKT 300 Principles of Marketing.....	3
A minimum of 3 units from the following: .....	3
BUS 106 Business Mathematics (1 - 3)	
ECON 310 Economic Statistics (3)	
<b>Total Units Required</b>	<b>36-37</b>

### Associate in Science (A.S.) Degree

The Associate in Science Degree may be obtained by completion of the required program, plus the general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

## Business Administration

### Associate in Arts Degree

#### Program Information

This program is designed for those who plan to continue their study of Business Administration at a four-year university. It meets the common core of lower-division courses required by most colleges and universities. Students should confer with their counselor regarding the specific transfer and general education requirements of the college they wish to attend. Some colleges and universities may have different requirements.

#### Career Opportunities

A business degree prepares students for a variety of careers including, but not limited to: accountant, analyst, banker, budget analyst, business consultant, entrepreneur, financial planner, human resource manager, operations manager, public relations specialist, public sector manager, recruiter, retail store manager, sales representative, school administrator, and supervisor.

#### Upon completion of this program, the student will be able to:

- appraise and explain the major functional areas of the business organizations including management, marketing, finance, and accounting.
- demonstrate leadership skills and abilities that are effective in managing a multicultural workforce.
- analyze practical business problems and utilize research and critical thinking to evaluate and recommend alternative solutions.
- incorporate accounting concepts and principles in making decisions about business operations.
- research and integrate management principles into the areas of finance, personnel, products, services, and information.

- effectively communicate verbally and in writing in various business settings.
- apply commonly used computer application programs to create relevant business documents.

<b>Required Program</b>	<b>Units</b>
ACCT 301 Financial Accounting.....	4
ACCT 311 Managerial Accounting.....	4
BUS 300 Introduction to Business.....	3
CISA 305 Beginning Word Processing .....	2
CISA 310 Introduction to Electronic Spreadsheets .....	1
CISA 340 Presentation Graphics.....	2
CISC 305 Introduction to the Internet.....	1
CISC 320 Operating Systems .....	1
ECON 302 Principles of Macroeconomics .....	3
ECON 304 Principles of Microeconomics.....	3
STAT 300 Introduction to Probability and Statistics (4) or STAT 480 Introduction to Probability and Statistics - Honors (4) .....	4
MATH 342 Modern Business Mathematics .....	3
<b>Total Units Required</b>	<b>31</b>

#### Suggested Electives

BUS 340, CISA 320

### Associate in Arts (A.A.) Degree

The Associate in Arts degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

## Bookkeeping and Office Management

### Associate in Science Degree

#### Certificate of Achievement

#### Career Opportunities

The Bookkeeping and Office Management curriculum provides education for employment in all sizes and types of business firms including government agencies. Students should have an aptitude for conceptual understanding as well as computational work and be willing to undertake the intensive study necessary for success. Many courses are available in a nine-week format.

#### Upon completion of this program, the student will be able to:

- demonstrate effective oral and written communication skills that can be applied in various business settings.
- solve basic mathematical problems and prepare accounting reports using spreadsheet technology.
- incorporate accounting concepts and principles in making decisions about business operations.
- compose relevant business documents using intermediate-level skills and current office suite software programs.
- compare, judge, and evaluate a variety of current management philosophies when applied to business management situations.
- demonstrate individual responsibility, personal integrity, respect, and leadership skills and abilities that are effective in managing an office environment.

Required Program	Units
ACCT 101 Fundamentals of College Accounting (3), or ACCT 301 Financial Accounting (4) .....	3-4
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting.....	1
BUS 300 Introduction to Business.....	3
BUS 106 Business Mathematics (3), or ECON 310 Economic Statistics (3).....	3
CISC 300 Computer Familiarization .....	1
<b>Total Core Units</b>	<b>11-12</b>

**Concentration Requirements**

ACCT 301 Financial Accounting.....	4
BUS 310 Business Communications .....	3
BUS 100 English for the Professional .....	3
CISA 305 Beginning Word Processing .....	2
CISA 310 Introduction to Electronic Spreadsheets.....	1
MGMT 372 Human Relations and Organizational Behavior .....	3
MGMT 304 Introduction to Management Functions.....	3
MGMT 309 Introduction to Supervision.....	3
<b>Total Units Required</b>	<b>33-34</b>

Both ACCT 301 and ACCT 101 are required for this program. Both courses may satisfy either the Core or Concentration Requirements.

**Suggested Electives**

ACCT 341; BUS 345, 498; CISA 306, 311, 320, 321; CISC 320

**Associate in Science (A.S.) Degree**

The Associate in Science degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completion of the required program with grades of "C" or better.

## Business, Insurance

**Associate in Science Degree**

**Certificate of Achievement**

**Program Information**

This degree is designed to prepare students for entry-level positions in insurance offices or insurance departments in major corporations. The coursework will also help prepare students for insurance certifications.

This program was developed collaboratively by business educators and representatives of the insurance industry in response to the growing needs of the industry for employees who have a basic understanding of insurance.

**Career Opportunities**

Insurance appraiser, agent, estimator, administrative assistant, broker, salesperson, and various management positions in insurance companies and insurance departments in major corporations.

**Upon completion of this program, the student will be able to:**

- discuss the various types of personal and commercial insurance coverage and explain when they are appropriate.
- describe the types of insurers, how insurance products and services are distributed to the consumer, and how insurance company departments function.
- explain how reinsurance is used to insure large property and high liability limits.
- identify the elements of an insurance contract and the conditions commonly found in basic ISO insurance contracts.
- discuss the underwriting process, underwriting management, and the regulation of underwriting activity.
- recognize loss exposure and the importance of the risk management process and establishing loss reserves.
- explain the roles and responsibilities of insurance agents and claim representatives, as well as the claim handling process.
- identify ethical and professional behavior, as well as laws and regulations that relate to the insurance industry.
- apply professional insurance concepts to various business and personal risk situations.
- incorporate basic business, computer, and communication skills into the practice of insurance.
- formulate original ideas and concepts in addition to integrating the ideas of others into the problem-solving process.

**Required Program**

**Units**

BUS 380 Introduction to Insurance.....	1
BUS 381 Property and Liability Insurance Principles.....	3
BUS 382 Personal Insurance.....	3
BUS 383 Commercial Insurance.....	3
BUS 384 Code and Ethics .....	1
BUS 498 Work Experience in Business .....	1-4 <sup>1</sup>
ACCT 301 Financial Accounting.....	4
BUS 310 Business Communications.....	3
BUS 106 Business Mathematics .....	1-3
BUS 300 Introduction to Business.....	3
BUS 340 Business Law.....	3
CISC 300 Computer Familiarization .....	1
CISA 310 Introduction to Electronic Spreadsheets.....	1
A minimum of 1 unit from the following:.....	1
CISA 311 Intermediate Electronic Spreadsheets (1)	
CISA 320 Introduction to Database Management (1)	
CISA 340 Presentation Graphics (2)	
<b>Total Units Required</b>	<b>29 - 34</b>

<sup>1</sup>Not required for those who can provide evidence of equivalent insurance office experience.

**Associate in Science Degree**

The Associate in Science (A.S.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completing the concentration requirements with grades of "C" or better.

# Business, Insurance, Basic

## Certificate of Achievement

### Program Information

This certificate is intended for individuals who currently hold a two-year or higher degree and/or have employment experience in an insurance office or an insurance-related business. This coursework will help prepare students for entry-level positions or advancement opportunities in the insurance industry or insurance departments in major corporations. The coursework is also intended to help prepare students for insurance certifications. Students who do not currently have a degree or business experience should consider pursuing the Insurance Certificate of Achievement or the Insurance A.S. degree.

This program was developed collaboratively by business educators and representatives of the insurance industry in response to the growing needs of the industry for employees who have a basic understanding of insurance.

### Career Information

Insurance appraiser, agent, estimator, administrative assistant, broker, salesperson, and various management positions in insurance companies and insurance departments in major corporations.

### Upon completion of this program, the student will be able to:

- discuss the various types of personal and commercial insurance coverage and explain when they are appropriate.
- describe the types of insurers, how insurance products and services are distributed to the consumer, and how insurance company departments function.
- explain how reinsurance is used to insure large property and high liability limits.
- identify the elements of an insurance contract and the conditions commonly found in basic ISO insurance contracts.
- discuss the underwriting process, underwriting management, and the regulation of underwriting activity.
- recognize loss exposure and the importance of the risk management process and establishing loss reserves.
- explain the roles and responsibilities of insurance agents and claim representatives, as well as the claim handling process.
- identify ethical and professional behavior, as well as laws and regulations that relate to the insurance industry.

Required Program	Units
BUS 380 Introduction to Insurance.....	1
BUS 381 Property and Liability Insurance Principles.....	3
BUS 382 Personal Insurance.....	3
BUS 383 Commercial Insurance.....	3
BUS 384 Code and Ethics.....	1
BUS 498 Work Experience in Business.....	1 - 4 <sup>1</sup>
<b>Total Units Required</b>	<b>12 - 15</b>

### Certificate of Completion

The Certificate of Completion may be obtained by completion of the required program with grades of "C" or better.

<sup>1</sup>Not required for those who can provide evidence of equivalent insurance office experience

# Business, Management

## Associate in Science Degree

### Program Information

This program is designed for those who wish to progress to positions of responsibility in Business from entry-level positions in management and related business areas. This curriculum has a two-fold purpose: (1) to assist students in becoming desirable entry-level employees; and, (2) to help students acquire the knowledge, skill, and understanding needed as preparation for positions in management.

### Upon completion of this program, the student will be able to:

- analyze real or potential business problems and research, develop, evaluate, and test possible solutions using creativity, critical thinking, and technology skills.
- compare, judge, and evaluate a variety of current management philosophies when applied to business management situations.
- demonstrate individual responsibility, personal integrity, respect, and leadership skills and abilities that are effective in managing diverse people and cultures.
- develop effective oral and written communication skills that can be applied in various business settings.
- formulate original ideas and concepts in addition to integrating the ideas of others into the problem-solving process.
- demonstrate the ability to comprehend, apply, and evaluate standards of ethical behavior in various business situations.
- differentiate between the various career paths available in business management and develop the knowledge and skills necessary to prepare for a management career.

### Required Program for the Degree

### Units

ACCT 101 Fundamentals of College Accounting (3) or ACCT 301 Financial Accounting (4) .....	3-4
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting.....	1
BUS 300 Introduction to Business.....	3
CISC 300 Computer Familiarization .....	1
BUS 330 Managing Diversity in the Workplace .....	3
MGMT 304 Introduction to Management Functions.....	3
MGMT 309 Introduction to Supervision.....	3
MGMT 372 Human Relations and Organizational Behavior .....	3
A minimum of 3 units from the following:.....	3
BUS 106 Business Mathematics (1 - 3) ECON 310 Economic Statistics (3)	
A minimum of 9 units from the following:.....	9
BUS 340 Business Law (3) or BUS 345 Law and Society (3) BUS 310 Business Communications (3) CISA 305 Beginning Word Processing (2) CISA 310 Introduction to Electronic Spreadsheets (1) ECON 302 Principles of Macroeconomics (3) or ECON 100 Introduction to Economics (3)	
A minimum of 6 units from the following:.....	6
BUS 350 Small Business Management/Entrepreneurship (3) MGMT 306 Introduction to Public Administration (3) MGMT 308 Personnel and Human Resources Management (3) MKT 300 Principles of Marketing (3) MKT 316 Public Relations (3)	
<b>Total Units Required</b>	<b>38-39</b>

**Suggested Electives**

ACCT 311, BUS 320, BUS 498, ECON 304

**Associate in Science (A.S.) Degree**

The Associate in Science degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

**Business, Management  
Certificate of Achievement**

**Program Information**

This program is designed for those who wish to progress to positions of responsibility in Business from entry-level positions in management and related business areas. This curriculum has a two-fold purpose: (1) to assist students in becoming desirable entry-level employees; and (2) to help students acquire the knowledge, skill, and understanding needed as preparation for positions in management.

**Upon completion of this program, the student will be able to:**

- analyze real or potential business problems and research, develop, evaluate, and test possible solutions using creativity, critical thinking, and technology skills.
- compare, judge, and evaluate a variety of current management philosophies when applied to business management situations.
- demonstrate individual responsibility, personal integrity, respect, and leadership skills and abilities that are effective in managing diverse people and cultures
- develop effective oral and written communication skills that can be applied in various business settings.
- demonstrate the ability to comprehend, apply, and evaluate standards of ethical behavior in various business situations.
- differentiate between the various career paths available in business management and develop the knowledge and skills necessary to prepare for a management career.

**Required Program for the Certificate**

	<b>Units</b>
BUS 330 Managing Diversity in the Workplace .....	3
MGMT 304 Introduction to Management Functions.....	3
MGMT 309 Introduction to Supervision.....	3
MGMT 372 Human Relations and Organizational Behavior .....	3
A minimum of 6 units from the following:.....	6
MGMT 306 Introduction to Public Administration (3)	
MGMT 308 Personnel and Human Resources Management (3)	
MKT 300 Principles of Marketing (3)	
BUS 350 Small Business Management/Entrepreneurship (3)	
MKT 316 Public Relations (3)	

**Total Units Required** **18**

**Certificate of Achievement**

A Certificate of Achievement may be obtained by completing the concentration requirements (18 units) with grades of "C" or better.

**Business, Retail Management  
Certificate of Achievement**

**Program Information**

This program provides an overview of the retail industry and the skills needed to succeed in this arena. It is designed to provide training for those wishing to be owners, managers, or employees of retail organizations. The certificate meets the needs of industry leaders, such as the Western Association of Food Chains (WAFC).

**Career Opportunities**

Buyer, department supervisor, store manager, entrepreneur, customer service representative.

**Upon completion of this program, the student will be able to:**

- recognize retailing trends, applications, and the variables involved in service retailing.
- incorporate principles of product development, pricing, distribution strategies, promotion strategies, and market research.
- evaluate practical business problems and utilize critical thinking in the determination of alternative solutions.
- analyze the organization necessary for effective purchasing procedure in a large organization.
- incorporate principles of product development, pricing, distribution strategies, promotion strategies and market research.
- integrate management principles when dealing with issues in the areas of finance, personnel, products, services, and information.
- demonstrate an ability to effectively communicate business principles verbally and in writing.
- utilize critical thinking in the determination of alternative solutions.

**Required Program**

	<b>Units</b>
ACCT 101 Fundamentals of College Accounting (3) or ACCT 301 Financial Accounting (4) .....	3-4
BUS 310 Business Communications (3) or BUS 100 English for the Professional (3).....	3
CISA 305 Beginning Word Processing .....	2
CISA 310 Introduction to Electronic Spreadsheets.....	1
MGMT 304 Introduction to Management Functions.....	3
MGMT 308 Personnel and Human Resources Management .....	3
MGMT 372 Human Relations and Organizational Behavior .....	3
MKT 300 Principles of Marketing.....	3
MKT 312 Retailing.....	3
COMM 301 Introduction to Public Speaking (3) or COMM 321 Interpersonal Communication (3).....	3

A minimum of 3 units from the following:..... 3  
BUS 106, Business Mathematics (1 - 3)

**Total Units Required** **30-31**

**Certificate of Achievement**

A Certificate of Achievement may be obtained by completion of the required courses with grades of "C" or better.

# Business, Small Business Management

## Associate in Science Degree

### Program Information

This program is designed for those who aspire to start their own businesses or pursue positions in management in smaller companies. The curriculum has a two-fold purpose: 1) to acquaint students with the unique aspects of small businesses, and 2) to help students acquire the knowledge, skill, and understanding they need as preparation for positions in management.

### Upon completion of this program, the student will be able to:

- assess the feasibility of starting a business venture.
- research and compose a business plan suitable for planning and financing purposes.
- evaluate real or potential small business problems and apply appropriate management, finance, accounting, marketing, and technology solutions.
- develop effective oral and written communication skills that can be applied in various business settings.
- demonstrate the ability to comprehend, apply, and evaluate standards of ethical behavior in various business situations.
- formulate original ideas and concepts in addition to integrating the ideas of others into the problem solving process.

### Required Program for the Degree

### Units

ACCT 101 Fundamentals of College Accounting (3) or ACCT 301 Financial Accounting (4) .....	3-4
BUS 300 Introduction to Business.....	3
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting .....	1
CISC 300 Computer Familiarization .....	1
MKT 300 Principles of Marketing.....	3
MKT 310 Selling Professionally .....	3
MKT 314 Advertising.....	3
BUS 350 Small Business Management/Entrepreneurship .....	3
A minimum of 3 units from the following:.....	3
BUS 106 Business Mathematics (1 - 3) ECON 310 Economic Statistics (3)	
A minimum of 9 units from the following:.....	9
BUS 310 Business Communications (3) BUS 340 Business Law (3) or BUS 345 Law and Society (3) CISA 305 Beginning Word Processing (2) CISA 310 Introduction to Electronic Spreadsheets (1) ECON 302 Principles of Macroeconomics (3) or ECON 100 Introduction to Economics (3) MGMT 304 Introduction to Management Functions (3) MGMT 372 Human Relations and Organizational Behavior (3)	
A minimum of 6 units from the following:.....	6
BUS 210 The Business Plan (1) BUS 212 Marketing for Small Businesses (1) BUS 214 Financing a Small Business (1) BUS 216 Essential Records for the Small Business (1) BUS 218 Management Skills for the Small Business (1) BUS 220 Retailing and Merchandising for the Small Business (1) MGMT 304 Introduction to Management Functions (3) MGMT 372 Human Relations and Organizational Behavior (3) MKT 330 Internet Marketing (3)	
<b>Total Units Required</b>	<b>38-39</b>

### Suggested Electives

ACCT 341, BUS 320, BUS 498, MGMT 309, MKT 312

### Associate in Science (A.S.) Degree

The Associate in Science degree may be obtained by completion of the required program, concentration requirements, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

# Business, Small Business Management

## Certificate of Achievement

### Program Information

This program is designed for those who aspire to start their own businesses or pursue positions in management in smaller companies.

The curriculum has a two-fold purpose: 1) to acquaint students with the unique aspects of small businesses, and 2) to help students acquire the knowledge, skill, and understanding they need as preparation for positions in management.

### Upon completion of this program, the student will be able to:

- assess the feasibility of starting a business venture.
- research and compose a business plan suitable for planning and financing purposes.
- evaluate real or potential small business problems and apply appropriate management, finance, accounting, marketing, and technology solutions.
- develop effective oral and written communication skills that can be applied in various business settings.
- demonstrate the ability to comprehend, apply, and evaluate standards of ethical behavior in various business situations.

### Required Program for the Certificate

### Units

ACCT 10, Fundamentals of College Accounting .....	3
BUS 300 Introduction to Business.....	3
BUS 350 Small Business Management/Entrepreneurship .....	3
MKT 300 Principles of Marketing.....	3
A minimum of 3 units from the following:.....	3
BUS 210 The Business Plan (1) BUS 212 Marketing for Small Businesses (1) BUS 214 Financing a Small Business (1) BUS 216 Essential Records for the Small Business (1) BUS 218 Management Skills for the Small Business (1) BUS 220 Retailing and Merchandising for the Small Business (1)	
A minimum of 3 units from the following:.....	3
BUS 310 Business Communications (3) BUS 320 Concepts in Personal Finance (3) MGMT 304 Introduction to Management Functions (3) MGMT 372 Human Relations and Organizational Behavior (3) MKT 314 Advertising (3) MKT 312 Retailing (3) MKT 330 Internet Marketing (3) MKT 316 Public Relations (3)	
<b>Total Required for Certificate</b>	<b>18</b>

### Certificate of Achievement

A Certificate of Achievement may be obtained by completion of the required program with grades of "C" or better.

# Business, Marketing

## Associate in Science Degree

### Program Information

The marketing program is designed for those who wish to pursue a career in marketing, marketing communications, or sales and progress into positions of higher responsibility. This curriculum has a two-fold purpose: 1) to introduce students to the principles of marketing, and 2) to help students acquire the knowledge, skill, and understanding they need as preparation for positions in Marketing.

### Career Opportunities

Sales and sales management, retail management, advertising, e-marketing, product management, marketing research, public relations, international marketing, services marketing.

### Upon completion of this program, the student will be able to:

- identify and explain the major functional areas of business organizations, including management, marketing, finance, and accounting.
- describe consumer buying behavior and evaluate which marketing communications will most effectively meet the needs of the marketplace.
- employ the principles of product development, pricing, distribution, promotion, and market research in the development and execution of marketing strategy.
- demonstrate professional sales skills by effectively identifying and responding to customers' needs.
- apply the elements of marketing planning to relevant business situations.
- develop and select appropriate strategy, execution, and media for advertising.
- distinguish among the different concepts of ethics and social responsibility.
- formulate original ideas and concepts in addition to integrating the ideas of others into the problem solving process.
- evaluate practical business problems and utilize critical thinking in the determination of alternative solutions.

### Required Program for the Degree

### Units

ACCT 101 Fundamentals of College Accounting (3) or ACCT 301 Financial Accounting (4) .....	3-4
BUS 300 Introduction to Business.....	3
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting.....	1
CISC 300 Computer Familiarization .....	1
MKT 300 Principles of Marketing.....	3
MKT 310 Selling Professionally.....	3
MKT 314 Advertising.....	3
A minimum of 3 units from the following:.....	3
BUS 106 Business Mathematics (1 - 3) ECON 310 Economic Statistics (3)	
A minimum of 9 units from the following:.....	9
BUS 310 Business Communications (3) BUS 340 Business Law (3) or BUS 345 Law and Society (3) CISA 305 Beginning Word Processing (2) CISA 310 Introduction to Electronic Spreadsheets (1) ECON 302 Principles of Macroeconomics (3) or ECON 100 Introduction to Economics (3) MGMT 304 Introduction to Management Functions (3) MGMT 372 Human Relations and Organizational Behavior (3)	

A minimum of 9 units from the following:.....	9
BUS 310 Business Communications (3) BUS 350 Small Business Management/Entrepreneurship (3) MKT 312 Retailing (3) MKT 316 Public Relations (3) MKT 330 Internet Marketing (3)	

### Total Units Required

38-39

### Suggested Electives

BUS 212, BUS 220, BUS 330, BUS 498

### Associate in Science (A.S.) Degree

The Associate in Science degree may be obtained by completing the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

# Business, Marketing

## Certificate of Achievement

### Program Information

A Marketing Certificate of Achievement will provide a general concentration covering all aspects of marketing. Students will gain skills that will prepare them for a successful career in marketing. Marketing is a dynamic area of study that includes a variety of career opportunities, which include advertising, sales, entrepreneurship, retailing, marketing services, public relations, and marketing management.

### Career Opportunities

Sales and sales management, retail management, advertising, e-marketing, product management, marketing research, public relations, international marketing, services marketing.

### Upon completion of this program, the student will be able to:

- identify and explain the major functional areas of business organizations, including management, marketing, finance, and accounting.
- describe consumer buying behavior and evaluate which marketing communications will most effectively meet the needs of the marketplace.
- employ the principles of product development, pricing, distribution, promotion, and market research in the development and execution of marketing strategy.
- demonstrate professional sales skills by effectively identifying and responding to customers' needs.
- apply the elements of marketing planning to relevant business situations.
- develop and select appropriate strategy, execution, and media for advertising.
- distinguish among the different concepts of ethics and social responsibility.

### Required Program for the Certificate

### Units

BUS 300 Introduction to Business.....	3
MKT 300 Principles of Marketing.....	3
MKT 310 Selling Professionally.....	3
MKT 314 Advertising.....	3
A minimum of 6 units from the following:.....	6
BUS 210 The Business Plan (1) BUS 212 Marketing for Small Businesses (1) BUS 220 Retailing and Merchandising for the Small Business (1) BUS 330 Managing Diversity in the Workplace (3)	

- MGMT 372 Human Relations and Organizational Behavior (3)  
or MGMT 304 Introduction to Management Functions (3)
- MKT 312 Retailing (3)
- MKT 316 Public Relations (3)
- MKT 330 Internet Marketing (3)

**Total Units Required** **18**

**Certificate of Achievement**

A Certificate of Achievement may be obtained by completion of the Required Program with grades of "C" or better.

## Business, Marketing, Advertising

### Associate in Science Degree

**Program Information**

This program provides the knowledge and skills necessary for advertising work with print media, electronic and broadcast media, retail and general business organizations, and advertising agencies.

**Career Opportunities**

Advertising, e-marketing, product management, public relations, services marketing, media planning, media buying, copywriter, communications.

**Upon completion of this program, the student will be able to:**

- develop and select the appropriate strategy, execution, and media for advertising and promotion.
- employ the principles of product development, pricing, distribution, promotion, and market research in the development and execution of marketing strategy.
- describe the consumer decision-making process and how marketing communications influence decisions.
- analyze consumer buying behavior and recommend how to utilize marketing communications most effectively to meet consumer needs.
- apply design techniques to create effective marketing materials.
- distinguish among the different concepts of ethics and social responsibility.
- identify and explain the major functional areas of business organizations, including management, marketing, finance, and accounting.
- formulate original ideas and concepts in addition to integrating the ideas of others into the problem solving process.
- evaluate practical business problems and utilize critical thinking in the determination of alternative solutions.

**Required Program**

**Units**

- ACCT 101 Fundamentals of College Accounting (3)  
or ACCT 301 Financial Accounting (4) ..... 3-4
- BUS 300 Introduction to Business..... 3
- BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting ..... 1
- CISC 300 Computer Familiarization ..... 1
- MKT 300 Principles of Marketing ..... 3
- MKT 310 Selling Professionally..... 3
- MKT 314 Advertising..... 3
- A minimum of 3 units from the following:..... 3
  - BUS 106 Business Mathematics (1 - 3)
  - ECON 310 Economic Statistics (3)

- A minimum of 9 units from the following:..... 9
  - BUS 310 Business Communications (3)
  - BUS 345 Law and Society (3)  
or BUS 340 Business Law (3)
  - CISA 305 Beginning Word Processing (2)
  - CISA 310 Introduction to Electronic Spreadsheets (1)
  - ECON 100 Introduction to Economics (3)  
or ECON 302 Principles of Macroeconomics (3)
  - MGMT 304 Introduction to Management Functions (3)
  - MGMT 372 Human Relations and Organizational Behavior (3)

- A minimum of 9 units from the following:..... 9
  - ART 300 Elementary Drawing and Composition (3)
  - ART 302 Elementary Drawing and Composition (3)
  - ART 320 Design: Fundamentals (3)
  - ART 322 Design: Image and Content (3)
  - GCOM 300 Prepress and the Printing Process (3)
  - GCOM 310 Beginning Page Layout, Using Adobe Pagemaker (3)
  - MKT 316 Public Relations (3)
  - MKT 330 Internet Marketing (3)
  - PHOTO 301 Beginning Photography (3)

**Total Units Required** **38-39**

**Suggested Electives**

- BUS 212, BUS 498

**Associate in Science (A.S.) Degree**

The Associate in Science degree may be obtained by completing required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

## Business, Office Administration

### Associate in Science Degree

#### Certificate of Achievement

- Computer Keyboarding & Office Applications, Certificate of Achievement**
- Clerical General Office, Certificate of Achievement, Level A**
- Introduction to Computerized Office Technologies, Certificate of Achievement, Level B**
- Business Operations and Management Technology, Certificate of Achievement, Level C**
- Virtual Office and Management Technologies, Degree and Certificate of Achievement, Level D**

## Computer Keyboarding & Office Applications

### Certificate of Achievement

**Program Information**

This certificate program prepares students to utilize various office applications software programs and key complex documents using proper formatting and technique for a variety of business and/or personal uses. This program is especially designed for students with little or no keyboarding or software applications experience, but it is also challenging enough for those who have experience typing and using office applications. Students will learn to use the computer keyboard by touch and progress to typing at least 40 words per minute. Students will use computer applications to create and edit business documents and develop solutions for complex business problems.

**Career Opportunities**

Due to the increase of office automation, computer keyboarding and office applications skills are used in a variety of career fields. No longer is typing and word processing left solely up to a secretary or administrative assistant. Professionals in many occupations use keyboarding skills and office applications on a regular basis including account executives, accountants, administrative assistants, administrators, auditors, authors, bookkeepers, call center representatives, computer programmers, computer technicians, customer service representatives, data entry operators, doctors, editors, engineers, lawyers, managers, medical record scanners, reporters, project managers, sales representatives, researchers, software engineers, stenographers, supervisors, teachers, and virtual assistants to name a few. This program will meet the needs of students who want to be able to type correctly and use office applications effectively in their present or future careers.

**Upon completion of this program, the student will be able to:**

- analyze, arrange, and type letters, memorandums, tables, and reports according to formatting and accuracy standards.
- touch type 40+ WPM for 5 minutes with a maximum of 1 error/minute.
- compose effective business employment documents such as cover letters and applications.
- utilize knowledge and skills learned in the classroom to real world business situations.
- compose business documents using various features of current office suite programs.
- research, prepare, and present on-screen presentations.
- solve business problems using spreadsheets as a tool.
- identify and correct spelling errors quickly and accurately.
- operate a numeric keypad by touch at a rate of 10,000 or more keystrokes an hour with 98 percent accuracy.
- demonstrate understanding of copyright laws, legal issues, social and ethical issues related to computer use.
- use basic Windows operating system commands to format disk, view, copy, move and erase files; create sub-directories.
- manipulate and manage files using a file manager.
- customize Windows using the Control Panel.
- establish folders (directories) and subfolders (sub-directories) for information management.

<b>Required Program</b>	<b>Units</b>
BUSTEC 100.1 Keyboarding Skills: Beginning.....	1
BUSTEC 100.2 Keyboarding Skills: Intermediate.....	1
BUSTEC 100.3 Keyboarding Skills: Advanced .....	1
BUSTEC 300.1 Beginning Keyboarding/Applications: Introduction	1
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting .....	1
BUSTEC 300.3 Beginning Keyboarding/Applications: Advanced Document Formatting .....	1
BUSTEC 101 Computer Keyboarding: 10-Key.....	1
CISC 300 Computer Familiarization .....	1
CISA 305 Beginning Word Processing .....	2
CISA 340 Presentation Graphics.....	2
CISA 310 Introduction to Electronic Spreadsheets.....	1
[ CISA 311 Intermediate Electronic Spreadsheets (1) .....	2 <sup>1</sup>
and CISC 320 Operating Systems (1) ]	
or CISA 306 Intermediate Word Processing (2)	
<b>Total Units Required</b>	<b>15</b>

<sup>1</sup>Fiscal Office Option: CISA 311 and CISC 320;  
General Office Option: CISA 306

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completing the concentration requirements with grades of “C” or better.

**Office Administration**

**Clerical General Office**

**Certificate of Achievement, Level A**

**Program Information**

This program is designed for students who are interested in working in a business office. Students will receive classroom instruction that will equip them to be successful in an office environment, followed by on-the-job work experience. Career Opportunities

This After completion of this Certificate of Achievement, possible job opportunities will include: office assistant, general clerical worker, office clerk, records clerk, and information clerk.

**Upon completion of this program, the student will be able to:**

- demonstrate effective oral and written communication.
- key at least 28 WPM by touch.
- use office software to create, save, edit, and print documents.
- demonstrate proficiency using electronic forms of communication.
- support basic administrative procedures in an office environment.
- research information using the Internet.

**Required Program**

**Units**

CISC 300 Computer Familiarization (1) .....	1-3
or CISC 310 Introduction to Computer Information Science (3)	
BUS 100 English for the Professional.....	3
BUS 310 Business Communications.....	3
BUSTEC 100.1 Keyboarding Skills: Beginning (1)	
or BUSTEC 300.1 Beginning Keyboarding/Applications: Introduction (1) .....	1
BUSTEC 115 Records Management .....	2
BUSTEC 110 Business Procedures for Professional Success .....	3
A minimum of 3 units from the following: .....	3
BUS 106 Business Mathematics (1-3)	
A minimum of 1 unit from the following:.....	1
BUS 498 Work Experience in Business (1-4)	

**Total Units Required**

**17-19**

**Suggested Electives**

COMM 301, BUSTEC 101

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completion of the required program with grades of “C” or better.

**Office Administration**

**Introduction to Computerized Office Technologies**

**Certificate of Achievement, Level B**

**Program Information**

This program prepares students for increased responsibilities in an administrative office where an emphasis on computer applications is required or desired.

**Career Opportunities**

This program prepares students for employment as accounting clerks, payroll clerks, administrative clerks, and general office clerks.

**Upon completion of this program, the student will be able to:**

- demonstrate effective oral and written communication.
- compose business documents using current office suite programs.
- research solutions to business problems using electronic and print sources.
- calculate payroll and prepare federal and state payroll tax returns.
- identify, record, transfer, and summarize business transactions.
- prioritize electronic and printed records.
- demonstrate the ability to key at least 40 WPM by touch.

**Required Program**

**Units**

BUSTEC 300.1 Beginning Keyboarding/Applications: Introduction .....	1
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting .....	1
BUSTEC 300.3 Beginning Keyboarding/Applications: Advanced Document Formatting .....	1
BUS 310 Business Communications .....	3
BUS 100 English for the Professional .....	3
BUSTEC 110 Business Procedures for Professional Success .....	3
CISC 300 Computer Familiarization .....	1
CISA 305 Beginning Word Processing .....	2
CISA 310 Introduction to Electronic Spreadsheets .....	1
CISC 305 Introduction to the Internet .....	1
BUSTEC 115 Records Management .....	2
BUSTEC 100.1 Keyboarding Skills: Beginning .....	1 <sup>1</sup>
BUSTEC 100.2 Keyboarding Skills: Intermediate .....	1 <sup>2</sup>
BUSTEC 100.3 Keyboarding Skills: Advanced .....	1 <sup>3</sup>
ACCT 101 Fundamentals of College Accounting .....	3
A minimum of 3 units from the following: .....	3
BUS 106 Business Mathematics (1 - 3)	
<b>Total Units Required</b>	<b>28</b>

- <sup>1</sup>Waived for students who demonstrate keying over 40 Net Words per minute on a five-minute timed test.
- <sup>2</sup>Waived for students who demonstrate keying over 40 Net Words per minute on a five-minute timed test.
- <sup>3</sup>Waived for students who demonstrate keying over 40 Net Words per minute on a five-minute timed test.

**Suggested Electives**

CISA 306, CISA 311, CISA 321, CISA 340; WEXP 198, WEXP 298; RE 300; MKT 316; COMM 301; BUSTEC 101

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completion of the required program with grades of "C" or better.

**Office Administration**

**Business Operations and Management Technology  
Certificate of Achievement, Level C**

**Program Information**

This program prepares students for employment as Secretary, Administrative Assistant, Word Processor, and Receptionist. Many courses are available in a nine-week format.

**Career Opportunities**

This program prepares students for employment as administrative assistants, human resources assistants, data entry operators, billing clerks, bookkeepers, accounting clerks, and auditing clerks.

**Upon completion of this program, the student will be able to:**

- evaluate primary/secondary research findings and draw conclusions.
- compose complicated business documents using intermediate-level skills and current office suite software programs.
- calculate payroll and prepare federal and state payroll tax returns.
- identify, record, transfer, and summarize business transactions.
- arrange alphabetic and numeric records from printed and electronic sources.
- solve business problems using sophisticated management technology.

**Required Program**

**Units**

BUSTEC 300.1 Beginning Keyboarding/Applications: Introduction .....	1
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting .....	1
BUSTEC 300.3 Beginning Keyboarding/Applications: Advanced Document Formatting .....	1
BUSTEC 101 Computer Keyboarding: 10-Key .....	1
BUS 310 Business Communications .....	3
BUS 100 English for the Professional .....	3
MGMT 372 Human Relations and Organizational Behavior (3).... or MGMT 304 Introduction to Management Functions (3)	3
CISC 300 Computer Familiarization .....	1
CISA 306 Intermediate Word Processing .....	2
CISA 311 Intermediate Electronic Spreadsheets .....	1
BUSTEC 115 Records Management .....	2
BUSTEC 110 Business Procedures for Professional Success .....	3
ACCT 101 Fundamentals of College Accounting .....	3
A minimum of 3 units from the following: .....	3
BUS 106 Business Mathematics (1 - 3)	
<b>Total Units Required</b>	<b>29</b>

**Suggested Electives**

MKT 300; CISA 321, CISA 340, CISC 305, CISC 306, CISC 321; WEXP 198, WEXP 298; MKT 316; COMM 301

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completion of the required program with grades of "C" or better.

**Office Administration**

**Virtual Office and Management Technologies  
Associate in Science Degree  
Certificate of Achievement, Level D**

**Program Information**

This exciting degree program is designed for students who desire to work in office administration or office management careers. Students who enjoy the challenges of learning new technologies and the flexibility of working outside of the typical office environment will be interested in this program. Students who have ever considered a career in which they could work from home should complete this degree.

**Career Opportunities**

This program prepares students for employment as administrative assistants, office supervisors, secretaries, administrative support supervisors, and virtual entrepreneurs.

**Upon completion of this program, the student will be able to:**

- create and edit documents using advanced word processing functions.
- analyze, arrange, and type letters, memorandums, tables, and reports according to the formatting and accuracy standards presented during the course.
- touch type 30 to 40+ WAM for 5 minutes with a maximum of 1 error/minute.
- prepare business documents that exhibit a clear understanding of the structure of English grammar, word usage, spelling, punctuation, and business vocabulary.
- apply methods of and demonstrate proficiency in coding, indexing, storing and retrieving alphabetic, subject, consecutive numeric, terminal-digit numeric, and geographic filing systems records.
- manipulate established database files, including adding to, deleting from, making changes to, and printing out reports.
- demonstrate an understanding of the importance of records retention along with its legal and ethical implications.
- produce business documents that show an understanding of the essentials of the sentence as an aid to clear thinking and effective writing.
- assess Internet options in the search for relevant information.
- compose a formal keyed research report based on research findings using APA style.
- compose effective business employment documents such as cover letters and applications.
- collaborate in small groups to conduct research.
- create effective presentations for audiences.
- identify, record, transfer, and summarize business transactions.
- prepare the income statement and balance sheets for sole proprietorships and partnerships.
- process payroll and prepare federal and state payroll tax returns.
- identify the basics of inventory and fixed assets/depreciation.
- apply a variety of current management philosophies to current management problems.
- analyze business and consumer issues, using cognitive skills, to make appropriate decisions.
- apply practical problem solving, analytical, and critical thinking skills to function successfully as consumers, employees, and business persons.
- apply knowledge and skills learned in the classroom to real world business situations.

**Required Program**

**Units**

BUSTEC 300.1 Beginning Keyboarding/Applications: Introduction .....	1
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting .....	1
BUSTEC 300.3 Beginning Keyboarding/Applications: Advanced Document Formatting .....	1
BUS 310 Business Communications .....	3
BUS 100 English for the Professional .....	3
CISA 340 Presentation Graphics.....	2
BUSTEC 115 Records Management .....	2
BUSTEC 350 Virtual Office Careers and Technologies.....	3
ACCT 101 Fundamentals of College Accounting .....	3
MGMT 304 Introduction to Management Functions (3) or MGMT 372 Human Relations and Organizational Behavior (3).....	3
A minimum of 3 units from the following:.....	3
BUS 106 Business Mathematics (1-3)	

A minimum of 2 units from the following: .....<sup>2</sup>  
WEXP 298 Work Experience in (Subject) (1-4)

**Total Units Required**

**27**

<sup>1</sup>Work experience must be in area related to Degree or Certificate.

**Suggested Electives**

CISA 321, CISC 306, CISC 351; MKT 316; COMM 301; BUSTEC 101

**Associate in Science (A.S.) Degree**

The Associate in Science Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to equal a 60-unit total. See SCC graduation requirements.

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completion of the required program with grades of "C" or better.

**Business, Real Estate**

**Associate in Science Degree**

**Certificate of Achievement**

**Program Information**

The associate degree program in real estate focuses on the practical application and understanding of the concepts utilized in real estate markets, and the real estate career fields. Course work includes real estate principles, legal aspects of real estate, real estate practice, real estate finance, real estate economics, and appraisal.

**Career Opportunities**

Career Opportunities include Real Estate Salesperson, Real Estate Broker, Real Estate Appraiser, Real Estate Investor, and Small Business Owner.

**Upon completion of this program, the student will be able to:**

- identify and explain the major functional areas of real estate, including legal aspects, finance, economics, real estate practice and appraisal.
- develop leadership skills and abilities that are effective in a real estate environment.
- analyze practical real estate problems and utilize research and critical thinking to evaluate and recommend alternative solutions.
- integrate real estate principles related to finance, law, products, services and information.
- assess current real estate market conditions.
- recommend appropriate sales strategies, based on market conditions.
- develop the necessary background and qualifications for the California Real Estate Brokers and Salesperson license examinations.

**Required Program**

**Units**

ACCT 101 Fundamentals of College Accounting (3) or ACCT 301 Financial Accounting (4) .....	3-4
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting .....	1
BUS 300 Introduction to Business.....	3
CISC 300 Computer Familiarization .....	1
RE 300 California Real Estate Principles .....	3
RE 330 Legal Aspects of Real Estate.....	3
RE 310 Real Estate Practice.....	3

RE 320 Real Estate Finance .....	3
RE 342 Real Estate Appraisal .....	3
RE 360 Real Estate Economics.....	3
A minimum of 3 units from the following:.....	3
BUS 106 Business Mathematics (1-3)	
or ECON 310 Economic Statistics (3)	
A minimum of 6 units from the following:.....	6
MKT 310 Selling Professionally (3)	
MKT 314 Advertising (3)	
ECON 302 Principles of Macroeconomics (3)	
RE 344 Advanced Appraisals (3)	
RE 350 Real Property Management (3)	
RE 497 Internship in Real Estate (4)	
<b>Total Units Required</b>	<b>35-36</b>

**Associate in Science (A.S.) Degree**

The Associate in Science degree may be obtained by completing the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

**Certificate of Achievement**

The Certificate of Achievement may be obtained by completing the concentration requirements with grades of "C" or better.

**Business, Customer Service  
Certificate of Completion, Level 1**

**Program Information**

Businesses with exceptional customer service flourish, but it is often difficult for employees to obtain the requisite skills while on the job. The Customer Service certificate program offers skills and techniques today that can be implemented in the workplace tomorrow. In addition to the basic areas of customer service, communication, team building, and attitude, several other topics are incorporated, which will enhance any employee's overall job performance, as well as improve service to customers.

**Upon completion of this program, the student will be able to:**

- explain why it is so important for businesses to provide excellent quality service.
- demonstrate verbal and nonverbal workplace communication skills.
- identify attitude problems and demonstrate the skills required to maintain a positive attitude in the workplace.
- apply the leadership skills necessary to manage high performance teams.
- recognize the importance of ethics and values in the workplace and formulate a personal ethical philosophy.
- combine workplace skills with other key interpersonal skills (time management, change management, stress management, decision making, problem solving) to effectively meet the needs of customers.

**Required Program**

**Units**

BUS 260 Communicating With Customers.....	.5
BUS 261 Exceptional Customer Service .....	.5
BUS 262 Team Building in the Workplace .....	.5
BUS 263 Attitude in the Workplace.....	.5

A minimum of two (2) units from the following:.....	2
BUS 264 Ethics and Values in the Workplace (.5)	
BUS 265 Stress Management in the Workplace (.5)	
BUS 266 Time Management in the Workplace (.5)	
BUS 267 Dealing With Conflict in the Workplace (.5)	
BUS 268 Decision Making & Problem Solving in the Workplace (.5)	
BUS 269 Organizational Change (.5)	

**Total Units Required**

**4**

**Certificate of Completion**

The Certificate of Completion may be obtained by completion of the required program with grades of "C" or better.

**Business (BUS)**

**BUS 100 English for the Professional 3 Units**

*Prerequisite: ENGWR 50 and ENGRD 110, or ESLW 320 and ESLR 320 with grades of "C" or better.*  
*Advisory: Credit for BUSTEC 100.1 or completion of BUSTEC 300.1 with a grade of a "C" or better.*  
*Hours: 54 hours LEC*

This course is designed to prepare students for business communication. It presents principles of correct and effective English usage as applied in business. Included are skills and techniques of written communication, sentence structure, word usage, punctuation, spelling, business vocabulary, and business document formatting. Emphasis is placed on critical thinking and effective writing techniques through analyzing written communication and composing and organizing paragraphs into effective business documents. Computer skills are needed to format business documents and search the Internet for information. Proofreading skills are emphasized throughout the course.

**BUS 106 Business Mathematics 1-3 Units**

*Prerequisite: None.*  
*Advisory: MATH 27 with a grade of Credit*  
*Hours: 54 hours LEC*

This variable unit course develops essential skills to help students handle business and consumer math issues. It builds awareness and confidence in fractions, decimals, percents, interest, merchandise markups and markdowns, interpretation of charts, problem-solving, personal finance, elementary statistics, and accounting concepts. It is recommended for every Business major. Credit is awarded at the rate of one unit for each eighteen hours of lecture, which is one module. Total credit cannot exceed three units. This course may be taken up to three times for a maximum of three units.

**BUS 205 Entrepreneurship Quick Start 6 Units**

*Prerequisite: None.*  
*Hours: 108 hours LEC*

The Entrepreneurship Quick Start program is an intensive retraining program targeting professionals who want to open their own successful businesses. Entrepreneurs will learn how to develop a marketing plan, a strategic plan, a general business plan, an accounting system, and a logo design; how to understand state and federal procurement procedures; and how to obtain the necessary licensing to do business.

**BUS 210      The Business Plan                      1 Unit***Prerequisite: None.**Hours: 18 hours LEC*

This course offers an organized, step-by-step approach to creating and preparing a business plan for a small business. This plan will enable managers and owners to identify areas of specific risk and solve problems before commencing operations of the business.

**BUS 212      Marketing for Small Businesses      1 Unit***Prerequisite: None.**Hours: 18 hours LEC*

This course emphasizes how a small business or non-profit organization can market its service or product to its customers. The student will learn about ways to improve the marketing mix, identify target markets, and develop a marketing plan.

**BUS 214      Financing a Small Business                      1 Unit***Prerequisite: None.**Hours: 18 hours LEC*

This course discusses the various approaches the business owner may take to obtain the necessary capital for a small business. This course will focus on determining the start-up costs, and projecting monthly and yearly costs. Financial ratios and analysis of financial statements are covered.

**BUS 216      Essential Records for  
the Small Business                                      1 Unit***Prerequisite: None.**Hours: 18 hours LEC*

This course emphasizes the various types of records that a small business must keep and the types of business licenses that must be obtained. The focus will be on financial, employment, and tax records. A simple, easy-to-use recordkeeping system will be covered.

**BUS 218      Management Skills for  
the Small Business                                      1 Unit***Prerequisite: None.**Hours: 18 hours LEC*

A small business owner must understand and motivate others to help the business reach its objectives. This course covers such functions as planning and organizing work flow, delegating responsibilities, understanding leadership styles, decision-making, stress and time management, and working with employee organizations.

**BUS 220      Retailing and Merchandising for 1 Unit  
the Small Business***Prerequisite: None.**Hours: 18 hours LEC*

This course will emphasize retailing concepts such as inventory control and turnover rates, selecting merchandise sources, using trade and cash discounts, pricing, markup and markdown, and shrinkage control. Students will also learn how to develop a merchandising plan, inventory control system, and assess consumer behavior and demographics.

**BUS 260      Communicating With  
Customers    .5 Unit***Prerequisite: None.**Hours: 9 hours LEC*

This course is designed to introduce the student to the key elements of communication and its importance in providing exceptional customer service. Topics will include verbal and nonverbal communication as well as listening skills. Emphasis will be placed on how to effectively and constructively communicate with internal and external customers. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 261      Exceptional Customer Service      .5 Unit***Prerequisite: None.**Hours: 9 hours LEC*

This course is designed to provide the student with certain key skills and attitudes in order to effectively meet the needs of customers. The student will be introduced to the concepts of internal and external customers, customer satisfaction, and customer retention. Topics will also include communicating with customers, developing a positive attitude, handling complaints, and sales skills. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 262      Team Building in  
the Workplace    .5 Unit***Prerequisite: None.**Hours: 9 hours LEC*

This course is designed to provide the student with an understanding of team building and the role teams play in providing exceptional customer service. Students will learn how effective teams work, common problems teams encounter, and how to resolve them. They will learn to recognize and deal with various coworker personalities and team player styles. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 263      Attitude in the Workplace                      .5 Unit***Prerequisite: None.**Hours: 9 hours LEC*

This course is designed to introduce the student to the subject of attitude and the importance of a positive attitude in providing exceptional customer service. Certain key skills will help participants maintain a positive attitude in the workplace and at home. The student will be introduced to the concepts of how attitudes are communicated and how to adjust one's own attitude. Topics will also include the primary causes of a bad attitude and specific techniques to improve the attitudes of others. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 264      Ethics and Values in  
the Workplace    .5 Unit***Prerequisite: None.**Hours: 9 hours LEC*

This course will acquaint the student with the importance of ethics and values in delivering exceptional customer service. Students will learn how to evaluate ethical behavior, how to determine what influences our values, and how values influence actions. Emphasis will be placed on developing a personal ethical philosophy and helping others do the right thing. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 265      Stress Management in      .5 Unit**  
**the Workplace**

*Prerequisite: None.*

*Hours: 9 hours LEC*

This course is designed to acquaint the student with the elements of stress management and its importance in providing exceptional customer service. Topics will include the recognition of stress, causes of stress, and the benefits of managing stress. Emphasis will be placed on a multitude of ways to handle stress in order to have a more productive professional and personal life. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 266      Time Management in      .5 Unit**  
**the Workplace**

*Prerequisite: None*

*Hours: 9 hours LEC*

This course is designed to introduce the student to the principles of time management and the importance of managing time efficiently in providing exceptional customer service. Specific tools that assist in making the maximum use of one's time will be discussed. Emphasis will be placed on how to prioritize, identifying time wasters, delegation, and goal setting. Basic concepts of managing space will also be covered. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 267      Dealing With Conflict in      .5 Unit**  
**the Workplace**

*Prerequisite: None.*

*Hours: 9 hours LEC*

This course is designed to introduce the student to the subject of conflict management and the importance of managing conflict in providing exceptional customer service. Topics will include the meaning of conflict, the causes of conflict between individuals and groups within an organization, and strategies for resolving interpersonal conflict. Emphasis will be placed on how to deal with difficult people, and how to bring out the best in others. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 268      Decision Making & Problem      .5 Unit**  
**Solving in the Workplace**

*Prerequisite: None.*

*Hours: 9 hours LEC*

This course is designed to introduce the student to the role and importance of effective decision making and problem solving in providing exceptional customer service. Emphasis will be placed on recognized techniques for solving problems, common traps to avoid when making decisions, and tools for generating creative solutions. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 269      Organizational Change      .5 Unit**

*Prerequisite: None.*

*Hours: 9 hours LEC*

This course is designed to provide the student with an understanding of organizational change and the role it plays in providing exceptional customer service. Topics will include understanding organizational change, theoretical models of change, stages of change, and how to survive and thrive when an organization

changes. The goal is to provide practical, hands-on skills to non-management level personnel.

**BUS 294      Topics in Business      .5-4 Units**

*Prerequisite: None.*

*Hours: 72 hours LEC*

This course is designed to give students an opportunity to study topics in business not included in current course offerings. This course may be taken four times for credit providing there is no duplication of topics.

**BUS 300      Introduction to Business      3 Units**

*Prerequisite: None.*

*Advisory: ENGWR 50 or ESLW 50 with a grade "C" or better.*

*General Education: AA/AS Area V(b)*

*Course Transferable to UC/CSU*

*Hours: 54 hours LEC*

For anyone considering a career in business or a business venture, this course provides an overview of the business operation and the skills required for success. It covers the operations of business, business organization and management, finance, marketing, labor-management relations, and government regulations, accounting, computers, e-commerce, and management information systems.

**BUS 310      Business Communications      3 Units**

*Prerequisite: BUS 100 or ENGWR 100 with a grade of "C" or better; or placement through the assessment process.*

*Advisory: Credit for BUSTEC 100.1 or BUSTEC 300.1 at 28+ net words per minute, or equivalent*

*AA/AS: Writing Competency*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course focuses on the use of communication within the global business environment. It includes the psychology, principles, and methods used by managers and professionals in the process of communicating with coworkers, employees, employers, customers, and constituents. Analytical skills are used to critique, plan, organize, compose, and edit business documents. Style, appearance, tone, vocabulary, grammar, punctuation, and reader appeal are stressed for effective oral, electronic, and written communication. A formal analytical research paper using APA or MLA style citations and graphics is required. Students will conduct primary and secondary research to draw conclusions and make recommendations. The results of the formal research paper will be presented in an oral presentation using presentation software.

**BUS 320      Concepts in Personal Finance      3 Units**

*Same As: FCS 304*

*Prerequisite: None.*

*Advisory: ENGWR 50 or ESLW 50 with a grade of "C" or better.*

*General Education: AA/AS Area III(b); CSU Area E1*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course is designed to assist individuals to analyze their financial affairs. Elements and conceptual basis of financial planning analysis, and decision making in areas of budgeting, taxes, borrowing, money management, insurance, investments, and retirement will be examined with an emphasis on principles to develop students' economic decision making. Students may receive credit for BUS 320 or FCS 304 but not for both.

**BUS 325 Investments and Financial Management 3 Units**

*Same As: ECON 330*

*Prerequisite: None.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

Fundamentals of Investment Management and Financial Markets will provide important information that individuals should know before investing their funds or managing investments. The course will be equally valuable to those who have little or no knowledge of investing and financial markets as well as those who are already investors and want to sharpen their skills. The course will provide a blend of the traditional and modern approaches to investment decision making (and financial markets). The traditional approach is largely descriptive, while the modern approach emphasizes quantitative techniques. Credit may be awarded for ECON 330 or BUS 325, but not for both.

**BUS 330 Managing Diversity in the Workplace 3 Units**

*Prerequisite: None.*

*General Education: AA/AS Area VI; CSU Area D3; CSU Area D7*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

The course examines the leadership skills and abilities needed to manage a multicultural workforce. A primary focus is placed upon the workplace impact of various historical, social, and cultural experiences/perspectives related to gender, age, race, ethnicity, and disability. Workforce issues related to the diversity of the American consumer and global consumer impact on the United States are analyzed.

**BUS 340 Business Law 3 Units**

*Prerequisite: None.*

*Course Transferable to UC/CSU*

*Hours: 54 hours LEC*

This course is an introduction to law in its relationship to the environment of business. The course covers the American legal system as an instrument of economic, social, and political control. It stresses basic business torts, business crimes, contracts and sales transactions, agency, legal structures of business, government regulation, and property rights.

**BUS 345 Law and Society 3 Units**

*Prerequisite: None.*

*General Education: CSU Area D8; IGETC Area 4G*

*Course Transferable to UC/CSU*

*Hours: 54 hours LEC*

This course benefits students in every major by making all students aware of their rights and obligations under the law. They will be introduced to the American common law system, with emphasis on the practical aspects, theory behind the law, and on the law as a reflection of society. Areas studied include the U.S. Constitution, the Court and legal systems, law of Crimes, Torts, Contracts, Landlord-Tenant Relationships, Employment, and Family Law. This course is not to be taken in place of BUS 340, Business Law, where required.

**BUS 350 Small Business Management/ Entrepreneurship 3 Units**

*Prerequisite: None.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This class covers the various elements in starting and operating a small business. Students will learn to develop a business plan, find financial resources, meet legal requirements, develop management techniques, understand marketing concepts and techniques, and other topics of interest to the small business entrepreneur.

**BUS 380 Introduction to Insurance 1 Unit**

*Prerequisite: None.*

*Course Transferable to CSU*

*Hours: 18 hours LEC*

This introductory insurance course will provide students with a basic background in the modern property/casualty insurance system. Topics will include how insurance products and services are distributed to the consumer, how insurance company departments function, and how reinsurance is used to create an insurance company and insure large property and high liability values/limits. Students will gain an understanding of civil laws or tort and contract, the basic commercial and personal ISO insurance contracts, and the importance of the risk management process.

**BUS 381 Property and Liability Insurance Principles 3 Units**

*Prerequisite: None.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

In this course, students will learn basic information concerning property and liability insurance. The first segment of the course covers the fundamentals of insurance including types of insurers, institutions that provide insurance, how it is regulated, and measurement of financial performance. The second segment includes insurance operations, such as marketing, underwriting, and claims. The final segment covers insurance contracts, loss exposure, and risk management.

**BUS 382 Personal Insurance 3 Units**

*Prerequisite: None.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course will assist students in learning basic information regarding personal insurance. This course will be of value to anyone majoring in business or anyone who does not possess the knowledge to handle his/her personal insurance needs. This course includes information about automobile insurance; homeowners insurance; other residential insurance such as fire and earthquake insurance; marine insurance; other personal property and liability insurance; financial planning; life insurance; and health insurance.

**BUS 383 Commercial Insurance 3 Units**

*Prerequisite: None.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course will provide students with basic information regarding the whole area of Commercial Insurance. Covered in this course is information concerning commercial property insurance, business income insurance, commercial crime insurance, equipment breakdown insurance, inland and ocean marine insurance,

commercial general liability insurance, commercial automobile insurance, business owners' policies and farm insurance, workers' compensation and employers' liability insurance, and other miscellaneous coverage.

**BUS 384 Code and Ethics 1 Unit**

*Prerequisite: None.*

*Course Transferable to CSU*

*Hours: 18 hours LEC*

This course is designed for insurance majors. It addresses ethical considerations one must support in order to succeed in business, specifically in the insurance industry. Students will evaluate a variety of ethical situations specifically related to the insurance industry.

**BUS 495 Independent Studies in Business .5-4 Units**

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 72 hours LEC*

See Independent Studies

**BUS 498 Work Experience in Business 1-4 Units**

*Prerequisite: None.*

*General Education: AA/AS Area III(b)*

*Enrollment Limitation: Students must be currently employed or participating in an internship to receive credit for this course.*

*Course Transferable to CSU*

*Hours: 18 hours LEC; 300 hours LAB*

This course is designed to provide students with effective job development skills that will assist them in obtaining and keeping an internship or a job in the student's major area. Course content will include understanding the application of education to the workforce; the responsibilities of an internship (where applicable) or a job; completion of Title V Education Code papers (the student's Application, Learning Objectives, Time sheet, and Evaluations), which document the student's progress and hours spent at the workplace or internship site; and developing workplace (soft) skills relevant to the 21st century workplace. In addition, the student is required to fulfill 18 hours lecture and 75 hours of related, paid work experience or 60 hours of volunteer work experience for one unit; 75 or 60 hours of related work experience for each additional unit. The program allows the student to combine practical, paid or non-paid work experience with college training. The course may be taken up to four times when there is new or expanded learning on the job for up to 16 units. In addition, the student and the Work Experience instructor may tailor the course to meet the student's specific professional needs by identifying 1-4 workshops, trainings, or conferences that the student may attend as part of the curriculum of the Business 498 class. Only one Work Experience course may be taken per semester. Business includes Accounting, Business, Computer Information Science, Management, Marketing, and Real Estate. The class will explore the use of modern personnel management principles such as employee appraisal, interviewing, and self-motivation.

**BUS 499 Experimental Offering in Business .5-4 Units**

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

See Experimental Offerings

## Business Technology (BUSTEC)

**BUSTEC 100 Keyboarding Skills 1-3 Units**

*Prerequisite: None.*

*Advisory: ENGRD 110 and ENGWR 50, or ESLR 310 and ESLW 50 with grades of "C" or better.*

*Hours: 54 hours LEC; 54 hours LAB*

This computer skill building course is open to students who desire to learn the keyboard and build speed and accuracy. Individualized skill improvement plans are based on a computerized assessment of keyboarding speed and accuracy. This course is graded Pass/No Pass. Students will earn a unit of credit for each module successfully completed.

**BUSTEC 100.1 Keyboarding Skills: Beginning 1 Unit**

*Prerequisite: None.*

*Advisory: ENGRD 110 and ENGWR 50, or ESLR 310 and ESLW 50 with grades of "C" or better.*

*Hours: 18 hours LEC; 18 hours LAB*

This introductory keyboarding course is designed for students who desire to learn the computer keyboard by touch. Students who have learned to touch-type should enroll in BUSTEC 100.2. This course is not open to students who have already received credit for one unit of BUSTEC 100. This course is graded Pass/No Pass.

**BUSTEC 100.2 Keyboarding Skills: Intermediate 1 Unit**

*Prerequisite: BUSTEC 300.1 with a grade of "C" or better or BUSTEC 100.1 with credit, and the ability to touch-type at least 28 words per minute for two minutes with a maximum of five errors.*

*Advisory: ENGRD 110 and ENGWR 50, or ESLR 310 and ESLW 50 with grades of "C" or better.*

*Hours: 18 hours LEC; 18 hours LAB*

This intermediate course builds on the skills learned in the prerequisite course(s). BUSTEC 100.2 is designed for students who have the ability to touch-type but want to increase their keyboarding speed and accuracy. An individualized skill improvement plan will be developed during the first week of the course. This plan is based on a computerized assessment of current keyboarding speed, accuracy, and technique. Students must meet or exceed their prescribed goals in order to receive credit for this course. Students who want to learn to format business documents using an Office-level word processing program should enroll in BUSTEC 300.2. BUSTEC 100.2 is not open to students who have already received credit for two units of BUSTEC 100. This course is graded Pass/No Pass.

**BUSTEC 100.3 Keyboarding Skills: Advanced 1 Unit**

*Prerequisite:* Credit for BUSTEC 100.2  
*Advisory:* ENGRD 110 and ENGWR 50, or ESLR 310 and ESLW 50 with grades of "C" or better.  
*Hours:* 18 hours LEC; 18 hours LAB  
 This advanced course is open to students who have successfully completed BUSTEC 100.2. An individualized skill improvement plan will be developed during the first week of the course. This plan is based on a computerized assessment of current keyboarding speed, accuracy, and technique. Students must meet or exceed their prescribed goal in order to receive credit. This course is not open to students who have already received credit for three units of BUSTEC 100. This course is graded Pass/No Pass.

**BUSTEC 101 Computer Keyboarding: 10-Key 1 Unit**

*Prerequisite:* None.  
*Hours:* 18 hours LEC; 18 hours LAB  
 This course introduces the numeric keypad and develops the ability to key information into a computer with speed and accuracy. Students will use the numeric keypad to operate Windows Calculator. Additionally, students will key numeric data into electronic spreadsheets, invoices, and checks in simulated exercises. This course is graded Pass/No Pass.

**BUSTEC 110 Business Procedures for Professional Success 3 Units**

*Prerequisite:* None.  
*Advisory:* BUS 100, BUSTEC 115, BUSTEC 300.2, CISA 305, CISA 310, and CISA 320 with grades of "C" or better  
*Hours:* 54 hours LEC  
 This course prepares students to perform various information processing procedures and problem solving tasks required to support both today's office systems and those of the future. Students learn critical thinking, problem solving, teamwork, supervision skills, office procedures, and information processing technologies to manage their work, as well as necessary attributes of an office professional. These skills will provide the background for advancement to supervision and management positions. Primary emphasis is on processing documents using introductory skills in word processing, spreadsheets, presentation graphics, database and e-mail. Also included are managing information storage and retrieval, and coordinating office communications, to improve the efficiency of office functions.

**BUSTEC 115 Records Management 2 Units**

*Prerequisite:* None.  
*Advisory:* Credit for BUSTEC 100.1 or completion of BUSTEC 300.1 with a grade of "C" or better.  
*Hours:* 36 hours LEC  
 This course offers an introduction to the field of records and information management. It introduces students to filing rules compatible with the Association of Records Managers and Administrators (ARMA) guidelines. Principles and practices of effective records management for filing and maintenance of paper, image, and electronic records are included. Requisition/charge-out and transfer procedures along with legal and ethical issues in the records management field are covered.

**BUSTEC 295 Independent Studies in Business Technology 1-3 Units**

*Prerequisite:* None  
*Course Transferable to CSU*  
*Hours:* 54 hours LEC  
 See Independent Studies

**BUSTEC 299 Experimental Offering in Business Technology .5-4 Units**

*Prerequisite:* None  
*Hours:* 72 hours LEC  
 See Experimental Offerings

**BUSTEC 300 Beginning Keyboarding/Applications 1-3 Units**

*Prerequisite:* None.  
*Advisory:* ENGRD 110 and ENGWR 50, or ESLW 320 and ESLR 320 with grades of "C" or better.  
*Course Transferable to CSU*  
*Hours:* 54 hours LEC; 54 hours LAB  
 This course builds speed and accuracy using the touch method. Module 1 (1 unit) introduces or reviews the keyboard by touch. Module 2 (1 unit) and Module 3 (1 unit) cover the preparation of business documents using word processing. Proofreading, grammar, spelling, and punctuation are reinforced throughout the program. Students will earn a grade for each module successfully completed.

**BUSTEC 300.1 Beginning Keyboarding/Applications: Introduction 1 Unit**

*Prerequisite:* None.  
*Advisory:* ENGWR 50 and ENGRD 110, or ESLW 320 and ESLR 320 with grades of "C" or better.  
*Course Transferable to CSU*  
*Hours:* 18 hours LEC; 18 hours LAB  
 This introductory keyboarding course emphasizes operating alphabetic, numeric, and symbol keys by touch. It includes computer-keyboarding techniques, speed-and-accuracy development, and essential computer-keyboarding information. BUSTEC 300.1 is a prerequisite to BUSTEC 300.2. This course is not open to students who have already received credit for one unit of BUSTEC 300.

**BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting 1 Unit**

*Prerequisite:* BUSTEC 300.1 with a grade of "C" or better or BUSTEC 100.1 with credit, and the ability to touch-type at least 28 words per minute for two minutes with a maximum of five errors.  
*Advisory:* ENGWR 50 and ENGRD 110, or ESLW 320 and ESLR 320 with grades of "C" or better.  
*Course Transferable to CSU*  
*Hours:* 18 hours LEC; 18 hours LAB  
 This course provides basic formatting and skill development for employment or personal use. The course builds upon skills learned in BUSTEC 300.1 and develops additional computer keyboarding skills in the creation of word processing documents. Formatting applications include: business correspondence, reports, and tables.

## Management (MGMT)

Basic document formatting, grammar, spelling, punctuation, and proofreading are reinforced throughout. Students will use basic features of an office-level word processing program. This course is not open to students who have already received credit for two units of BUSTEC 300. This course is a prerequisite to BUSTEC 300.3.

### **BUSTEC 300.3 Beginning Keyboarding/ Applications: Advanced Document Formatting** 1 Unit

*Prerequisite:* BUSTEC 300.2 with a grade of "C" or better, and the ability to touch-type at least 36 words per minute for three minutes with a maximum of four errors.

*Advisory:* ENGWR 50 and ENGRD 110, or ESLW 320 and ESLR 320 with grades of "C" or better.

*Course Transferable to CSU*

*Hours:* 18 hours LEC; 18 hours LAB

This course provides advanced skill development of business documents for employment or personal use. The course builds on skills learned in BUSTEC 300.2 and teaches students to apply advanced formats for business correspondence - memorandums, letters, reports, and employment documents. The course includes enhancing proofreading proficiency, reinforcing communication skills, increasing speed and accuracy, and using features of a current office-level word processing program to create business documents. This course is not open to students who have already received credit for three units of BUSTEC 300.

### **BUSTEC 350 Virtual Office Careers and Technologies** 3 Units

*Prerequisite:* None.

*Advisory:* BUSTEC 300.1 with a grade of "C" or better or BUSTEC 100.1 with credit, and BUS 100 with a grade of "C" or better

*Course Transferable to CSU*

*Hours:* 54 hours LEC

This course explores entrepreneurial business opportunities in the virtual office environment. Techniques and technologies needed by virtual office workers will be examined. Each student will create a simulated home-based virtual office business, develop and write a formal business plan that includes operating expenses for at least the first year, and devise a marketing strategy for a chosen virtual enterprise. Students will prepare and present oral presentations in which they showcase their home-based virtual office ventures.

### **BUSTEC 499 Experimental Offering in Business Technology** .5-4 Units

*Prerequisite:* None

*Course Transferable to CSU*

*Hours:* 54 hours LEC; 36 hours LAB

See Experimental Offerings

### **MGMT 295 Independent Studies in Management** 1-3 Units

*Prerequisite:* None

*Hours:* 54 hours LEC

See Independent Studies

### **MGMT 299 Experimental Offering in Management** .5-4 Units

*Prerequisite:* None

*Hours:* 90 hours LEC

See Experimental Offerings

### **MGMT 304 Introduction to Management Functions** 3 Units

*Prerequisite:* None

*Advisory:* ENGWR 100, ESLW 340, or BUS 100 with a grade of "C" or better.

*Course Transferable to CSU*

*Hours:* 54 hours LEC

This is a basic course in management introducing a variety of modern management concepts. This course includes the basic management functions of planning, organization, staffing, leadership, and control. In addition, such concepts as team development, communication, business ethics, and global management perspectives will be discussed.

### **MGMT 306 Introduction to Public Administration** 3 Units

*Prerequisite:* None

*Advisory:* ENGWR 100, ESLW 340, or BUS 100 with a grade of "C" or better.

*Course Transferable to CSU*

*Hours:* 54 hours LEC

This is a study of the fundamental principles of administration and their application to governmental and public sector operations. It acquaints students with the politics of administration, administrative responsibility, the management activities of planning, organizing, directing and controlling, and program implementation. Administration at the state and local government level, as well as in other public sector operations such as hospitals, schools and the military, is included.

### **MGMT 308 Personnel and Human Resources Management** 3 Units

*Prerequisite:* None.

*Advisory:* ENGWR 100, ESLW 340, or BUS 100 with a grade of "C" or better.

*Course Transferable to CSU*

*Hours:* 54 hours LEC

This course is an introduction to the complex study and analysis of such areas as civil rights, labor law, the Human Resources organization, and various management theories currently found in both public and private sector organizations.

**MGMT 309 Introduction to Supervision 3 Units**

*Prerequisite: None*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This introductory course in supervision is designed to meet the needs of students interested in learning more about the role of a supervisor and those making the transition from employee to supervisor. Emphasis is on employee motivation, morale, working conditions, communication with employee groups, conflict management, recruiting and interviewing potential employees, training, group dynamics, and health and safety issues. Case studies from business are used to prepare the student for a supervisory position.

**MGMT 372 Human Relations and Organizational Behavior 3 Units**

*Prerequisite: None.*  
*Advisory: BUS 100, ENGWR 100 or ESLW 340 with a grade of "C" or better.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course emphasizes the psychology of human relations management. It covers human interaction principles that build confidence, competence, and positive attitudes in work organizations. Topics include the basis for human behavior, perception, personality, communication, stress, time and career management, motivation, performance improvement, group behavior, ethics, and social responsibility.

**MGMT 495 Independent Studies in Management 1-3 Units**

*Prerequisite: None*  
*Course Transferable to CSU*  
*Hours: 54 hours LAB*  
 See Independent Studies

**MGMT 499 Experimental Offering in Management .5-4 Units**

*Prerequisite: None*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC; 36 hours LAB*  
 See Experimental Offerings

**Marketing (MKT)**

**MKT 300 Principles of Marketing 3 Units**

*Prerequisite: None.*  
*Advisory: BUS 100, ENGWR 100, or ESLW 340 with grades of "C" or better.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course provides a general overview of marketing principles. The course covers the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. Elements of the marketing environment such as government regulation, environmental protection, competition, and consumer behavior will be analyzed.

**MKT 310 Selling Professionally 3 Units**

*Prerequisite: None.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course will examine and present the qualifications necessary to achieve success in professional selling. Emphasis will be placed on the development of a business personality and its application to prospecting, structuring the sales presentation, handling objections, closing, servicing, and customer relationship management. Application of techniques in product and service situations and integration of technology as a sales tool will be explored. Different types of selling experiences such as direct, industrial, wholesale, and retail are covered. Students will participate in role-playing exercises and deliver a sales presentation. This course is recommended for all students entering any career in business.

**MKT 312 Retailing 3 Units**

*Prerequisite: None.*  
*Advisory: BUS 100, ENGWR 100, or ESLW 340 with grades of "C" or better.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

Retailing is a business activity that provides goods and services to customers for their personal use. This course covers modern retail operations with emphasis on consumer behavior, store location, sourcing of goods, pricing, organization, promotion, merchandising, management, and other pertinent factors of retail operations.

**MKT 314 Advertising 3 Units**

*Prerequisite: None.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course examines advertising as a marketing communications tool. Emphasis will be placed on consumer behavior, creative methods, media selection, measurements of effectiveness, and coordination with other aspects of the marketing program.

**MKT 316 Public Relations 3 Units**

*Prerequisite: None.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course covers the role of public relations in business and marketing. It introduces students to the roles and responsibilities of the public relations professional and the skills needed for success. Students will examine the functions of public relations, including crisis management, issue management, and building and managing the image of an organization and its products and services.

**MKT 330 Internet Marketing 3 Units**

*Prerequisite: None.*

*Advisory: CISC 305 with a grade of "C" or better.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course introduces students to the current state of the art in e-business, with an emphasis on the theory and practice of marketing in an electronic environment. Students will learn how to use the personalization and interactivity of the Internet to build strong customer relationships. These concepts will be applied to traditional brick and mortar as well as exclusively online businesses.

**MKT 495 Independent Studies in Marketing 1-3 Units**

*Prerequisite: None.*

*Enrollment Limitation: Student must obtain approval from an instructor to conduct an independent study with that instructor or instructors.*

*Course Transferable to CSU*

*Hours: 54 hours LAB*

Independent study of a marketing topic or research project. This course is for students who wish to develop an in-depth understanding in fundamental topics of marketing and to learn to work in a collaborative atmosphere with instructors and other students. Instructor approval is required to enroll in this course.

**MKT 498 Work Experience in Marketing 1-4 Units**

*Prerequisite: None.*

*Enrollment Limitation: According to Education Code Title V regulations, a student cannot earn academic credits in a Work Experience class unless s/he has either a job or an internship.*

*Course Transferable to CSU*

*Hours: 18 hours LEC; 300 hours LAB*

This course provides students with opportunities to develop or add marketable skills related to their vocational study programs. Course content will include understanding the application of the student's education to the workforce; the responsibilities of an internship (where applicable); completion of Title V Education Code papers (the student's Application, Learning Objectives, Time sheet, and Evaluations), which document the student's progress and hours spent at the work or internship site; and developing workplace (soft) skills identified by the Secretary's Commission on Achieving Necessary Skills (SCANS) Competencies, as well as by local employers. In addition, the student is required to fulfill 18 hours lecture and 75 hours of related, paid work experience or 60 hours of volunteer work experience for one unit; 75 or 60 hours of related work experience for each additional unit. The program allows the transfer student to combine practical, paid or non-paid work experience with college training. The course may be taken

up to four times when there is new or expanded learning on the job for a total of 16 units. Only one Work Experience course may be taken per semester.

**MKT 499 Experimental Offering in Marketing .5-4 Units**

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

See Experimental Offerings

**Real Estate (RE)**

**RE 300 California Real Estate Principles 3 Units**

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This fundamental real estate course covers the basic laws and principles of California real estate, and provides an understanding, background, and the terminology necessary for advanced study in specialized real estate courses. This course is required by the California Department of Real Estate prior to taking the Real Estate Salesperson's examination.

**RE 310 Real Estate Practice 3 Units**

*Prerequisite: None*

*Advisory: RE 300 with a grade of "C" or better.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course covers operations in real estate: listing, prospecting, advertising, financing, sales techniques, escrow and ethics. This course applies toward educational requirements for a broker's examination.

**RE 320 Real Estate Finance 3 Units**

*Prerequisite: None*

*Advisory: RE 300 with a grade of "C" or better.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course covers real estate financing: lending policies, and problems; financing transactions in residential, apartment, commercial, and special purpose properties; and methods of financing properties. This course applies towards educational requirements for broker's examination.

**RE 330 Legal Aspects of Real Estate 3 Units**

*Prerequisite: RE 300 with a grade of "C" or better.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course covers California real estate law, including management, agency contracts, and application to real estate transfer, conveyancing, probate proceedings, trust deeds, and foreclosure. Legislation governing real estate transactions is also covered. It applies toward educational requirements for broker's examination.

**RE 342 Real Estate Appraisal 3 Units**

*Prerequisite: RE 300 with a grade of "C" or better*  
*Course Transferable to CSU*  
*Hours: 62 hours LEC*

This course provides entry-level education in the real estate appraisal field. Concentrating on the appraisal of single-family residences (real property), the course will cover Basic Appraisal Principles (30 Hours) and Basic Appraisal Procedures (30 Hours) pursuant to the AQB's Real Property Appraiser Qualification Criteria (effective January 1, 2008). The course is designed to meet the Office of Real Estate Appraisers (OREA) requirements for Basic Education (60 Hours). Course also applies toward the California Department of Real Estate educational requirements (3 semester units).

**RE 344 Advanced Appraisals 3 Units**

*Prerequisite: RE 342 with a grade of "C" or better.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course covers appraisal of income property. Emphasis is on market and income analysis, capitalization, techniques, rate derivation, compound interest tables, cost and sales comparison and appraisal of specific income properties. This course applies toward educational requirements for broker's examination.

**RE 350 Real Property Management 3 Units**

*Prerequisite: None*  
*Advisory: RE 300 with a grade of "C" or better.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course covers operation and management of real property marketing procedures, leases, maintenance, insurance, accounting, records, public and human relations, employer responsibilities, and selection of personnel and agreements. This course applies toward educational requirements for the broker's examination.

**RE 360 Real Estate Economics 3 Units**

*Prerequisite: RE 310 with a grade of "C" or better.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course covers the nature and classification of land economics; development of property; construction and subdivision; economic values and real estate evaluation. Real estate cycles and business fluctuations, residential market trends, real property and special purpose property trends are also covered. This course applies toward educational requirements for a broker's examination.

**RE 380 Computer Applications in Real Estate 3 Units**

*Prerequisite: None.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course introduces students to software applications used in the real estate industry for real estate practice, finance, appraisal, property management, and residential sales. This course applies toward the educational requirements for either a salesperson or broker's license.

**RE 495 Independent Studies in Real Estate 1-3 Units**

*Prerequisite: None*  
*Course Transferable to CSU*  
*Hours: 54 hours LAB*  
 See Independent Studies

**RE 497 Internship in Real Estate 4 Units**

*Prerequisite: RE 300 with a grade of "C" or better.*  
*Course Transferable to CSU*  
*Hours: 18 hours LEC; 162 hours LAB*

This course provides students with a supervised, structured, hands-on experience in real estate and with the skills necessary to assist them in obtaining a job in the real estate industry. Course content will include understanding the application of education to the workforce; the responsibilities of an internship; completion of Title V papers (the student's Application, Learning Objectives, Time sheet, and Evaluations) which document the students' progress and hours completed; and developing workplace skills identified by local employers. In addition to 18 hours of lecture, the student is required to complete an internship of 162 hours.

**RE 498 Work Experience in Real Estate 1-4 Units**

*Prerequisite: None*  
*Course Transferable to CSU*  
*Hours: 18 hours LEC; 150 hours LAB*

This course provides supervised, structured hands-on experience in a Real Estate sales or Real Estate lender or Real Estate appraiser office for students seeking a career in Real Estate.

**RE 499 Experimental Offering in Real Estate .5-4 Units**

*Prerequisite: None*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*  
 See Experimental Offerings