

Associate in Science Degree
 Associate in Arts Degree
 Certificate of Achievement
 Certificate

Accounting (see Accounting)
 Business, General, Degree
 Business Administration, Degree
 Bookkeeping and Office Management, Degree and 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
 Business, Marketing, Advertising, Degree

Division of Business
 Shirley Short, Dean
 Business Building 213
 916-558-2581

Business, Office Administration
 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
 Business, Real Estate, Degree and Certificate of Achievement
 Business, Customer Service, Certificate

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.

Required Program	Units
ACCT 101 Fundamentals of College Accounting (3).....	3-4
or ACCT 301 Financial Accounting (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)	3
or MGMT 372 Human Relations and Organizational Behavior (3)	
MKT 300 Principles of Marketing.....	3
A minimum of 3 units from the following:	3
BUS 105 Business Mathematics (3).....	
ECON 310 Economic Statistics (3)	
Total Units Required	35-36

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.

Required Program	Units
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 Macroeconomics.....	3
STAT 300 Introduction to Probability and Statistics (4)	4
or STAT 480 Introduction to Probability and Statistics – Honors (4)	
MATH 342 Modern Business Mathematics	3
Total Units Required	31

Suggested Elective

BUS 340

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

Program Information

The Bookkeeping and Office Management program is designed for those who aspire to work in a dynamic business office environment, prepared to assume a variety of administrative and bookkeeping duties. The program prepares students to manage the day-to-day operations of an office environment and handle multiple priorities, including bookkeeping transactions, supervision of office staff, and preparation of business documents.

Career Opportunities

The Bookkeeping and Office Management curriculum provides education for employment in office management for all sizes and types of businesses including small businesses, government agencies, non-profit organizations, and private and public corporations.

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.
- formulate original ideas and concepts in addition to integrating the ideas of others into the problem solving process.

Required Program	Units
ACCT 101 Fundamentals of College Accounting	3
BUSTEC 300.2 Beginning Keyboarding/Applications: Basic Document Formatting	1
BUS 300 Introduction to Business.....	3
CISC 300 Computer Familiarization	1
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
A minimum of 3 units from the following:	
BUS 105 Business Mathematics (3)	3
or ECON 310 Economic Statistics (3)	
Total Units Required	33

Suggested Electives

ACCT 341; BUS 345, 498; CISA 306, 311, 323

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, 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).....	3 - 4
or ACCT 301 Financial Accounting (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:.....	
BUS 105 Business Mathematics (3)	3
ECON 310 Economic Statistics (3)	
A minimum of 9 units from the following:.....	
BUS 340 Business Law (3)	9
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:.....	
BUS 350 Small Business Management/Entrepreneurship (3)	6
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)	
Total Units Required	38-39

Suggested Electives

ACCT 311, BUS 320 or FCS 304, 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	Units
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

Units

ACCT 101 Fundamentals of College Accounting (3)	3-4
or ACCT 301 Financial Accounting (4)	
BUS 310 Business Communications (3)	3
or 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
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)	3
or COMM 321 Interpersonal Communication (3)	
BUS 105, Business Mathematics	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)3-4 or ACCT 301 Financial Accounting (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 105 Business Mathematics (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)	
Total Units Required	38-39

Suggested Electives

ACCT 341, BUS 320 or FCS 304, 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 101, 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)
- or FCS 304 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)

Total Required for Certificate 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 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).....	3-4
or ACCT 301 Financial Accounting (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 105 Business Mathematics (3)	
ECON 310 Economic Statistics (3)	
 A minimum of 9 units from the following:.....	 9
BUS 310 Business Communications (3)	
BUS 340 345 Law and Society (3)	
or BUS Business Law (3)	
CISA 305 Beginning Word Processing (2)	
CISA 310 Introduction to Electronic Spreadsheets (1)	
ECON 100 Introduction to Economics (3)	
or ECON302 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
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 105 Business Mathematics (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)
- 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, Level A, Certificate of Achievement

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

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

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

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.

Required Program Units

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)..... ¹ and CISC 320 Operating Systems (1) or CISA 306 Intermediate Word Processing (2)	2
Total Units Required	15

¹Fiscal 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, Level A
Certificate of Achievement**

Program Information

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

Career Opportunities

Upon completion of this certificate, 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 105 Business Mathematics	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 1 unit from the following:..... 1
BUS 498 Work Experience in Business (1-4)

Total Units Required 17-19

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, Level B
Certificate of Achievement**

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 100.1 Keyboarding Skills: Beginning.....	1 ¹
BUSTEC 100.2 Keyboarding Skills: Intermediate.....	1 ²
BUSTEC 100.3 Keyboarding Skills: Advanced	1 ³
BUSTEC 110 Business Procedures for Professional Success	3
BUSTEC 115 Records Management	2
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 100 English for the Professional.....	3
BUS 105 Business Mathematics	3
BUS 310 Business Communications.....	3
CISA 310 Introduction to Electronic Spreadsheets.....	1
CISC 300 Computer Familiarization	1
CISA 305 Beginning Word Processing	2
CISC 305 Introduction to the Internet.....	1
ACCT 101 Fundamentals of College Accounting.....	3
Total Units Required	28

¹Waived for students who demonstrate keying over 40 Net Words per minute on a five-minute timed test.

²Waived for students who demonstrate keying over 40 Net Words per minute on a five-minute timed test.

³Waived for students who demonstrate keying over 40 Net Words per minute on a five-minute timed test.

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, Level C Certificate of Achievement

Program Information

This program prepares students for the ever-changing business environment by offering a variety of courses that will help students learn and keep up with the technologies and resources that are used by business professionals on a daily basis.

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
BUS 105 Business Mathematics	3
MGMT 372 Human Relations and Organizational Behavior (3) ..	3
or MGMT 304 Introduction to Management Functions (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
Total Units Required	28

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, Level D Associate in Science Degree Certificate of Achievement

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 careers as virtual entrepreneurs, office supervisors, administrative support supervisors, and administrative assistants.

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

- generate effective business documents by composing and formatting employment documents, business presentations, and formal reports that exhibit a clear understanding of the structure of English grammar, word usage, spelling, punctuation, and business vocabulary using office-level software.
- demonstrate proficiency in and apply industry-standard methods to manual and electronic records management, storage, and retrieval of records.
- assemble in small groups to conduct research including assessing Internet options in the search for relevant information.
- evaluate and prepare various financial statements for business transactions.
- assess a variety of management philosophies to management problems using cognitive skills to make appropriate decisions.
- deduce 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
CISA 340 Presentation Graphics.....	2
BUSTEC 115 Records Management	2
BUS 100 English for the Professional	3
BUS 310 Business Communications	3
BUS 105 Business Mathematics	3
ACCT 101 Fundamentals of College Accounting	3
MGMT 304 Introduction to Management Functions (3)	3
or MGMT 372 Human Relations and Organizational Behavior (3)	
BUSTEC 352 Virtual Entrepreneurship: Creating and Operating a Home-based Online Business	3 ¹
A minimum of 2 units from the following:.....	2 ²
WEXP 298 Work Experience in (Subject) (1 - 4)	
Total Units Required	27

¹This course replaces BUSTEC 350. BUSTEC 350 at SCC only can be used to fulfill this requirement.

²Work experience must be in area related to Degree or Certificate.

Suggested Electives

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

Required Program	Units
ACCT 101 Fundamentals of College Accounting (3).....	3 - 4
or ACCT 301 Financial Accounting (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
RE 380 Computer Applications in Real Estate	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)	
A minimum of 3 units from the following:.....	3
ECON 310 Economic Statistics (3)	
or BUS 105 Business Mathematics (3)	
Total Units Required	38-39

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

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 Service5
BUS 262 Team Building in the Workplace5
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

The Certificate 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 105 Business Mathematics 3 Units

Prerequisite: None.

Advisory: ENGRD 11 OR ESLR 320, and MATH 27 with grades of "C" or better; OR placement through assessment process.

Hours: 54 hours LEC

This course is a review of basic mathematical skills and introduces equations and formulas in solving for unknowns. Applications of mathematics in business include such areas as banking, commercial discounts, retail and wholesale markup-markdown, payroll computations, simple and compound interest, bank discount, present value, inventory valuation, depreciation, and financial statements. This course is recommended for every major in business.

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 the Small Business 1 Unit***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
the Workplace .5 Unit***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 the Workplace .5 Unit

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 the Workplace .5 Unit

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 Solving in the Workplace .5 Unit

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.
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
General Education: AA/AS Area II(a); AA/AS Writing Competency Course Transferable to CSU
Hours: 54 hours LEC

AA/AS: Writing Competency*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 teach students to analyze their own finances. Elements and concepts of financial planning will be examined such as: budgeting, taxes, borrowing, money management, insurance, investments, and retirement. Students may receive credit for FCS 304 or BUS 320 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 495 Independent Studies in Business .5-4 Units

Prerequisite: None

Course Transferable to CSU

Hours: 54 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 will learn to type the alphabetic, numeric, and corresponding symbol keys using the touch-type method. Emphasis is placed on good finger position, speed, and accuracy. This is a good course for students to take regardless of their majors. BUSTEC 100.1 may be taken two times for credit, provided there is no duplication of topics. 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: CISA 320 with a grade of "C" or better; Grade of Pass for BUSTEC 100.1 or 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 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. 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 352 Virtual Entrepreneurship: Creating and Operating a Home-based Online Business 3 Units

Prerequisite: None.
Advisory: BUS 100 or ENGWR 100 and BUSTEC 300.2 and CISC 300 with grades of "C" or better
General Education: AA/AS Area III(b)
Course Transferable to CSU
Hours: 54 hours LEC
 In this course, students will explore home-based entrepreneurial business opportunities in the virtual environment. Techniques and technologies needed by virtual entrepreneurs will be explored. Each student will create a unique, simulated home-based virtual business and develop and write a formal business plan that includes financial planning and a marketing strategy. The business plan will be approximately 20 single-spaced pages including appendices. Students will prepare and present face-to-face oral presentations using a presentation graphics program in which they showcase their home-based virtual businesses to the class. This course was formerly BUSTEC 350.

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.

Management (MGMT)

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 Offering

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