

Degrees:

- A.S. – Accounting (see under Accounting)
- A.S. – Business, General
- AS-T – Business Administration for Transfer
- A.S. – Management
- A.S. – Marketing
- A.S. – Marketing, Advertising
- A.S. – Real Estate
- A.S. – Small Business Management

Division of Business and Computer Information Science
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Certificates of Achievement:

- Accounting (see under Accounting)
- Management
- Marketing
- Office Administration – Computer Keyboarding and Office Applications
- Office Administration – Clerical General Office, Level A
- Office Administration – Introduction to Computerized Office Technologies, Level B
- Office Administration – Business Operations and Management Technology, Level C
- Office Administration – Virtual Office and Management Technologies, Level D
- Real Estate
- Small Business Management

Certificate:

- Customer Service

Program Information

Within the Business area, specific majors are available in Accounting, Advertising, Bookkeeping, Customer Service, 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.

Business, General

Associate in Science Degree

Program Information

This degree is designed to provide a strong foundation for students entering a variety of business fields in the private and public sectors. It includes coursework that is essential for entry-level positions and enhances the knowledge base of students who are seeking career progression.

Students should work closely with their Sacramento City College counselors to ensure this is the appropriate degree for their educational goals.

Career Opportunities

Career opportunities in business include, but are not limited to: 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:

- explain the major functional areas of 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.
- incorporate effective verbal and written communication skills in various business settings.
- utilize commonly used computer application programs to compose relevant business documents.

Required Program	Units
ACCT 101 Fundamentals of College Accounting	3
BUS 300 Introduction to Business.....	3
BUS 310 Business Communications	3
BUS 330 Managing Diversity in the Workplace	3
BUS 340 Business Law.....	3
CISA 305 Beginning Word Processing (2).....	2
or CISA 306 Intermediate Word Processing (2)	
CISA 315 Introduction to Electronic Spreadsheets (2)	2
or CISA 316 Intermediate Electronic Spreadsheets (2)	
CISC 310 Introduction to Computer Information Science.....	3
ECON 302 Principles of Macroeconomics (3)	3
or ECON 100 Introduction to Economics (3)	
A minimum of 3 units from the following:	3
BUS 105 Business Mathematics (3)	
BUS 320 Concepts in Personal Finance (3)	
ECON 310 Economic Statistics (3)	
A minimum of 6 units from the following:.....	6
MGMT 304 Introduction to Management Functions (3)	
MGMT 309 Introduction to Supervision (3)	
MGMT 372 Human Relations and Organizational Behavior (3)	
MKT 300 Principles of Marketing (3)	
MKT 330 Internet Marketing (3)	
Total Units Required	34

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 Science for Transfer Degree

Program Information

This Associate in Science in Business Administration for Transfer degree provides students with a major that fulfills the general requirements for seamless transfer to the California State University. Students with this degree will receive priority admission with junior status to the California State University System.

Students should work closely with their Sacramento City College counselors to ensure that they are taking the appropriate coursework to prepare for majoring in Business at the four year college to which they wish to transfer.

The Associate Degree for Transfer (ADT) student completion requirements (as stated in SB1440 law):

- (1) Completion of a minimum of 60 semester units or 90 quarter units that are eligible for transfer to the California State University, including both of the following:
 - (A) The Intersegmental GE Transfer Curriculum (IGETC) or the California State University General Education-Breadth Requirements (CSU GE-B).
 - (B) A minimum of 18 semester units or 27 quarter units in a major or area of emphasis, as determined by the community college district.
- (2) Obtainment of a minimum grade point average of 2.0. ADTs also require that students must earn a "C" or better in all courses required for the major or area of emphasis.

Career Opportunities

The career opportunities in business include, but are not limited to: account executive, analyst, bank employee, manager, entrepreneur, financial planner, government service, insurance representative, investment counselor, public administration, product manager, purchasing agent, retail/industrial sales, and stockbroker. Some options may require more than two years of study and additional licensing.

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.
- employ commonly used computer application programs to create relevant business documents.
- apply accounting and mathematical concepts and principles in making decisions about business operations.
- assess the relationships and inter-dependencies of economic, social, legal, and global environments in which businesses operate.
- define terms and concepts used in macroeconomics and microeconomics.
- compose effective oral and written communications in various business settings.
- research, develop, evaluate, and test possible solutions using creativity, critical thinking, and technology skills.

Required Program

	Units
ACCT 301 Financial Accounting	4
ACCT 311 Managerial Accounting	4
BUS 340 Business Law (3)	3
or BUS 345 Law and Society (3)	
ECON 302 Principles of Macroeconomics.....	3
ECON 304 Principles of Microeconomics.....	3

A minimum of 3 units from the following:..... 3
MATH 340 Calculus for Business and Economics (3)

STAT 300 Introduction to Probability and Statistics (4)
or STAT 480 Introduction to Probability and Statistics –
Honors (4)

A minimum of 5 units from the following:..... 5¹

BUS 300 Introduction to Business (3)
 or BUS 310 Business Communications (3)
CISA 305 Beginning Word Processing (2)
CISA 315 Introduction to Electronic Spreadsheets (2)
CISA 340 Presentation Graphics (2)
CISC 310 Introduction to Computer Information Science (3)

Total Units Required **25**

¹Students can also select one of the following courses if not already used: MATH 340, STAT 300, or STAT 480.

Associate in Science for Transfer Degree

The Associate in Science in Business Administration for Transfer (AS-T) degree may be obtained by completion of 60 transferable, semester units with a minimum 2.0 GPA, including (a) the major or area of emphasis described in the Required Program, and (b) either the Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education-Breadth Requirements.

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.

Career Opportunities

Client service representative, account manager, technical support representative, customer care agent, customer service supervisor, call center representative, field service representative, help desk specialist, retail customer support representative, relationship manager

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

- examine 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.
- assess 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.....	0.5
BUS 261 Exceptional Customer Service.....	0.5
BUS 262 Team Building in the Workplace	0.5
BUS 263 Attitude in the Workplace	0.5

A minimum of 2 units from the following:..... 2

BUS 264 Ethics and Values in the Workplace (0.5)
BUS 265 Stress Management in the Workplace (0.5)
BUS 266 Time Management in the Workplace (0.5)
BUS 267 Dealing With Conflict in the Workplace (0.5)
BUS 268 Decision Making & Problem
 Solving in the Workplace (0.5)
BUS 269 Organizational Change (0.5)

Total Units Required **4**

Certificate

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

Management

Associate in Science Degree

Program Information

This program is designed for those who wish to progress to positions of responsibility and management in business. Its strong management focus provides the knowledge and skills needed by managers in a wide variety of organizations. Topics include management communication, human resources, organizational behavior, supervision, diversity management, business law, economics, finance, and business computer applications.

Career Opportunities

This program prepares students for supervisory and management positions in a wide variety of industries.

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.
- 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

Units

ACCT 301 Financial Accounting	4
BUS 300 Introduction to Business.....	3
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
BUSTEC 300.2 Keyboarding/Applications: Document Formatting.....	1
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)	
or CISA 306 Intermediate Word Processing (2)	
CISA 315 Introduction to Electronic Spreadsheets (2)	
or CISA 316 Intermediate Electronic Spreadsheets (2)	
ECON 100 Introduction to Economics (3)	
or ECON 302 Principles of Macroeconomics (3)	
A minimum of 6 units from the following:	6
ACCT 311 Managerial Accounting (4)	
BUS 350 Small Business Management/Entrepreneurship (3)	
MGMT 308 Personnel and Human Resources Management (3)	
MKT 300 Principles of Marketing (3)	
MKT 330 Internet Marketing (3)	

Total Units Required **38**

Suggested Electives

ACCT 311, BUS 320, BUS 498, ECON 304

Associate in Science (A.S.) Degree

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

Management

Certificate of Achievement

Program Information

This program is designed for those who wish to progress from entry-level positions to positions of responsibility in business and management. Topics include organizational behavior and human relations, supervision, and human resource management.

Career Opportunities

This program prepares students for supervisory and management positions in a wide variety of industries.

Gainful Employment

For more information about program costs, graduation rates, median debt of program graduates, and other important information regarding gainful employment, please visit: <http://www.losrios.edu/gainful-emp-info/gedt.php?major=051054C01>

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.
- 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

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
ACCT 301 Financial Accounting (4)	
or ACCT 101 Fundamentals of College Accounting (3)	
BUS 300 Introduction to Business (3)	
BUS 350 Small Business Management/Entrepreneurship (3)	
MGMT 308 Personnel and Human Resources Management (3)	
MKT 300 Principles of Marketing (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.

Marketing

Associate in Science Degree

Program Information

This 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

This program provides an opportunity for students to acquire knowledge and training for careers in sales, sales management, retail management, advertising, e-marketing, product management, marketing research, public relations, international marketing, and services marketing.

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

- examine the major functional areas of business organizations, including management, marketing, finance, and accounting.
- assess which marketing communications will most effectively meet the needs of the marketplace.
- evaluate the principles of product development, pricing, distribution, promotion, and market research in the development and execution of a marketing strategy.
- incorporate professional sales skills by effectively identifying and responding to customers' needs.
- formulate a strategic marketing plan for a new or existing business.
- create the appropriate strategy, execution, and media for advertising.
- examine the concepts of ethics and social responsibility.
- formulate original ideas and concepts in addition to integrating the ideas of others into the problem solving process.
- apply principles of retailing such as business location, merchandising, inventory control, store management, and vendor relationships.
- compose effective verbal and written communications in various business settings.
- create effective internet marketing strategies that enhance a business' relationship with present and future customers.

Required Program

	Units
ACCT 101 Fundamentals of College Accounting (3).....	3 – 4
or ACCT 301 Financial Accounting (4)	
BUS 300 Introduction to Business.....	3
BUS 310 Business Communications	3
BUS 340 Business Law.....	3
CISA 305 Beginning Word Processing	2
CISA 340 Presentation Graphics.....	2
ECON 302 Principles of Macroeconomics.....	3
MGMT 304 Introduction to Management Functions.....	3
MKT 300 Principles of Marketing	3
MKT 310 Selling Professionally.....	3
MKT 314 Advertising.....	3
MKT 330 Internet 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 220 Retailing and Merchandising for the Small Business (1)	
BUS 350 Small Business Management/Entrepreneurship (3)	
Total Units Required	40-41

Suggested Electives

BUS 330, BUSTEC 3002, CISA 315, MKT 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.

Marketing

Certificate of Achievement

Program Information

This 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

This program provides an opportunity for students to acquire knowledge and training for careers in sales, sales management, retail management, advertising, e-marketing, product management, marketing research, public relations, international marketing, and services marketing.

Gainful Employment

For more information about program costs, graduation rates, median debt of program graduates, and other important information regarding gainful employment, please visit: <http://www.losrios.edu/gainful-emp-info/gedt.php?major=051055C01>

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

- examine the major functional areas of business organizations, including management, marketing, finance, and accounting.
- assess which marketing communications will most effectively meet the needs of the marketplace.
- evaluate the principles of product development, pricing, distribution, promotion, and market research in the development and execution of a marketing strategy.
- incorporate professional sales skills by effectively identifying and responding to customers' needs.
- formulate a strategic marketing plan for a new or existing business.
- create the appropriate strategy, execution, and media for advertising.
- examine the 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

	Units
BUS 300 Introduction to Business.....	3
MKT 300 Principles of Marketing	3
MKT 310 Selling Professionally.....	3
MKT 314 Advertising.....	3
MKT 330 Internet 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 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 312 Retailing (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.

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

The program provides an opportunity for students to acquire knowledge and training for careers in advertising, e-marketing, product management, public relations, sales, services marketing, media planning, media buying, copywriter, and communications.

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

- choose the appropriate strategy, execution, and media for advertising and promotion.
- evaluate the principles of product development, pricing, distribution, promotion, and market research in the development and execution of a marketing strategy.
- examine the concepts of ethics and social responsibility.
- research and evaluate consumer buying behavior and recommend how to utilize marketing communications most effectively to meet consumers' needs.
- assess design techniques to create effective marketing materials.
- integrate the major functional areas of the 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.
- create and present media advertising for an advertising campaign.

Required Program

Units

ACCT 101 Fundamentals of College Accounting (3).....	3 – 4
or ACCT 301 Financial Accounting (4)	
BUS 300 Introduction to Business.....	3
BUS 310 Business Communications	3
BUS 340 Business Law.....	3
CISA 340 Presentation Graphics.....	2
GCOM 313 Digital Layout I (3).....	3
or GCOM 340 Digital Illustration for Graphic Design I (3)	
GCOM 330 Digital Imaging I.....	3
GCOM 360 User Interface Design.....	3
MGMT 304 Introduction to Management Functions.....	3
MKT 300 Principles of Marketing	3
MKT 310 Selling Professionally.....	3
MKT 312 Retailing 3	
MKT 314 Advertising.....	3
MKT 330 Internet Marketing	3

Total Units Required

41-42

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.

Office Administration

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

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.
- apply 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 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 100.2 Keyboarding Skills: Intermediate	1
BUSTEC 100.3 Keyboarding Skills: Advanced	1
BUSTEC 101 Computer Keyboarding: 10-Key.....	1
BUSTEC 300.2 Keyboarding/Applications: Document Formatting.....	1
BUSTEC 300.3 Keyboarding/Applications: Advanced Document Formatting	1
CISA 305 Beginning Word Processing	2
CISA 306 Intermediate Word Processing	2
CISA 315 Introduction to Electronic Spreadsheets	2
CISA 340 Presentation Graphics.....	2
CISC 310 Introduction to Computer Information Science.....	3

Total Units Required

16

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.

Gainful Employment

For more information about program costs, graduation rates, median debt of program graduates, and other important information regarding gainful employment, please visit: <http://www.losrios.edu/gainful-emp-info/gedt.php?major=051566C01>

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

- demonstrate effective oral and written communication.
- demonstrate the ability to key at least 36 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.
- apply techniques of 10-key operation to a variety of data entry employment tasks and tests.

Required Program

	Units
BUS 105 Business Mathematics	3
BUS 310 Business Communications	3
BUSTEC 100.1 Keyboarding Skills: Beginning (1).....	1
or BUSTEC 300.1 Keyboarding/Applications: Beginning (1)	
BUSTEC 101 Computer Keyboarding: 10-Key.....	1
BUSTEC 110 Business Procedures for Professional Success	3
BUSTEC 315 Records and Digital Information Management	3
BUSTEC 300.2 Keyboarding/Applications: Document Formatting.....	1
CISC 310 Introduction to Computer Information Science.....	3

A minimum of 1 unit from the following:

BUS 498 Work Experience in Business (1 – 4)	1
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Total Units Required **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.

Gainful Employment

For more information about program costs, graduation rates, median debt of program graduates, and other important information regarding gainful employment, please visit: <http://www.losrios.edu/gainful-emp-info/gedt.php?major=051566C02>

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.
- analyze and record business transactions in both the general and special journals.
- identify, record, transfer, and summarize business transactions.
- prioritize electronic and printed records.
- demonstrate the ability to key at least 40 WPM by touch.
- create effective presentations for audiences.
- examine the major functional areas of business including management, human relations, marketing, finance, accounting, and international business.

Required Program

	Units
ACCT 101 Fundamentals of College Accounting	3
BUS 105 Business Mathematics	3
BUS 300 Introduction to Business.....	3
BUS 310 Business Communications	3
BUSTEC 100.2 Keyboarding Skills: Intermediate	1
BUSTEC 100.3 Keyboarding Skills: Advanced	1
BUSTEC 110 Business Procedures for Professional Success	3
BUSTEC 315 Records and Digital Information Management	3
BUSTEC 300.2 Keyboarding/Applications: Document Formatting.....	1
BUSTEC 300.3 Keyboarding/Applications: Advanced Document Formatting	1
CISA 305 Beginning Word Processing	2
CISA 315 Introduction to Electronic Spreadsheets	2
CISA 340 Presentation Graphics.....	2
CISC 305 Introduction to the Internet	1

Total Units Required **29**

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.

Gainful Employment

For more information about program costs, graduation rates, median debt of program graduates, and other important information regarding gainful employment, please visit: <http://www.losrios.edu/gainful-emp-info/gedt.php?major=051566C03>

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

- evaluate primary and 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 management technology.
- create effective presentations for audiences.

- examine the major functional areas of business including management, human relations, marketing, finance, accounting, and international business.

Required Program

Units

ACCT 101 Fundamentals of College Accounting	3
BUS 105 Business Mathematics	3
BUS 300 Introduction to Business.....	3
BUS 310 Business Communications	3
BUSTEC 101 Computer Keyboarding: 10-Key.....	1
BUSTEC 110 Business Procedures for Professional Success	3
BUSTEC 300.3 Keyboarding/Applications: Advanced Document Formatting	1
BUSTEC 315 Records and Digital Information Management	3
CISA 306 Intermediate Word Processing	2
CISA 315 Introduction to Electronic Spreadsheets	2
CISA 340 Presentation Graphics.....	2
MGMT 372 Human Relations and Organizational Behavior (3).....	3
or MGMT 304 Introduction to Management Functions (3)	

Total Units Required **29**

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

Certificate of Achievement

Program Information

This exciting degree program is designed for people who desire to work in virtual office, office administration, or office management careers. People 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. If you are considering a career in which you work from home, you should complete this certificate.

Career Opportunities

This program prepares students for careers as virtual entrepreneurs including virtual wholesalers, virtual retailers, virtual support technicians, virtual assistants, office supervisors, administrative support supervisors, and administrative assistants.

Gainful Employment

For more information about program costs, graduation rates, median debt of program graduates, and other important information regarding gainful employment, please visit: <http://www.losrios.edu/gainful-emp-info/gedt.php?major=051566C04>

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 and management problems using cognitive skills to make appropriate decisions.
- apply practical problem solving, and 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.

- examine the major functional areas of business including management, human relations, marketing, finance, accounting, and international business.
- demonstrate supervision and management skills to facilitate workflow and productivity in today's workplace.
- devise effective Internet marketing strategies that enhance business success.

Required Program

Units

ACCT 101 Fundamentals of College Accounting	3
ACCT 138 Small Business Taxes	2
BUS 105 Business Mathematics	3
BUS 310 Business Communications	3
BUS 350 Small Business Management/Entrepreneurship	3
BUSTEC 110 Business Procedures for Professional Success	3
BUSTEC 315 Records and Digital Information Management	3
BUSTEC 300.3 Keyboarding/Applications: Advanced Document Formatting	1
BUSTEC 352 Virtual Entrepreneurship: Creating and Operating a Home-based Online Business	3
CISA 340 Presentation Graphics.....	2
MKT 330 Internet Marketing	3

A minimum of 2 units from the following:..... 2
WEXP 198 Work Experience – General (1-3)

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.

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 real estate careers. 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, Real Estate Lender, and Small Business Owner.

Gainful Employment

For more information about program costs, graduation rates, median debt of program graduates, and other important information regarding gainful employment, please visit: <http://www.losrios.edu/gainful-emp-info/gedt.php?major=051251C01>

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.
- demonstrate an understanding of how computer applications and technology enhance one's ability to engage in real estate practices.

- identify and describe software programs used in the real estate industry.
- utilize software and produce documents from the computer in the areas of real estate finance, real estate appraisal, property management, and residential sales.
- use computer applications to develop real estate flyers, utilize the Internet as a research and marketing tool, and set up and manage e-mail communications.
- demonstrate an understanding of how social media is used in the real estate profession to market to and communicate with potential clients.

Required Program	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:	
Document Formatting	1
CISC 300 Computer Familiarization	1
RE 300 California Real Estate Principles	3
RE 310 Real Estate Practice.....	3
RE 320 Real Estate Finance	3
RE 330 Legal Aspects of Real Estate	3
RE 342 Real Estate Appraisal.....	3
RE 360 Real Estate Economics.....	3
RE 380 Computer Applications in Real Estate.....	3
A minimum of 3 units from the following:	3
BUS 105 Business Mathematics (3)	
ECON 302 Principles of Macroeconomics (3)	
A minimum of 6 units from the following:	6
ECON 304 Principles of Microeconomics (3)	
MKT 310 Selling Professionally (3)	
MKT 314 Advertising (3)	
RE 350 Real Property Management (3)	
RE 370 Escrow Procedures (3)	
RE 497 Internship in Real Estate (4)	
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 required program with grades of “C” or better.

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. This program acquaints students with unique aspects of small business ownership and helps students acquire the knowledge, skills, and understanding they need to manage small enterprises.

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.
- employ 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.

- use accounting and accounting statements to evaluate financial management decisions and incorporate managerial metrics into business decision-making.
- demonstrate primary management skills and an understanding of best practices in hiring, training, motivating, and rewarding employees.
- use interpersonal skills that are necessary for business communications, negotiations, motivating, and closing sales.
- employ technologies to improve marketplace competitiveness and sustainability.
- describe operational and organizational structures for small, entrepreneurial businesses.
- best represent a business to potential investors and bankers or other funding sources.

Required Program	Units
ACCT 101 Fundamentals of College Accounting (3).....	3 – 4
or ACCT 301 Financial Accounting (4)	
BUS 300 Introduction to Business.....	3
CISA 305 Beginning Word Processing	2
CISC 310 Introduction to Computer Information Science.....	3
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 315 Introduction to Electronic Spreadsheets (2)	
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 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)	
CISC 306 Introduction to Web Page Creation (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, 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.

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. This program acquaints students with unique aspects of small business ownership and helps students acquire the knowledge, skills, and understanding they need to manage small enterprises.

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.
- employ 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**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:

BUS 210 The Business Plan (1)	3
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:

BUS 310 Business Communications (3)	3
BUS 320 Concepts in Personal Finance (3)	
MGMT 304 Introduction to Management Functions (3)	
MGMT 372 Human Relations and Organizational Behavior (3)	
MKT 312 Retailing (3)	
MKT 314 Advertising (3)	
MKT 330 Internet Marketing (3)	

Total Units Required **18**

Certificate of Achievement

The Certificate of Achievement 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 51 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 "C" or better.

Hours: 54 hours LEC

This course is designed to prepare students to be effective communicators in business and in workplace environments. In addition to correct usage of the English language, students learn effective business writing principles, i.e., brevity and succinctness. 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 utilized throughout the course to format business documents and search the Internet for information and resources. Proofreading skills are also emphasized. This course focuses on teaching students to analyze, compose, and organize written communication into effective business documents. BUS 100 is required by several certificate and degree programs within the Business Division and is recommended for all business majors. It is also a prerequisite to BUS 310 – Business Communications.

BUS 105 Business Mathematics 3 Units

Prerequisite: None.

Advisory: ESLR 320 or ENGRD 10, and MATH 27 OR MATH 28 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 many majors in business.

BUS 210 The Business Plan 1 Unit

Prerequisite: None.

Hours: 18 hours LEC

This course offers a simple and organized step-by-step process for thinking through and writing a business plan for starting or growing a small business. The planning process will enable the small business owner, manager, or nonprofit director to reduce risk of failure, solve problems before they occur, reduce capital requirements, recruit key resources, apply for a business loan, attract venture capital, and provide short-term direction and long-term vision.

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 to identify target markets, develop a marketing plan, and create the marketing mix.

BUS 214 Financing a Small Business 1 Unit

Prerequisite: None.

Hours: 18 hours LEC

This course offers information on how to obtain and acquire tools for managing capital. The course will present various sources of capital for small business, traditional loan requirements, nontraditional financing options, choosing a lender, and packaging an application. Additionally, it will offer methods for preparing and using financial management tools such as a budget, income statement, balance sheet, and cash flow projections, as a part of preparing an application package. Concepts presented can be applied to for profit and nonprofit capital generation.

BUS 216 Essential Records for the Small Business 1 Unit

Prerequisite: None.

Hours: 18 hours LEC

Records and recordkeeping are key components of success in order to better manage a small organization and remain compliant with government requirements. This course will introduce various records that a small business owner and a non-profit manager may be required to maintain, methods for maintaining them, and the reasons for staying on top of such records. Accounting, financial, tax, employee, licensing, and legal records will all be covered. Various legal business structures will also be covered in this course.

BUS 218 Management Skills for the Small Business 1 Unit

Prerequisite: None.

Hours: 18 hours LEC

In order to improve the possibility of organizational success, a small business owner or nonprofit manager must know what makes one business owner/manager successful while others struggle or fail. This course covers some of the basic principles for owner/manager success while offering information to assist with effectively managing one's self and other workers, employees, or independent contractors. Topics such as worker selection, worker and self motivation, the functions of management, leadership, and communication will be covered. Techniques for making better decisions, delegating, conducting group and one-on-one meetings, achieving goals, listening, and time management will be offered.

BUS 220 Retailing and Merchandising for the Small Business 1 Unit

Prerequisite: None.

Hours: 18 hours LEC

This course emphasizes 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 and inventory control system and assess consumer behavior and demographics.

BUS 260 Communicating With Customers .5 Unit

Prerequisite: None.

Hours: 9 hours LEC

This course introduces key elements of communication and its importance in providing exceptional customer service. Topics include verbal and nonverbal communication as well as listening skills. Emphasis is 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 provides preparation for a broad range of customer service environments. Key skills and attitudes necessary to provide exceptional customer service are developed in this course. Concepts such as internal and external customers, customer satisfaction, and customer retention are explored. Topics 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 explores team building and the role teams play in providing exceptional customer service. Topics include how effective teams work, common problems teams encounter, and methods for resolving issues between team members. Students 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 subject of attitude and the importance of a positive attitude in providing exceptional customer service. Participants will develop key skills to maintain a positive attitude in the workplace. Concepts include 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 emphasizes 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 is 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 explores the elements of stress management and its importance in providing exceptional customer service. Topics include the recognition of stress, causes of stress, and the benefits of managing stress. Emphasis is 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 introduces 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 are discussed. Emphasis is 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 introduces the subject of conflict management and the importance of managing conflict in providing exceptional customer service. Topics include the meaning of conflict, the causes of conflict between individuals and groups within an organization, and strategies for resolving interpersonal conflict. Emphasis is placed on how to deal with difficult people in customer service situations 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 introduces the role and importance of effective decision making and problem solving in providing exceptional customer service. Emphasis is 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 explores 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. Skills and strategies for becoming a change agent in your organization will be discussed. The goal is to provide practical, hands-on skills to non-management level personnel.

BUS 300 Introduction to Business 3 Units

Prerequisite: None.

Advisory: ENGWR 51 or ESLW 50 with a grade "C" or better.

General Education: AA/AS Area V(b)

Course Transferable to UC/CSU

Hours: 54 hours LEC

Introduction to Business is a survey business course providing a multidisciplinary examination of how culture, society, human behavior, and economic systems interact with legal, international, political, and financial institutions to affect business policy and practices within the U.S. and the global marketplace. Students will evaluate how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, and organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, and financial practices; the stock and securities markets; and, therefore, affect a business' ability to achieve its organizational goals. (C-ID BUS 110)

BUS 310 Business Communications 3 Units

Prerequisite: BUS 100, ENGWR 101 or ESLW 340 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)

Course Transferable to CSU

Hours: 54 hours LEC

This course applies the theory and principles of ethical and effective written and oral communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing, and revising business documents and creating and delivering professional-level reports using word processing and presentation software. Analytical skills are used to plan, organize, compose, critique, and revise letters, memos, emails, and reports. Message components, which include organization, content, style, tone, grammar, format, and appearance, are critically analyzed. A formal analytical research paper is created and its results are presented. This course is designed for students who already have college-level writing skills. (C-ID BUS 115; Competency: Writing)

BUS 320 Concepts in Personal Finance 3 Units

Prerequisite: BUS 105 or MATH 28 with a grade of "C" or better, or placement through the assessment process.

Advisory: ENGWR 51 or ESLW 50 with a grade of "C" or better

General Education: AA/AS Area III(b)

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course covers how to analyze financial affairs for lifelong personal financial management. It examines the basics of financial planning, analysis, and decision making in areas of goal setting, budgeting, taxes, credit, money management, insurance, investments, and retirement with an emphasis on principles to develop economic decision-making skills.

BUS 325 Investments and Financial Management 3 Units

Same As: ECON 330

Prerequisite: BUS 320, ECON 302, ECON 304, or MATH 120 with a grade of "C" or better, or placement through the assessment process.

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 V(b); AA/AS Area VI; CSU Area D

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 and 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.

Advisory: ENGWR 300 or ESLW 340 with a grade of "C" or better

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course introduces the fundamental legal principles pertaining to business transactions. Topics covered include the legal process, dispute resolution, and federal and state court systems, including a comprehensive study of contracts under the common law and the Uniform Commercial Code. The course emphasizes business ethics, corporate social responsibility, tort law, constitutional law, agency, business crimes, sales transactions, legal structures of business, and criminal law as applied in a business setting. (C-ID BUS 125)

BUS 345 Law and Society 3 Units

Prerequisite: None.

General Education: AA/AS Area V(b); 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, the theory behind the law, and 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. (C-ID BUS 120)

BUS 350 Small Business Management/Entrepreneurship 3 Units

Prerequisite: None.

Course Transferable to CSU

Hours: 54 hours LEC

This course covers the various elements in starting and operating a small business. Students will learn about the components necessary to develop a business plan, how to find financial resources, meet legal requirements, develop management techniques, understand marketing concepts and techniques, and investigate 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: 162 hours LAB

An independent studies project involves an individual student or a small group of students in study, research, or activities beyond the regularly offered accounting courses. UC transfer credit will be awarded only after the course has been evaluated by the enrolling UC campus. The units completed for this course cannot be counted towards the minimum 60 units required for admissions.

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 51, or ESLR 310 and ESLW 50 with grades of "C" or better.

Hours: 54 hours LEC; 54 hours LAB

BUSTEC 100 is the parent course for keyboarding modules BUSTEC 100.1, 100.2, and 100.3. Module 1 (1 unit) helps students to learn to use the computer keyboard by touch. Module 2 (1 unit) and Module 3 (1 unit) help students build their computer keyboarding speed and accuracy. In Modules 2 and 3, individualized skill improvement plans are given based on computerized assessments of computer keyboarding speed and accuracy. All modules are graded Pass/No Pass. Students will earn a unit of credit for each module successfully completed.

BUSTEC 100.1 Keyboarding Skills: 1 Unit
Beginning

Prerequisite: None.

Advisory: ENGRD 110 and ENGWR 51, or ESLR 310 and ESLW 50 with grades of "C" or better.

Hours: 18 hours LEC; 18 hours LAB

This basic keyboarding course is designed for students who desire to learn the computer keyboard by touch. Students will learn to type the alphabetic keys, which are the most commonly used keys, using the touch-type method. This course does not include the numeric or symbol keys. Emphasis is placed on good finger position, speed, and accuracy. BUSTEC 100.1 is a good course for students to take regardless of their majors. This course is graded Pass/No Pass. Students who desire to also learn the numeric and symbol keys should enroll in BUSTEC 300.1 instead.

BUSTEC 100.2 Keyboarding Skills: 1 Unit
Intermediate

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

Advisory: ENGRD 110 and ENGWR 51, or ESLR 310 and ESLW 50 with grades of "C" or better.

Hours: 18 hours LEC; 18 hours LAB

This intermediate computer keyboarding 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 letters, numbers, punctuation, and symbols, 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. This course is graded Pass/No Pass.

BUSTEC 100.3 Keyboarding Skills: 1 Unit
Advanced

Prerequisite: Credit for BUSTEC 100.2

Advisory: ENGRD 110 and ENGWR 51, or ESLR 310 and ESLW 50 with grades of "C" or better.

Hours: 18 hours LEC; 18 hours LAB

This advanced computer keyboarding 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 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 to help students develop the ability to key numeric data into a computer with speed and accuracy using the touch method. Fundamental ten-key skills are presented through timed drills and practice sets. This course is graded Pass/No Pass.

BUSTEC 110 Business Procedures for 3 Units
Professional Success

Prerequisite: None.

Advisory: BUS 100, BUSTEC 315, BUSTEC 300.2, and CISC 300 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, supervisory 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 foundation for advancement to supervision and management positions. Primary emphasis is on processing documents using introductory skills in word processing, spreadsheets, presentation graphics, databases, and e-mail. Also included are managing information storage and retrieval, and coordinating office communications to improve the efficiency of office functions.

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

Prerequisite: None

Hours: 72 hours LEC

See Experimental Offerings.

BUSTEC 300 Keyboarding/Applications 1-3 Units

Prerequisite: None.

Advisory: ENGRD 110 and ENGWR 51, 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 helps students build speed and accuracy using the touch method while helping them develop and improve their business English skills. 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 each module. Students will earn a grade for each module successfully completed.

BUSTEC 300.1 Keyboarding/Applications: 1 Unit
Beginning

Prerequisite: None.

Advisory: ENGWR 51 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

Keyboarding/Applications: Beginning is an introductory keyboarding course that emphasizes operating alphabetic, numeric, punctuation, and symbol keys by touch. Students will learn computer-keyboarding techniques, speed-and-accuracy development, and essential computer-keyboarding information. This letter-graded course is specifically designed for the beginning typist as well as those who have been typing for a long time using improper technique. BUSTEC 300.1 is a prerequisite to BUSTEC 300.2 and BUSTEC 100.2.

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

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

Advisory: ENGWR 51 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 beginning to intermediate document formatting and skill development for academic, employment, personal, and business purposes. This course builds upon skills learned in BUSTEC 300.1 to provide students with additional computer keyboarding skills in the creation and modification of word processing documents. Students will use an office-level word processing program to create and format documents such as business correspondence, academic reports, business reports, and tables. English grammar, spelling, punctuation, and proofreading are reinforced throughout. Students will complete timed writing tests to increase their speed and accuracy. This course is a prerequisite to BUSTEC 300.3.

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

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 five errors.

Advisory: ENGWR 51 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 documents for business, academic, employment, or personal use. The course teaches students to apply advanced formats by building on skills learned in BUSTEC 300.2. 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 a variety of documents. BUSTEC 300.3 is the capstone course in the keyboarding series of courses. Students who complete all seven units of keyboarding will receive a keyboarding proficiency certificate.

**BUSTEC 315 Records and Digital Information 3 Units
Management**

Prerequisite: None.

Advisory: CISA 323 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.

Course Transferable to CSU

Hours: 54 hours LEC

This course explores records and digital information management for business and personal uses. Students will learn about the rules that have been established by the Association of Records Managers and Administrators (ARMA), and how those rules are applied in real-world contexts. Principles and practices of effective records management for indexing, storage, and maintenance of various types of records are explored. Students will investigate alphabetic, numeric, subject, and geographic records management theories. The use of a computerized database program is included.

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

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC; 36 hours LAB

See Experimental Offerings

Management (MGMT)**MGMT 295 Independent Studies in 1-3 Units
Management**

Prerequisite: None.

Hours: 162 hours LAB

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

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

Prerequisite: None

Hours: 90 hours LEC

See Experimental Offerings.

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

Prerequisite: None.

Advisory: ENGWR 101, ESLW 340, or BUS 100 with a grade of "C" or better.

Course Transferable to CSU

Hours: 54 hours LEC

This basic course in management introduces a variety of modern management concepts including 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 308 Personnel and Human Resources 3 Units
Management**

Prerequisite: None.

Advisory: ENGWR 101, 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 study and analysis of personnel and human resource management. It explores essential topics such as managing human resources in a global environment, job design, recruitment and retention methods, performance appraisal techniques, training, compensation, labor management relations, and important human resource laws. This course is valuable for students who anticipate a career in human resource management or general management. Case studies from business are used to develop critical management decision-making skills.

MGMT 309 Introduction to Supervision 3 Units

Prerequisite: None.

Advisory: ENGWR 101, ESLW 340, or BUS 100 with a grade of "C" or better.

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. 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. This course focuses on first line supervisory responsibilities. It is most valuable for students who have been or are in the workplace and who are making or anticipating the transition from employee to supervisor. 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 101 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: 162 hours LAB

This course is an independent study of a management topic or research project. It is for students who wish to develop an in-depth understanding in fundamental topics of management and to learn to work in a collaborative atmosphere with instructors and other students. Instructor approval is required to enroll in this course. UC transfer credit will be awarded only after the course has been evaluated by the enrolling UC campus. The units completed for this course cannot be counted towards the minimum 60 units required for admissions.

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 101, 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 examines and presents the qualifications necessary to achieve success in professional selling. Emphasis is 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 are 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 101, 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 is placed on consumer behavior, creative methods, media selection, measurements of effectiveness, and coordination with other aspects of the marketing program.

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 the use of social media and other internet technologies, with an emphasis on the theory and practice of marketing in an electronic environment. Topics include the personalization and interactivity of the Internet to build strong customer relationships. These concepts are 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: 162 hours LAB

This course is an independent study of a marketing topic or research project. It 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 marketable skills in preparation for employment or advancement within their current job. Course content will include understanding the application of education to the workforce; completion of required forms, which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. During the course of the semester, the student is required to fulfill a 16 hour orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience, for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. The course may be taken four times for credit, when there is new or expanded learning on the job, for a maximum of 16 units.

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 the understanding, background, and 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. The course applies toward educational requirements for the broker's examination.

RE 320 Real Estate Finance 3 Units

Prerequisite: 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 the 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: 54 hours LEC

This course covers entry-level education in the real estate appraisal field, concentrating on the appraisal of single-family residences (real property). It covers Basic Appraisal Principles (30 Hours) and Basic Appraisal Procedures (30 Hours) pursuant to the Appraiser Qualifications Board's (AQB) Real Property Appraiser Qualification Criteria (effective January 1, 2008). This course is designed to meet the California Bureau of Real Estate Appraisers (BREA) requirements for Basic Education (60 Hours). It also meets the California Bureau of Real Estate (BRE) college-level educational requirements (3 semester units) for the salesperson and broker examinations.

RE 350 Real Property Management 3 Units

Prerequisite: 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. It applies towards the educational requirements for the broker's examination.

RE 360 Real Estate Economics 3 Units

Prerequisite: None.

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 the broker's examination.

RE 370 Escrow Procedures 3 Units

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

Course Transferable to CSU

Hours: 54 hours LEC

This course covers the functions and responsibilities of the escrow holder, including actual preparation of escrow instructions and documents in a typical real estate transaction. Audit, disbursement, the issuance of closing statements, and analysis of title insurance policies are covered. This course applies toward educational requirements for the 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's or broker's license.

RE 495 Independent Studies in Real Estate 1-3 Units

Prerequisite: None.

Course Transferable to CSU

Hours: 162 hours LAB

An independent studies project involves an individual student or a small group of students in study, research, or activities beyond the regularly offered real estate courses. See the current catalog section of "Independent Studies" for full details.

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 jobs 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 499 Experimental Offering in Real Estate .5-4 Units

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC

See Experimental Offerings