Business | BUS, ENTR, MGMT, MKT, RE

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

Certificates of Achievement:
Accounting (see under Accounting)
Business Information Worker
Management
Marketing
Real Estate

Certificate:
Customer Service

Coursework:
Entrepreneurship

Program Information
Within the Business area, specific majors are available in Accounting, Advertising, Bookkeeping, Customer Service, Management, Marketing, Real Estate, and Retail 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

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

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

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 General Education Transfer Curriculum (IGETC) or the California State University General Education-Breadth Requirements (CSU GE-Breadth).
   - (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

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 301 Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 311 Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUS 340 Business Law (3)</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 345 Law and Society (3)</td>
<td></td>
</tr>
<tr>
<td>ECON 302 Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 304 Principles of Microeconomics</td>
<td>3</td>
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<tr>
<td>MATH 340 Calculus for Business and Economics</td>
<td>3</td>
</tr>
<tr>
<td>STAT 300 Introduction to Probability and Statistics</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 480 Introduction to Probability and Statistics – Honors</td>
<td>4</td>
</tr>
<tr>
<td>BUS 300 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 310 Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>CISA 305 Beginning Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>CISA 315 Introduction to Electronic Spreadsheets</td>
<td>2</td>
</tr>
<tr>
<td>CISA 340 Presentation Graphics</td>
<td>2</td>
</tr>
<tr>
<td>CISC 310 Introduction to Computer Information Science</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Units Required: 25

Breadth Requirements

A minimum of 5 units from the following:
- BUS 107 Keyboarding (1-3)

Certificate of Achievement

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>BUS 260</td>
<td>Communicating With Customers</td>
<td>0.5</td>
</tr>
<tr>
<td>BUS 261</td>
<td>Exceptional Customer Service</td>
<td>0.5</td>
</tr>
<tr>
<td>BUS 262</td>
<td>Team Building in the Workplace</td>
<td>0.5</td>
</tr>
<tr>
<td>BUS 263</td>
<td>Attitude in the Workplace</td>
<td>0.5</td>
</tr>
<tr>
<td>A minimum of 2 units from the following:</td>
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<tr>
<td>BUS 264</td>
<td>Ethics and Values in the Workplace</td>
<td>0.5</td>
</tr>
<tr>
<td>BUS 265</td>
<td>Stress Management in the Workplace</td>
<td>0.5</td>
</tr>
<tr>
<td>BUS 266</td>
<td>Time Management in the Workplace</td>
<td>0.5</td>
</tr>
<tr>
<td>BUS 267</td>
<td>Dealing With Conflict in the Workplace</td>
<td>0.5</td>
</tr>
<tr>
<td>BUS 268</td>
<td>Decision Making &amp; Problem Solving</td>
<td>0.5</td>
</tr>
<tr>
<td>BUS 269</td>
<td>Organizational Change</td>
<td>0.5</td>
</tr>
</tbody>
</table>

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, accounting, 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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 301</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 330</td>
<td>Managing Diversity in the Workplace</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 304</td>
<td>Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 309</td>
<td>Introduction to Supervision</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 372</td>
<td>Human Relations and Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>A minimum of 3 units from the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUS 105</td>
<td>Business Mathematics</td>
<td></td>
</tr>
<tr>
<td>ECON 310</td>
<td>Economic Statistics</td>
<td></td>
</tr>
<tr>
<td>A minimum of 9 units from the following:</td>
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<td></td>
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<tr>
<td>BUS 310</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>or CISA 305</td>
<td>Beginning Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>or CISA 306</td>
<td>Intermediate Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>CISA 315</td>
<td>Introduction to Electronic Spreadsheets</td>
<td>2</td>
</tr>
<tr>
<td>or CISA 316</td>
<td>Intermediate Electronic Spreadsheets</td>
<td>2</td>
</tr>
<tr>
<td>ECON 100</td>
<td>Introduction to Economics</td>
<td></td>
</tr>
<tr>
<td>or ECON 302</td>
<td>Principles of Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>A minimum of 6 units from the following:</td>
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<td></td>
</tr>
<tr>
<td>ACCT 311</td>
<td>Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>MGMT 308</td>
<td>Personnel and Human Resources Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 330</td>
<td>Internet Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Units Required

37

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

<table>
<thead>
<tr>
<th>Required Program</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 330 Managing Diversity in the Workplace</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 304 Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 309 Introduction to Supervision</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 372 Human Relations and Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>A minimum of 6 units from the following:</td>
<td>6</td>
</tr>
<tr>
<td>ACCT 301 Financial Accounting (4)</td>
<td></td>
</tr>
<tr>
<td>or ACCT 101 Fundamentals of College Accounting (3)</td>
<td></td>
</tr>
<tr>
<td>BUS 300 Introduction to Business (3)</td>
<td></td>
</tr>
<tr>
<td>MGMT 308 Personnel and Human Resources Management (3)</td>
<td></td>
</tr>
<tr>
<td>MKT 300 Principles of Marketing (3)</td>
<td></td>
</tr>
</tbody>
</table>

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, including management, marketing, finance, and accounting.

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

<table>
<thead>
<tr>
<th>Required Program</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 101 Fundamentals of College Accounting (3)</td>
<td>3 – 4</td>
</tr>
<tr>
<td>or ACCT 301 Financial Accounting (4)</td>
<td></td>
</tr>
<tr>
<td>BUS 300 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 310 Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340 Business Law</td>
<td>3</td>
</tr>
<tr>
<td>CISA 305 Beginning Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>CISA 340 Presentation Graphics</td>
<td>2</td>
</tr>
<tr>
<td>ECON 302 Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 304 Introduction to Management Functions</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300 Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 310 Selling Professionally</td>
<td>3</td>
</tr>
<tr>
<td>MKT 314 Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MKT 330 Internet Marketing</td>
<td>3</td>
</tr>
<tr>
<td>A minimum of 3 units from the following:</td>
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</tr>
<tr>
<td>BUS 210 The Business Plan</td>
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<tr>
<td>BUS 212 Marketing for Small Businesses</td>
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</tr>
<tr>
<td>BUS 220 Retailing and Merchandising for Small Business</td>
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<tr>
<td>BUS 350 Small Business Management/Entrepreneurship</td>
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</tbody>
</table>

Total Units Required: 40-41

Suggested Electives
BUS 330, 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, including management, marketing, finance, and accounting.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 300 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300 Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 310 Selling Professionally</td>
<td>3</td>
</tr>
<tr>
<td>MKT 314 Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MKT 330 Internet Marketing</td>
<td>3</td>
</tr>
<tr>
<td>A minimum of 3 units from the following:</td>
<td></td>
</tr>
<tr>
<td>MGMT 304 Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 372 Human Relations and Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 312 Retailing</td>
<td>3</td>
</tr>
<tr>
<td>Total Units Required</td>
<td>18</td>
</tr>
</tbody>
</table>

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 marketing, management, 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 101 Fundamentals of College Accounting</td>
<td>3 – 4</td>
</tr>
<tr>
<td>or ACCT 301 Financial Accounting (4)</td>
<td></td>
</tr>
<tr>
<td>BUS 300 Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 310 Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340 Business Law</td>
<td>3</td>
</tr>
<tr>
<td>CISA 340 Presentation Graphics</td>
<td>2</td>
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<tr>
<td>DDSN 311 Digital Layout I (3)</td>
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<tr>
<td>or DDSN 341 Digital Illustration for Graphic Design I (3)</td>
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<tr>
<td>DDSN 331 Digital Imaging I</td>
<td>3</td>
</tr>
<tr>
<td>DDSN 360 User Interface Design</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 304 Introduction to Management Functions</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300 Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 310 Selling Professionally</td>
<td>3</td>
</tr>
<tr>
<td>MKT 312 Retailing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 314 Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MKT 330 Internet Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Total Units Required</td>
<td>41-42</td>
</tr>
</tbody>
</table>

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/gdtp.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.
BUS 100 English for the Professional 3 Units
Prerequisite: ENGW 51 and ENGR 110, or ESLW 320 and ESLR 320 with grades 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 107 Keyboarding 1-3 Units
Prerequisite: None.
Hours: 162 hours LAB
This course provides individualized, self-paced instruction of keyboarding skills. It is designed to help students learn to touch type and use the numeric keypad, while building speed and accuracy. Students may work independently in the computer lab during open lab hours and are awarded units based on successful completion of course learning outcomes. The first unit of credit is earned when the student demonstrates the ability to touch-type at least 33 words per minute, with no more than 5 errors. The second unit of credit is earned when the student demonstrates the ability to touch-type at least 38 words per minute, with no more than 5 errors. The third unit of credit is earned when the student demonstrates operation of a numeric keypad by touch at a rate of 8,000 or more keystrokes per hour with 98 percent accuracy. Students may enroll in this open-entry/open-exit course up to the eighth week of the semester and as space allows. This course is graded on a Pass/No Pass basis and may be taken for a maximum of three units.

BUS 260 Communicating With Customers .5 Units
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 Units
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 Units
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 Units  
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 Units  
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 Units  
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 Units  
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 Units  
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 Units  
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 Units  
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  
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 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.  
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); CSU Area B4
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 120)

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 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
ENTR 301  Accounting for Entrepreneurs  3 Units
Prerequisite: None.
Course Transferrable to CSU
Hours: 54 hours LEC
This course introduces accounting in a start-up organization and evaluates why it is important and how it is used by investors, creditors, and others to make business decisions. The course covers recording and reporting of business transactions with a focus on the financial statements and statement analysis. It includes how entrepreneurs use accounting information in decision-making, planning, and directing operations. The course will focus on performance analysis in start-up settings.

ENTR 350  Introduction to Entrepreneurship, Strategy, and Managing People  3 Units
Prerequisite: None.
Course Transferrable to CSU
Hours: 54 hours LEC
This course introduces the foundational concepts of entrepreneurship. Students will explore the feasibility of a small business idea while writing an opportunity analysis, which is the first step toward development of a full business plan. This course also examines legal forms of ownership, development of a strong business strategy, and development of a plan for managing human resources in a small business.

ENTR 352  21st Century Skills & Professional Competencies for Entrepreneurs  3 Units
Prerequisite: None.
Course Transferrable to CSU
Hours: 54 hours LEC
This course is designed to deliver the sought after workplace soft skills and professional competencies. Through curriculum, assessment, and digital badging resources, students will gain knowledge and insights necessary to develop the following workplace soft skills and competencies: adaptability, self-awareness, digital fluency, communication, collaboration, empathy, analysis, resiliency, an entrepreneurial mindset, and social/diversity awareness.

ENTR 356  Bootstrap Marketing for Entrepreneurs  3 Units
Prerequisite: None.
Course Transferrable to CSU
Hours: 54 hours LEC
This course is designed to introduce students to the unique challenges of marketing in start-up organizations and to provide tips and techniques for launching and promoting a new business. Students learn about the evolving practice of marketing and the potential for entrepreneurial thinking. A key component of this course is the development of a complete marketing plan for a new business venture.

ENTR 358  Entrepreneurship Capstone  3 Units
Prerequisite: ENTR 350 with a grade of “C” or better
Corequisite: Student may be concurrently enrolled in the above courses.
Course Transferrable 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 throughout the guided pathway; and from those components, launch, monitor, and adjust plans regarding the progress of a business operation.

Management (MGMT)

MGMT 295  Independent Studies in Management  1-3 Units
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 Management  .5-4 Units
Prerequisite: None
Hours: 90 hours LEC
See Experimental Offerings.

MGMT 304  Principles of Management  3 Units
Prerequisite: None.
Advisory: ENGWR 101, ESLW 340, or BUS 100 with a grade of “C” or better.
Course Transferrable 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
Prerequisite: None.
Advisory: ENGWR 101, ESLW 340, or BUS 100 with a grade of “C” or better.
Course Transferrable 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 workplace; 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

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**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 the 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.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Prerequisite</th>
<th>Course Transferable to CSU</th>
<th>Hours:</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>RE 350</td>
<td>Real Property Management</td>
<td>3</td>
<td>RE 300 with a grade of “C” or better</td>
<td>Course Transferable to CSU</td>
<td>54</td>
<td>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.</td>
</tr>
<tr>
<td>RE 360</td>
<td>Real Estate Economics</td>
<td>3</td>
<td>None</td>
<td>Course Transferable to CSU</td>
<td>54</td>
<td>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.</td>
</tr>
<tr>
<td>RE 370</td>
<td>Escrow Procedures</td>
<td>3</td>
<td>RE 300 with a grade of “C” or better</td>
<td>Course Transferable to CSU</td>
<td>54</td>
<td>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.</td>
</tr>
<tr>
<td>RE 380</td>
<td>Computer Applications in Real Estate</td>
<td>3</td>
<td>None</td>
<td>Course Transferable to CSU</td>
<td>54</td>
<td>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.</td>
</tr>
<tr>
<td>RE 495</td>
<td>Independent Studies in Real Estate</td>
<td>1-3</td>
<td>None</td>
<td>Course Transferable to CSU</td>
<td>162</td>
<td>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.</td>
</tr>
<tr>
<td>RE 497</td>
<td>Internship in Real Estate</td>
<td>4</td>
<td>RE 300 with a grade of “C” or better</td>
<td>Course Transferable to CSU</td>
<td>18; 162</td>
<td>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.</td>
</tr>
<tr>
<td>RE 499</td>
<td>Experimental Offering in Real Estate</td>
<td>.5-4</td>
<td>None</td>
<td>Course Transferable to CSU</td>
<td>54</td>
<td>See Experimental Offerings</td>
</tr>
</tbody>
</table>