### Business

**BUS 101 Introduction to Business**  
3.0 units  
Acceptable for credit: Transfer to UC, CSU  
C-ID Course Number: BUS 110  
A survey in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices with the U.S. and a global society. Demonstrates how these influences impact the primary areas of business including: organizational structure and design, leadership, human resource management, organized labor practices, marketing, financial practices, the stock and securities market, and therefore affect a business' ability to achieve its organizational goals. (Fall, Spring, Summer) (Letter Grade or Pass/No Pass)

**BUS 102 Marketing**  
3.0 units  
Acceptable for credit: Transfer CSU  
The study of marketing channels and institutions; market structure, organizations, behavior, retail, wholesale and industrial marketing; and governmental regulations. (Fall, Spring, Summer) (Letter Grade or Pass/No Pass)

**BUS 103 Advertising**  
3.0 units  
Acceptable for credit: Transfer CSU  
A survey of advertising media; the psychology of advertising; motivational research; formulation of advertising budgets; mechanics of layout and copy; and evaluation and selection of media. (Spring) (Letter Grade or Pass/No Pass)

**BUS 104 Business Organization and Management**  
3.0 units  
Acceptable for credit: Transfer CSU  
Advisories: BUS 302 - Essentials of Management  
A study of the structure of business firms and the principles of organization that determine departmentalization and lines of authority and responsibility. Covers management principles and function, including planning, organization and control within a business firm. (Fall, Spring, Summer) (Letter Grade or Pass/No Pass)

**BUS 106 Small Business Management**  
3.0 units  
Acceptable for credit: Transfer CSU  
Advisories: BUS 101 - Introduction to Business  
Intended primarily for students who plan to participate in an independently-owned business. Includes study of single proprietorships, partnerships, and corporations at all levels of the American economic system. Not designed as a substitute for Business 101 or Business 103, which serve as introductions to further study in business administration. (Fall, Spring) (Letter Grade or Pass/No Pass)

**BUS 107 Human Relations in Business**  
3.0 units  
Acceptable for credit: Transfer CSU  
Advisories: Eligibility for ENGL 513  
A study of human relations in business including multicultural and gender relationships in the workplace. (Fall, Spring, Summer) (Letter Grade or Pass/No Pass)

**BUS 110 Business Law**  
3.0 units  
Acceptable for credit: Transfer to UC, CSU  
C-ID Course Number: BUS 125  
Fundamental legal principles pertaining to business transactions. Introduction to the legal process. Topics include sources of law and ethics, contracts, torts, agency, criminal law, business organizations, and judicial and administrative processes. (Fall, Spring) (Letter Grade or Pass/No Pass)

**BUS 111 Internet Marketing**  
3.0 units  
Acceptable for credit: Transfer CSU  
A study of methods to create, distribute, promote, and price goods and services to a target market over the Internet. (As Needed) (Letter Grade or Pass/No Pass)

**BUS 121 Business Economics**  
3.0 units  
Acceptable for credit: Transfer CSU  
Advisories: none  
Corequisite: none  
Prerequisite: None  
May be taken prior to or concurrently with ECON 101 or 102. An introduction to basic economic analysis and institutions. Macroeconomic analysis of income, employment, price level, and international trade. Microeconomic analysis of demand, production, competitive and noncompetitive product markets, and factor markets. Emphasis is placed on the applications of economic theory in the business environment. This course is not open to students who are enrolled in or have received credit for Economics 121. (Fall) (Letter Grade Only)

**BUS 130 Consumer & Family Finance**  
3.0 units  
Acceptable for credit: Transfer CSU  
Designed to assist individuals and/or those working with individuals to analyze and direct their financial affairs. Elements and concepts of financial planning and decision making in the areas of budgeting, taxes, borrowing, money management, consuming, insurance, investments, retirement, and estate planning will be analyzed with an emphasis on application to changing family needs. This course is not open to students who are enrolled in or have received credit for Economics 130 or Family and Consumer Sciences 130. (Fall, Spring, Summer) (Letter Grade or Pass/No Pass)

**BUS 140 Survey of International Business**  
3.0 units  
Acceptable for credit: Transfer CSU  
An introduction to institutions and business practices in the international environment, emphasizing the major motivations compelling private firms to pursue international business. (Fall) (Letter Grade or Pass/No Pass)

**BUS 141 Global Economics**  
3.0 units  
Acceptable for credit: Transfer to UC, CSU  
An introduction to international economic issues. Explores why countries trade and addresses the consequences of trade restrictions. Alternative exchange rate systems, factors that cause exchange-rate fluctuations, and the determinants of a country's balance of trade are covered. Other topics include the politics of trade policy, the impact of trade on the job market, the role of international institutions in the global economy, financial crises, global environmental issues, and international debt problems. This course is not open to students who are enrolled in or have received credit for Economics 141 or Global Studies 141. May be taken prior to or concurrently with Econ 101 or Econ 102, or Econ 121 or Bus 121. (Fall, Spring, Summer) (Letter Grade or Pass/No Pass)

**BUS 149 Cooperative Work Experience: Occupational**  
1.0 - 8.0 units  
Acceptable for credit: Limited transfer to CSU  
Limitations on Enrollment: To participate in Cooperative Work Experience: (1) students must be working at a job within their major, (2) students must be able to become involved in new or expanded responsibilities on the job, (3) the employer must be willing to cooperate with the college in the supervision and evaluation of the student and (4) the student must attend all coordination/
consultation meetings in addition to other work and class responsibilities. CWE
Units Unpaid Placement: 1 unit 60 hours 2 units 120 hours 3 units 180 hours 4
units 240 hours 5 units 300 hours 6 units 360 hours 7 units 420 hours 8 units
480 hours CWE Units Paid Placement: 1 unit 75 hours 2 units 150 hours 3 units
225 hours 4 units 300 hours 5 units 375 hours 6 units 450 hours 7 units 525
hours 8 units 600 hours
Supervised employment extending classroom-based learning to an on-the-job
learning environment relating to the student's career and educational goals. In
addition, these work experiences improve the student's basic work skills and
professional competencies by creating career awareness, improving work habits,
and fostering positive workplace attitudes. (Fall, Spring, Summer) (Letter Grade
or Pass/No Pass)
An introduction to effective strategies for team building in the workplace. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 366 Promoting Small Business** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
A course designed to help small business owners promote their business using effective advertising, sales promotion, public relations, and budgeting techniques. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 367 Managing Change** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
Learn how organizations can adapt to their respective environments and modify the work behavior of organizational members. Not open to students who have taken BUS 387. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 368 Online Auctions** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
A study of the business methods and advantages of selling and buying using online auctions. Online secured financial transactions will also be covered. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 369 Employment Law** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
An overview of employment laws and their impact on organizational policies, procedures, and practices. Not open to students who have taken BUS 391. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 370 Ethics and Integrity** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
An examination of how organizations can shape ethical conduct. Both the managers' and individuals' role in promoting ethical behavior is examined. Not open to students who have taken BUS 389 or BUS 391. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 371 Sexual Harassment Prevention** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
A review of laws, techniques, tools, and skills needed for prevention of sexual harassment. Not open to students who have taken BUS 391. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 372 Workplace Diversity** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
An examination of the various components of diversity in the workplace, the impacts and benefits of diversity, and the means to avoid diversity-related conflicts in the workplace. Not open to students who have taken BUS 391. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 373 Forming a Small Business** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
A review of laws, forms, and procedures required to form a small business. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 374 Business Incorporation** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
A review of laws, forms, and procedures required to incorporate a business. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 375 Patents and Copyrights** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
A review of laws, forms, and procedures required to establish and protect patents and copyrights. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 376 Strategic Planning** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
An examination of techniques, tools, and skills needed for developing and leading the strategic planning process. Not open to students who have taken BUS 387. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 377 Managing Service Quality** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
An overview of the functions of quality customer service and their affect on the customer satisfaction process. Not open to students who have taken BUS 389. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 378 Effective Sales Methods** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
An overview of the selling process and successful persuasive marketing communication methods including sales presentations and closes. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 380 Marketing Strategies** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
Learn how to develop winning marketing plans including strategies for product, brand, channel, communications, and pricing. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 381 Entering Global Markets** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
Learn the essentials required to enter global markets including details on sales channels, financing, cultural, legal, and economic factors. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 382 Advertising & Public Relations Strategies** 0.5 units
Acceptable for credit: D - Credit - Degree Applicable
Introduces integrated marketing communications strategies for developing productive advertising and maintaining positive public relations. (Fall, Spring, Summer) (Pass/No Pass)

**BUS 386 Business Resume Writing** 1.0 unit
Acceptable for credit: D - Credit - Degree Applicable
This course will help students learn how to create and maintain a professional resume and cover letter. Students will apply resume writing techniques to develop an effective personal resume. The course will also assist job seekers in preparing to interview with prospective employers. (Spring, Summer) (Pass/No Pass)

**BUS 387 Executive Leadership: Series** 3.0 units
Acceptable for credit: D - Credit - Degree Applicable
Review of skills/knowledge essential to business/non-profit executives. Not open to students who have taken any of the following business courses: BUS 397, BUS 361, BUS 376, BUS 356, BUS 367, BUS 362. (Fall, Spring, Summer) (Letter Grade or Pass/No Pass)

**BUS 389 Customer Service: Series** 3.0 units
Acceptable for credit: D - Credit - Degree Applicable
A review of skills/knowledge essential to those working in customer service. Not open to students who have taken any of the following Business courses: BUS
BUS 390 Business Entrepreneurship Law  3.0 units
Acceptable for credit:
A review of skills and knowledge essential to applying business law to entrepreneurship. (Letter Grade or Pass/No Pass)

BUS 391 Human Resources Mgt: Series  3.0 units
Acceptable for credit:
A review of skills/knowledge essential to Human Resource Managers. Not open to students who have taken any of the following business courses: BUS 369, BUS 371, BUS 372, BUS 396, BUS 370, BUS 363. (Fall, Spring, Summer) (Letter Grade or Pass/No Pass)

BUS 392 Performance Evaluation  0.5 units
Acceptable for credit: D - Credit - Degree Applicable
A review of techniques, tools, and skills needed for effective employee performance evaluation. (Fall, Spring, Summer) (Pass/No Pass)

BUS 393 Business Report Writing  0.5 units
Acceptable for credit:
A review of effective written business communication techniques, including proper report writing, employee evaluations, and memos. Includes a review of punctuation, grammar, style, and clarity. (Fall, Spring, Summer) (Pass/No Pass)

BUS 394 Managing Verbal Communication  0.5 units
Acceptable for credit: D - Credit - Degree Applicable
This class is designed to help leaders improve their verbal communication skills. Students will learn how to improve the design and transmittal of their messages. Not open to students who have taken BUS 389. (Fall, Spring, Summer) (Pass/No Pass)

BUS 396 Performance Measurement  0.5 units
Acceptable for credit:
Learn to design and utilize recurring performance measurements tied to budgetary program cost centers. Not open to students who have taken BUS 391. (Fall, Spring, Summer) (Pass/No Pass)

BUS 397 Executive Leadership  0.5 units
Acceptable for credit: D - Credit - Degree Applicable
The real worth of an organization’s values come from what is practiced rather than merely professed. This highly interactive class prepares organizational leaders to turn their good intentions into action and build staff communication and team building. Not open to students who have taken BUS 387. (Fall, Spring, Summer) (Pass/No Pass)

BUS 398 Efficient Meetings  0.5 units
Acceptable for credit:
A review of techniques that lead to efficient and effective meetings. Ways to foster participation, decision making, and action are highlighted. (Fall, Spring, Summer) (Pass/No Pass)