

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. (Letter Grade or Pass/No Pass)

BUS 121 Business Economics

3.0 units

Acceptable for credit: Transfer CSU

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 ECON 121. May be taken prior to or concurrently with ECON 101 or ECON 102. (Fall, Spring, Summer) (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

Advisories: ECON 101 - Principles of Macro-Economics ; or Completion of or concurrent enrollment in; ECON 102 - Principles of Micro-Economics ; or ECON 121 - Business Economics ; or BUS 121 - Business Economics

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)

BUS 160 Business Communications**3.0 units**

Acceptable for credit: Transfer CSU

Advisories: ENGL 514 - Writing Skills 4 ; and the ability to type 40 words per minute are strongly recommended.

A study of the types of communications used in industry and government with emphasis on the content and practice of creating and writing various types of letters, memorandums, reports, Internet e-mail, multimedia presentations and other types of documents. Spelling, correct word usage, sentence structure, punctuation, appearance of copy and organization of ideas are emphasized. (Fall, Spring) (Letter Grade or Pass/No Pass)

BUS 189 Independent Projects**1.0 - 3.0 units**

Acceptable for credit: Transfer CSU

Courses for students capable of independent work who demonstrate the need or desire for additional study beyond the regular curriculum. Enrollment allows students to pursue activities such as directed field experience, research, or development of skills and competencies under faculty advisement and supervision. Independent projects may be earned in most disciplines. Students wishing to enroll in Independent Projects should contact the appropriate instructor identified in the class schedule. If the project proposed is acceptable to that instructor, a contract will be developed. All contracts for these classes must be completed and submitted to the Records Office no later than the end of the second week of the semester. Students may enroll for any combination (unit value) of Independent Projects 189 and/or 389 for a total of four semesters in a specific discipline. Units are awarded depending upon satisfactory performance and the amount of time committed by the student to the course. Allowable units vary according to discipline, and are based on the following formula: 1 unit - 48 hours per semester 2 units - 96 hours per semester 3 units - 144 hours per semester (Fall, Spring, Summer) (Letter Grade Only)

BUS 302 Essentials of Management**3.0 units**

Acceptable for credit: D - Credit - Degree Applicable

A review of essential management skills including the role of the supervisor, supervisory challenges, and related human resources responsibilities. This course is not open to students who are enrolled in or have received credit for one or more of the Essentials of Management modules or BUS 359 (Essentials of Management). (Fall, Spring) (Letter Grade or Pass/No Pass)

BUS 303 Sales And Marketing**3.0 units**

Acceptable for credit: D - Credit - Degree Applicable

An overview of sales and marketing strategies including pricing, promotion and distribution of goods, services and concepts used to create relationships that satisfy individual and organizational objectives. This course is not open to students who are enrolled in or have received credit for one or more of the "Sales and Marketing: The Series" modules or Business 359 Sales and Marketing. (Fall, Spring) (Letter Grade or Pass/No Pass)

BUS 355 Issues in Internet Law**0.5 units**

Acceptable for credit: D - Credit - Degree Applicable

Review of issues essential to understanding emerging Internet laws. Not open to students who have taken "Business Law: Series". (Fall, Spring, Summer) (Pass/No Pass)

BUS 356 Managing Organizations**0.5 units**

Acceptable for credit: D - Credit - Degree Applicable

A look inside an organization to explore how organizational variables influence human behavior in the work place including: culture, power, job design and decision making. Not open to

students who have taken BUS 387. (Fall, Spring, Summer) (Pass/No Pass)

BUS 357 Management: Listening

0.5 units

Acceptable for credit: D - Credit - Degree Applicable

This class focuses on active listening techniques which can increase understanding of instructions, reduce errors/omissions, and build empathetic relationships. Not open to students who have taken BUS 389. (Fall, Spring, Summer) (Pass/No Pass)

BUS 358 Managing Individuals

0.5 units

Acceptable for credit: D - Credit - Degree Applicable

Bring the best "you" to the job. Explore how your personality and attitudes, perceptions and attributions, problem solving styles, stress levels and more affect job behavior and performance. (Fall, Spring, Summer) (Pass/No Pass)

BUS 360 Introduction to Supervision

0.5 units

Acceptable for credit: D - Credit - Degree Applicable

This class is designed to help managers develop supervisory skills needed to successfully manage a business enterprise. (Fall, Spring, Summer) (Pass/No Pass)

BUS 361 Your Leadership Style

0.5 units

Acceptable for credit: D - Credit - Degree Applicable

Students will identify their personal leadership style by taking a variety of conflict, communication, and personality tests. Not open to students who have taken BUS 387. (Fall, Spring, Summer) (Pass/No Pass)

BUS 362 Management: People Skills

0.5 units

Acceptable for credit: D - Credit - Degree Applicable

This class will examine personal and professional habits that enhance a leader's ability to create and sustain a healthy and productive organization. Not open to students who have taken BUS 387 or BUS 389. (Fall, Spring, Summer) (Pass/No Pass)

BUS 363 Management: Conflict

0.5 units

Acceptable for credit: D - Credit - Degree Applicable

This class is designed to help organizational leaders learn how to resolve conflict and manage resistance in the workplace. Not open to students who have taken BUS 389 or BUS 391. (Fall, Spring, Summer) (Pass/No Pass)

BUS 364 Winning Business Plans

0.5 units

Acceptable for credit: D - Credit - Degree Applicable

This course focuses on methods to develop a business plan. (Fall, Spring, Summer) (Pass/No Pass)

BUS 365 Managing Teams

0.5 units

Acceptable for credit: D - Credit - Degree Applicable

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 for establishing and protecting 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 377, BUS 394, BUS 357, BUS 363, BUS 362, BUS 370. (Fall, Spring, Summer) (Letter Grade or Pass/No Pass)

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)