

Area: Business & Computer Science  
 Dean: Kirsten Corbin  
 Phone: (916) 484-8361  
 Counseling: (916) 484-8572

Degrees: A.S. for Transfer -  
 Business Administration  
 A.A. - General Business  
 A.A. - Small Business Management  
 A.A. - Technical Communications

Certificates: Computer Applications for Small Business  
 Cross-Cultural Conflict Resolution  
 Entrepreneurship  
 General Business  
 General Business - Introduction  
 Internet Marketing  
 Small Business Management  
 Technical Communications

## DEGREES AND CERTIFICATES

### Business Administration A.S. for Transfer Degree

Major Code, CSU GE: 010205A01  
 Major Code, IGETC: 010205A02

This Associate in Science in Business Administration provides students with a major that fulfills the general requirements for transfer to the California State University. Students with this degree will receive priority admission with junior status to the California State University system. The Associate in Science in Business for Transfer (A.S.-T.) may be obtained by the completion of 60 transferable, semester units with a minimum of a 2.0 GPA, including the major or area of emphasis described in the Required Program outlined below (earning a C or better in these courses), and the Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education-Breadth Requirements.

Students should work closely with their ARC counselor to ensure that they are taking the appropriate coursework to prepare for majoring in Business at the four year college they wish to transfer to.

#### Career Opportunities

Account executive, analyst, bank employee, buyer, manager, entrepreneur, financial planner, government service, insurance representative, investment counselor, public administration, purchasing agent, retail/industrial sales, stockbroker. Some options may require more than 2 years of study and additional licensing.

#### Student Learning Outcomes

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

- identify and explain the major functional areas of the business organizations including management, marketing, finance, and accounting.
- apply 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 interdependencies of economic, social, legal, and global environments in which businesses operate.

Requirements for Degree	25 Units
ACCT 301 Financial Accounting .....	4
ACCT 311 Managerial Accounting .....	4
BUS 340 Business Law .....	3
ECON 302 Principles of Macroeconomics .....	3
ECON 304 Principles of Microeconomics .....	3
<b>A minimum of 3 units from the following:.....</b>	<b>3</b>
MATH 340 Calculus for Business and Economics (3)	
STAT 300 Introduction to Probability and Statistics (4)	
<b>A minimum of 5 units from the following:.....</b>	<b>5<sup>1</sup></b>
BUS 300 Introduction to Business (3)	
CISA 305 Beginning Word Processing (2)	
CISA 308 Exploring Word Processing and Presentation Software (1)	
CISA 315 Introduction to Electronic Spreadsheets (2)	
CISA 316 Intermediate Electronic Spreadsheets (2)	
CISA 318 Exploring Spreadsheet Software (1)	
CISA 340 Presentation Graphics (2)	
CISC 305 Introduction to the Internet (1)	
CISC 308 Exploring Computer Environments and the Internet (1)	
CISC 310 Introduction to Computer Information Science (3)	
CISC 320 Operating Systems (1)	

<sup>1</sup>Students can also select one of the following courses if not already used: MATH 340, MATH 342, STAT 300, STAT 305.

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

### General Business Degree

Major Code: 011046A01

The General Business A.A. degree is designed to provide a strong foundation for those entering into a variety of business fields in the private and public sector. The program includes coursework that is essential for entry-level positions and enhances the knowledge base of those who are seeking career progression.

#### Student Learning Outcomes

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

- identify and explain the major functional areas of the business organizations including management, marketing, finance, and accounting.
- develop leadership skills and abilities that are effective in managing a multicultural workforce.

*(continued on next page)*

**(General Business Degree continued)**

- 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 in relationship to finance, personnel, products, services and information.
- communicate effectively verbally and in writing in various business settings.
- apply commonly used computer application programs to compose relevant business documents.

**Career Opportunities**

Account executive, analyst, bank employee, buyer, clerk, data-entry clerk, data-entry specialist, entrepreneur, financial planner, government service, insurance representative, investment counselor, manager, marketing, market research, office assistant, public administration, purchasing agent, retail/industrial sales.

Requirements for Degree		32-35 Units
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
BUS 105	Business Mathematics	3
BUS 110	Business Economics (3)	3
or ECON 302	Principles of Macroeconomics (3)	
BUS 300	Introduction to Business	3
BUS 310	Business Communications	3
BUS 320	Concepts in Personal Finance	3
BUS 340	Business Law (3)	3
or BUS 345	Law and Society (3)	
CISA 305	Beginning Word Processing (2)	1-2
or CISA 308	Exploring Word Processing and Presentation Software (1)	
CISA 315	Introduction to Electronic Spreadsheets (2)	1-2
or CISA 318	Exploring Spreadsheet Software (1)	
MKT 300	Principles of Marketing	3
<b>And a minimum of 6 units from the following:</b>		6 <sup>1</sup>

BUS, MGMT, MKT, RE courses not used to fulfill other requirements for the degree

<sup>1</sup>Work Experience (498) courses are limited to 3 units maximum towards degree requirements.

**Associate Degree Requirements:** The General Business Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

**General Business Certificate**

**Major Code: 011046C01**

The General Business certificate provides an overview of the various disciplines in business such as management, marketing, accounting and finance. It is intended to meet the needs of students who wish to develop, retrain or upgrade skills.

**Student Learning Outcomes**

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

- identify the functions of management and apply them in business situations.
- analyze written communication.
- evaluate and apply the basic concepts of marketing in both for-profit and non-profit organization.
- develop leadership skills and abilities that are effective in managing a multicultural workforce.

- apply commonly used computer application programs to create relevant business documents.
- apply business mathematics in order to analyze data and solve business problems.
- explain small business practices such as record-keeping, financing, marketing, and creating a business plan.
- compose effective business documents.

See [losrios.edu/gainful-emp-info/gedt.php?major=011046C01](http://losrios.edu/gainful-emp-info/gedt.php?major=011046C01) for Gainful Employment Disclosure.

Requirements for Certificate		24-25 Units
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
BUS 300	Introduction to Business	3
BUS 310	Business Communications	3
BUS 340	Business Law	3
CISC 300	Computer Familiarization	1
MGMT 304	Introduction to Management Functions	3
MKT 300	Principles of Marketing	3
<b>And a minimum of 5 units from the following:</b>		5
BUS 210	The Business Plan (1) BUS 212 ...Marketing for Small Businesses (1)	
BUS 214	Financing a Small Business (1)	
BUS 216	Essential Records for the Small Business (1)	
BUS 218	Management Skills for the Small Business (1)	
BUS 224	Customer Service (1)	
BUS 330	Managing Diversity in the Workplace (3)	
BUS 350	Small Business Management/Entrepreneurship (3)	
CISA 305	Beginning Word Processing (2)	
CISA 315	Introduction to Electronic Spreadsheets (2)	
CISA 320	Introduction to Database Management (1)	
CISA 340	Presentation Graphics (2)	
MGMT 362	Techniques of Management (3)	

**Small Business Management Degree**

**Major Code: 011176A01**

The Small Business Management degree provides training and education for those wishing to own or manage a small entrepreneurial venture. The various elements involved in starting and operating a small business are covered.

**Student Learning Outcomes**

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

- evaluate the feasibility of success when starting a new business venture.
- research and compose a business plan that can be used for planning as well as financing.
- employ appropriate management, finance, accounting, and marketing techniques required in operating a business.

Requirements for Degree		33-34 Units
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
BUS 105	Business Mathematics	3
BUS 110	Business Economics (3)	3
or ECON 302	Principles of Macroeconomics (3)	
BUS 300	Introduction to Business	3
BUS 340	Business Law	3
BUS 350	Small Business Management/Entrepreneurship	3
MGMT 304	Introduction to Management Functions (3)	3
or MGMT 362	Techniques of Management (3)	
MKT 300	Principles of Marketing	3
MKT 312	Retailing	3

**And a minimum of 3 units from the following:** .....3

ACCT 341	Computerized Accounting (2)
ACCT 343	Computer Spreadsheet Applications for Accounting (2)
BUSTEC 305	Business Technology Essentials (1)
BUSTEC 310	Introduction to Word/Information Processing (3)
One or more Computer Information Science courses	

**And a minimum of 3 units from the following:** .....3

BUS 210	The Business Plan (1)
BUS 212	Marketing for Small Businesses (1)
BUS 214	Financing a Small Business (1)
BUS 216	Essential Records for the Small Business (1)
BUS 218	Management Skills for the Small Business (1)
BUS 220	Retailing and Merchandising for the Small Business (1)
BUS 224	Customer Service (1)
BUS 228	Selling Techniques for the Small Business (1)

**Associate Degree Requirements:** The Small Business Management Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

## Small Business Management Certificate

**Major Code: 011176C01**

This certificate is designed for existing and potential entrepreneurs. It provides an organized course of study that enables students to develop their entrepreneurial skills, recognize opportunities, and learn the basics of starting and managing a small business.

### Student Learning Outcomes

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

- create a business plan that covers all facets of operating a business.
- organize and manage the different business functions necessary for ongoing operations.
- appraise and evaluate business opportunities.

See [losrios.edu/gainful-emp-info/gedt.php?major=011176C01](http://losrios.edu/gainful-emp-info/gedt.php?major=011176C01) for Gainful Employment Disclosure.

### Requirements for Certificate 16 Units

BUS 210	The Business Plan	1
BUS 212	Marketing for Small Businesses	1
BUS 214	Financing a Small Business	1
BUS 216	Essential Records for the Small Business	1
BUS 350	Small Business Management/Entrepreneurship	3
CISC 300	Computer Familiarization	1
<b>And a minimum of 8 units from the following:</b>		<b>8</b>

ACCT 121	Payroll Accounting (3)	
ACCT 341	Computerized Accounting (2)	
BUS 218	Management Skills for the Small Business (1)	
BUS 220	Retailing and Merchandising for the Small Business (1)	
BUS 224	Customer Service (1)	
BUS 228	Selling Techniques for the Small Business (1)	
BUS 340	Business Law (3)	
CISA 305	Beginning Word Processing (2)	
CISA 315	Introduction to Electronic Spreadsheets (2)	
MKT 300	Principles of Marketing (3)	
MKT 312	Retailing (3)	
MKT 314	Advertising (3)	

## Technical Communications Degree

**Major Code: 011222A01**

This is an interdisciplinary course of study designed to prepare students for employment as professional writers and communicators in a variety of media intended to instruct and inform audiences. The degree program includes substantial course work in writing, information design, editing, page design, online help development, web site creation, and the use of industry standard applications.

### Student Learning Outcomes

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

- analyze audience information needs and propose solutions to aid the audience.
- design technical communication solutions for a variety of industry and government purposes.
- design and create web sites and help systems with effective visual design, navigation, and written content.
- design and publish printed pages with effective design, organization, content, and indexing.
- compose professional prose for a variety of audiences with a variety of purposes.
- compose and edit professional documents in grammatically correct, concise English.
- create and use style templates in a variety of industry standard software.

### Career Opportunities

Technical communicators may be employed in a variety of occupations in government, scientific firms, nonprofits, natural resources, finance, education, and high tech.

### Requirements for Degree 36.5 Units

BUS 100	English for the Professional	3
CISA 305	Beginning Word Processing	2
CISW 300	Web Publishing	3
JOUR 300	Newswriting and Reporting	3
TECCOM 300	Introduction to Technical/Professional Communication	3
TECCOM 310	Technical/Professional Communication: Writing Reports	3
TECCOM 320	Technical/Professional Communication: Proposal Writing	3
TECCOM 330	Technical/Professional Communication: Writing Technical Manuals	3
TECCOM 340	Technical/Professional Communication: Developing Help Systems	1.5

### And a minimum of 12 units from the following: 12

ARTNM 328	Beginning Digital Photo Imagery (3)
ARTNM 330	Intermediate Digital Photo Imagery (3)
ARTNM 352	Design for Publication (3)
CISA 331	Intermediate Desktop Publishing (2)
CISW 310	Advanced Web Publishing (4)
CISW 321	Web Site Development using Dreamweaver (3)
CISW 400	Client-side Web Scripting (4)
CISW 410	Middleware Web Scripting (4)
ENGWR 301	College Composition and Literature (3)

**Associate Degree Requirements:** The Technical Communications Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

## Technical Communications Certificate

Major Code: 011222C01

The Technical Communications certificate offers an interdisciplinary program of courses in writing, Art/New Media, and Computer Information Systems to prepare students for a variety of technical writing and professional communication careers. The certificate includes the theory, writing skills, design background, and computer applications knowledge needed for jobs in technical communication.

### Student Learning Outcomes

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

- analyze audience information needs.
- compose concise, clearly written professional documents organized with the audiences' needs in mind.
- design printed pages and online screens that communicate organizations' values, enhance readability, and are easy to use.
- demonstrate basic skills in the use of key word processing, page design, help development, and web design applications.
- evaluate organizations' communication goals with technical writing ethics in mind.

### Career Opportunities

Technical communicators find employment in medical, scientific, high tech, business, university, and government settings. They may write white papers, tutorials, reference and procedure manuals, help systems, user assistance video scripts, grants and proposals, and more.

See [losrios.edu/gainful-emp-info/gedt.php?major=011222C01](http://losrios.edu/gainful-emp-info/gedt.php?major=011222C01) for Gainful Employment Disclosure.

Requirements for Certificate	21.5-22.5 Units
ARTNM 352 Design for Publication (3)	3- 4
or (CISA 330 Desktop Publishing (2)	
and CISA 331 Intermediate Desktop Publishing (2)]	
CISA 305 Beginning Word Processing	2
CISW 300 Web Publishing	3
TECCOM 300 Introduction to Technical/Professional Communication	3
TECCOM 330 Technical/Professional Communication: Writing Technical Manuals	3
TECCOM 340 Technical/Professional Communication: Developing Help Systems	1.5
<b>And a minimum of 6 units from the following:</b>	<b>6</b>
BUS 100 English for the Professional (3)	
CISW 321 Web Site Development using Dreamweaver (3)	
CISW 400 Client-side Web Scripting (4)	
CISW 410 Middleware Web Scripting (4)	
TECCOM 310 Technical/Professional Communication: Writing Reports (3)	
TECCOM 320 Technical/Professional Communication: Proposal Writing (3)	

## Computer Applications for Small Business Certificate

Major Code: 011178C01

This certificate provides an overview of the specific computer related skills needed to run a small business. The focus is on word processing, electronic spreadsheets, desktop publishing, web page creation, computerized accounting, and an overview of small business/ entrepreneurship.

## Student Learning Outcomes

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

- assess the ways to start a business and which form of business organization should be used
- explain the importance of a business plan, a financial plan, and a marketing plan
- apply principles of management and marketing relevant to the small business
- plan and execute strategies for working with multiple documents, templates, and macros, and apply techniques for using and editing pre-designed styles
- plan, construct, test, and evaluate worksheets that are efficient, accurate, and professional using a spreadsheet application
- create commonly used printed marketing documents using desktop publishing software
- evaluate web page content needs and design a web page
- generate and interpret various reports and financial statements in appropriate bookkeeping software

Requirements for Certificate	15-16 Units
ACCT 101 Fundamentals of College Accounting (3)	3- 4
or ACCT 301 Financial Accounting (4)	
ACCT 341 Computerized Accounting	2
BUS 350 Small Business Management/Entrepreneurship	3
CISA 305 Beginning Word Processing	2
CISA 315 Introduction to Electronic Spreadsheets	2
CISA 330 Desktop Publishing	2
CISC 306 Introduction to Web Page Creation	1

## Cross-Cultural Conflict Resolution Certificate

Major Code: 011171C01

This certificate provides the knowledge and skills needed to resolve cross-cultural conflict with both internal and external customers. It combines a theoretical understanding of conflict with the practical application of handling conflict within the context of a diverse environment.

### Student Learning Outcomes

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

- adapt communication behaviors based on cultural values and communication styles.
- analyze negotiation processes, strategies, and techniques.
- develop tactics for effective conflict management and resolution.

Requirements for Certificate	12 Units
BUS 317 Managing Workplace Conflict	3
BUS 330 Managing Diversity in the Workplace	3
BUS 332 Cross-Cultural Customer Service	3
SPEECH 325 Intercultural Communication	3

## Entrepreneurship Certificate

Major Code: 011045C01

This certificate is designed for existing and potential entrepreneurs. It provides an introductory and organized course of study that enables students to develop their entrepreneurial skills, recognize opportunities, and learn the basics of starting and managing a small business.

### Student Learning Outcomes

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

- create a business plan that covers all facets of operating a business
- organize, and manage the different business functions necessary for ongoing operations
- appraise, and evaluate business opportunities

Requirements for Certificate		12 - 13 Units
ACCT 101 or ACCT 301	Fundamentals of College Accounting (3) Financial Accounting (4)	3 - 4
BUS 340	Business Law	3
BUS 350	Small Business Management/Entrepreneurship	3
MKT 300	Principles of Marketing	3

### General Business - Introduction Certificate

Major Code: 011047C01

This certificate provides an introductory overview of the various disciplines in business, such as management, marketing, accounting, and finance. It is intended to meet the needs of students who wish to develop, retrain, or upgrade skills.

### Student Learning Outcomes

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

- identify the functions of management and apply them in business situations
- analyze written communication
- evaluate and apply the basic concepts of marketing in both for-profit and non-profit
- explain small business practices such as record-keeping, financing, marketing, and creating a business plan

Requirements for Certificate		12 - 13 Units
ACCT 101 or ACCT 301	Fundamentals of College Accounting (3) Financial Accounting (4)	3 - 4
BUS 300	Introduction to Business	3
BUS 340	Business Law	3
MKT 300	Principles of Marketing	3

### Internet Marketing Certificate

Major Code: 011320C01

This certificate offers a program of study for students seeking jobs that require skills in technical marketing applications. It provides opportunities to combine traditional marketing theory with the technical skills needed in today's business environment. Courses address current technology-based business communications, marketing, Internet strategies, applications, and trends.

### Student Learning Outcomes

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

- identify and create effective Internet marketing strategies that enhance business relationships with present and future customers.
- apply communication theory, effective writing techniques, and presentation skills to business situations.
- utilize software applications designed to present and promote business in print and visual media.
- devise a marketing plan using social media applications and content platforms for marketing both small and large businesses.
- analyze various software applications for Search Engine Optimization (SEO), analytic tools, web-building and blog applications, email marketing, and other technical marketing tools.

### Career Opportunities

Career opportunities include titles such as social media administrator, digital marketing director, campaign specialist, marketing/events coordinator, media marketing, social media squad, Internet marketing communications, and communications and social media coordinator.

Requirements for Certificate		14 Units
BUS 310	Business Communications	3
CISA 330	Desktop Publishing	2
CISA 340	Presentation Graphics	2
CISA 345	Technical Marketing Applications	2
CISA 346	Social Media Applications	1
CISW 350	Imaging for the Web	1
MKT 330	Internet Marketing	3

## Business

### BUS 100 English for the Professional 3 Units

*Prerequisite:* ENGRD 56 or ENGWR 56; OR ENGRD 15 and ENGWR 50; OR ESLR 310 and ESLW 310 with a grade of "C" or better; or placement through the assessment process.

*Advisory:* BUSTEC 300.1

*Hours:* 54 hours LEC

This course prepares students for professional business communication. It presents principles of correct and effective English usage as applied in business. Included are skills and techniques of written communication, sentence structure, word usage, punctuation, spelling, business vocabulary, and business document formatting. Emphasis is placed on critical thinking and effective writing techniques by analyzing written communication and composing and organizing paragraphs into effective business documents. Proofreading skills are stressed throughout the course.

### BUS 105 Business Mathematics 3 Units

*Advisory:* Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.

*General Education:* AA/AS Area II(b)

*Hours:* 54 hours LEC

This course reviews basic mathematical skills and introduces equations and formulas in solving for unknowns. Calculations for banking, commercial discounts, retail and wholesale markup-markdown, payroll computations, simple and compound interest, bank discount, present value, taxes, insurance, depreciation, and financial statements are explored. This course is recommended for business majors.

### BUS 110 Business Economics 3 Units

*Advisory:* ENGWR 102 and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better.

*General Education:* AA/AS Area V(b)

*Hours:* 54 hours LEC

This course is designed for two-year Accounting, Business, Computer Information, Marketing, and Real Estate majors. Both microeconomic and macroeconomic theory are covered with the emphasis towards applications. This course does not meet ECON 302 or 304 requirements for transfer students.

### BUS 210 The Business Plan 1 Unit

*Advisory:* BUS 350; and eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.

*Hours:* 18 hours LEC

This course offers an organized, step-by-step approach to preparing a business plan. All sections of the business plan are covered.

**BUS 212 Marketing for Small Businesses 1 Unit**

*Advisory: BUS 350; and eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.*  
*Hours: 18 hours LEC*

This course covers how small businesses market products and services to consumers through the creation of a marketing plan. Topics include identifying target markets and utilizing the marketing mix to most effectively reach customers.

**BUS 214 Financing a Small Business 1 Unit**

*Hours: 18 hours LEC*

This course covers the sources and methods of raising capital for small businesses. It explores how much money is needed and where it can be obtained, start-up costs, and projecting monthly and yearly costs. Financial ratios and key financial statements are also covered.

**BUS 216 Essential Records for the Small Business 1 Unit**

*Advisory: ENGWR 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a grade of "C" or better.*  
*Hours: 18 hours LEC*

This course emphasizes the various types of records that small businesses must keep. The focus is on financial, employment, and tax records. Simple, easy-to-use record-keeping systems are covered.

**BUS 218 Management Skills for the Small Business 1 Unit**

*Advisory: ENGWR 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a grade of "C" or better.*  
*Hours: 18 hours LEC*

A small business owner must understand and motivate others to help the business reach its objectives. This course covers planning and organizing work flow, delegating responsibilities, leadership styles, decision making, stress management, and working with employee organizations, all of which help the business reach its objectives.

**BUS 220 Retailing and Merchandising for the Small Business 1 Unit**

*Advisory: ENGWR 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a "C" grade or better.*  
*Hours: 18 hours LEC*

This course emphasizes retailing concepts, such as inventory control and turnover rates, selecting merchandise sources, using trade and cash discounts, pricing, markup and markdown, and shrinkage control. It also includes how to develop a merchandising plan, inventory control system, and assessing consumer behavior and demographics.

**BUS 224 Customer Service 1 Unit**

*Advisory: BUS 350*  
*Hours: 18 hours LEC*

This course introduces a study of the principles involved in building and delivering effective customer service. It focuses on providing value-added service through improved attitude, improved listening, conflict management, problem solving, and successful customer service interactions.

**BUS 228 Selling Techniques for the Small Business 1 Unit**

*Advisory: BUS 350*  
*Hours: 18 hours LEC*

The class focuses on those skills needed to successfully engage in the sales process of products/services. Special emphasis is given to small business owners and their needs.

**BUS 250 Survey of International Business 3 Units**

*Advisory: BUS 300*  
*Hours: 54 hours LEC*

This course is a comprehensive overview of international business, designed to provide both beginners and experienced business people with a global perspective on international trade, including foreign investments, impact of financial markets, international marketing, and the operation of multi-national corporations.

**BUS 295 Independent Studies in Business 1-3 Units**

*Prerequisite: None*  
*Hours: 54-162 hours LAB*

Independent Study is an opportunity for the student to extend classroom experience in this subject, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in this subject and secure approval. Only one independent study for each catalog course will be allowed.

**BUS 300 Introduction to Business 3 Units**

*Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.*

*General Education: AA/AS Area V(b)*  
*Course Transferable to UC/CSU*  
*Hours: 54 hours LEC*

This course provides 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 within the U.S. and a global society. It covers specific areas such as management, marketing, finance, accounting, economics, and computer information systems. It is a core requirement for business majors. This course provides an overview that is helpful for selecting a specific career and/or major in the field of business. (C-ID BUS 110)

**BUS 310 Business Communications 3 Units**

*Prerequisite: BUS 100 or ENGWR 101 with a grade of "C" or better, or placement through the assessment process.*

*Advisory: BUSTEC 300.1*  
*General Education: AA/AS Area II(a)*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course provides the basic concepts for understanding communication in a changing business environment and focuses on practicing the strategies and principles of effective communication in business situations. Tools to communicate effectively in a fast-paced technological, global marketplace are emphasized. The course provides opportunities to create, edit, evaluate, and critique business documents and reports. A formal research paper using research and analytical skills, and drawing conclusions and making recommendations is required. An oral business presentation is prepared and delivered. (Competency: Writing)

**BUS 312 Workplace Behavior and Ethics 3 Units**

*Advisory: BUSTEC 300.1 and CISC 300 with a grade of "C" or better; and eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300, OR ESLR 340 AND ESLW 340.*

*General Education: AA/AS Area III(b)*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course introduces basic procedures that promote effective workplace practices. Specific topics include communicating effectively, working on teams, problem-solving, preparing and processing information, understanding business ethics, researching ethical business standards, and implementing ethical principles. Activities and techniques help to develop competencies needed in the workplace to communicate with coworkers and customers effectively.

**BUS 317 Managing Workplace Conflict 3 Units**

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course focuses on identifying and understanding the underlying causes of workplace conflict and strategies for managing conflict effectively. It explores the impact of conflict on workplace communication, decision making, and leadership. It includes practical and strategic skills to prevent escalation of conflict and defuse disruptive behaviors.

**BUS 320 Concepts in Personal Finance 3 Units**

*Same As: ECON 320*

*Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.*

*General Education: AA/AS Area V(b); AA/AS Area III(b); CSU Area D2*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course covers how to analyze financial affairs for lifelong decision making. It examines the basics of financial planning, analysis, and decision making in areas of budgeting, taxes, credit, money management, insurance, investments, and retirement with an emphasis on principles to develop economic decision-making skills. This course is not open to students who have completed ECON 320.

**BUS 330 Managing Diversity in the Workplace 3 Units**

*General Education: AA/AS Area V(b); AA/AS Area VI; CSU Area D3*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

The course examines the leadership skills and abilities needed to manage a multicultural workplace. It focuses on the workplace impact of various historical, social, and cultural experience/perspectives related to gender, age, ethnicity, and disability. Workplace issues related to the diversity of the American consumer and global consumer impact on the United States are analyzed.

**BUS 332 Cross-Cultural Customer Service 3 Units**

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course focuses on defining and developing skills to ensure customer service satisfaction and success. Emphasis is placed on dealing with difficult situations and people from a cross-cultural perspective, and on bringing out the best in others. It provides practical, hands-on techniques for those engaged in customer contact.

**BUS 340 Business Law 3 Units**

*Advisory: ENGWR 102 and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better.*

*Course Transferable to UC/CSU*

*Hours: 54 hours LEC*

This course focuses on the law in its relationship to the environment of business. Topics covered include the American legal system as an instrument of economic, social, and political control, sources and processes of law, contracts and sales, agency, business organizations, ethics, and the regulatory process. (C-ID BUS 125)

**BUS 345 Law and Society 3 Units**

*Same As: POLS 332*

*Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.*

*General Education: AA/AS Area V(b); CSU Area D; IGETC Area 4*

*Course Transferable to UC/CSU*

*Hours: 54 hours LEC*

This course is an introduction to the Anglo-American Common Law System with emphasis upon the nature and purpose of law. The evolution of legal concepts as a reflection of the social environment and the basic organization and functioning of the American judicial system are presented with an emphasis on the practical aspects, theory behind the law, and on the law as a reflection of society through analysis of selected cases and reading materials. Areas studied include the U.S. Constitution, the court system and legal process, the legal profession and requirements for eligibility to become a lawyer, along with the laws of administrative agencies, crimes, torts, contracts, family, landlord-tenant relationships, employment, and probate/estate planning. This course is not open to students who have completed POLS 332.

**BUS 350 Small Business Management/Entrepreneurship 3 Units**

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course provides an overview of the various elements involved in starting and operating a small business. It covers developing a business plan, finding financial resources, developing personal and business goals, managing employees, meeting legal requirements, understanding marketing concepts, and other topics of interest to the entrepreneur.

**BUS 495 Independent Studies in Business 1-3 Units**

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 54-162 hours LAB*

Independent Study is an opportunity for the student to extend classroom experience in this subject, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in this subject and secure approval. Only one independent study for each catalog course will be allowed.

**BUS 498 Work Experience in Business 1-4 Units**

*Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.*

*Enrollment Limitation: Students must be in a paid or unpaid internship, volunteer position, or job related to business with a cooperating site supervisor. Students are advised to consult with the Business Department faculty to review specific certificate and degree work experience requirements.*

*General Education: AA/AS Area III(b)*

*Course Transferable to CSU*

*Hours: 60-300 hours LAB*

This course provides students with opportunities to develop marketable skills in preparation for employment or advancement within the field of business. It is designed for students interested in work experience and/or internships in transfer-level degree occupational programs. Course content includes understanding the application of education to the workforce, completion of Title 5 required forms which document the student's progress and hours spent at the work site, and developing workplace skills and competencies. During the semester, the student is required to complete 75 hours of related paid work experience, or 60 hours of related unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. All students are required to attend the first class meeting, a mid-semester meeting, and a final meeting. Additionally, students who have not already successfully completed a Work Experience course will be required to attend weekly orientations while returning participants may meet individually with the instructor as needed. Students may take up to 16 units total across all Work Experience course offerings. This course may be taken up to four times when there are new or expanded learning objectives. Only one Work Experience course may be taken per semester.

**Technical Communication****TECCOM 300 Introduction to Technical /Professional Communication 3 Units**

*Advisory: Eligible for ENGRD 310 or ENGRD 312 and ENGWR 300; OR ESLR 340 and ESLW 340.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course emphasizes principles of reader-centered writing for the workplace, focusing specifically on aspects of technical and professional communication. It covers the writing of documents used in businesses, academia, industry, and government. These documents may include memos, letters, brochures, reports, procedures, proposals, grants, scientific reports, web sites, software documentation, and case studies. This course is formerly known as ENGWR 342.

**TECCOM 310 Technical/Professional Communication: Writing Reports 3 Units**

*Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course emphasizes the writing of reports for the workplace and for technical and scientific disciplines. It covers audience analysis, standard report formats, research techniques, and concise, grammatical writing. This course is formerly known as ENGWR 344.

**TECCOM 320 Technical/Professional Communication: Proposal Writing 3 Units**

*Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course emphasizes the writing of proposals. It includes planning, writing, and evaluating proposals, both formal and informal, solicited and unsolicited. Special attention is given to requests for proposal (RFPs) and how to respond to them. This course is formerly known as ENGWR 350.

**TECCOM 330 Technical/Professional Communication: Writing Technical Manuals 3 Units**

*Advisory: ARTNM 352 and CISA 305*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course is designed for professionals in all fields who need to design, create, and revise user and reference manuals in print or online formats. The course offers strategies for audience and task analysis, product learning, document design, drafting, procedure writing, and revision. Desktop publishing and/or online help development tools are used to produce a portfolio-quality print or online manual. This course is formerly known as ENGWR 352.

**TECCOM 340 Technical/Professional Communication: Developing Help Systems 1.5 Units**

*Advisory: CISA 305; Eligible for ENGRD 310 or ENGRD 312 and ENGWR 300; OR ESLR 340 and ESLW 340.*

*Course Transferable to CSU*

*Hours: 27 hours LEC*

This course emphasizes the design, development, and delivery of self-contained and Web-based help systems. It reviews task and audience analysis and introduces strategies for designing, writing, organizing, revising, and publishing help projects. In addition, it introduces industry-standard help development tools. This course is formerly known as ENGWR 353.