

Area: Computer Science and Information Technology
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Degrees: A.A. - Business Transfer
 A.A. - General Business
 A.A. - Small Business Management
Certificates: General Business
 Small Business Management

Business Transfer Degree

This business degree program is designed for those who plan to transfer to a four-year university. It meets the common core of lower-division courses required by most colleges and universities. 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 that are effective in managing a multicultural workforce.
- Analyze practical business problems and utilize research and critical thinking to evaluate and recommend 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 create 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, market research, office assistant, public administration, purchasing agent, retail/industrial sales, stockbroker.

<u>Requirements for Degree</u>	<u>37 Units</u>
ACCT 301 Financial Accounting	4
ACCT 311 Managerial Accounting	4
BUS 300 Introduction to Business	3
BUS 340 Business Law (3)	3
or BUS 345 Law and Society (3)	
CISA 305 Beginning Word Processing	2
CISA 315 Introduction to Electronic Spreadsheets	2
ECON 302 Principles of Macroeconomics	3
ECON 304 Principles of Microeconomics	3
MATH 340 Calculus for Business and Economics (3)	3
or MATH 342 Modern Business Mathematics (3)	
STAT 301 Introduction to Probability and Statistics	3
And a minimum of 7 units from the following:	7
ACCT 343 Computer Spreadsheet Applications for Accounting (2)	
or ACCT 341 Accounting on the Microcomputer (2)	
BUS 320 Concepts in Personal Finance (3)	
BUS 330 Managing Diversity in the Workplace (3)	
CISA 318 Exploring Spreadsheet Software (1)	
CISA 320 Introduction to Database Management (1)	

CISA 330	Desktop Publishing (2)
CISC 308	Exploring Computer Environments and the Internet (1)
CISC 350	Introduction to Data Communications (1)
or CISC 305	Introduction to the Internet (1)
MGMT 304	Introduction to Management Functions (3)
or MGMT 300	Introduction to Modern Management (3)
MKT 300	Principles of Marketing (3)

Associate Degree Requirements: The Business Transfer 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 Degree

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.
- 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.

<u>Requirements for Degree</u>	<u>40-41 Units</u>
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 330	Managing Diversity in the Workplace	3
BUS 340	Business Law (3)	3
or BUS 345	Law and Society (3)	
CISA 305	Beginning Word Processing	2
CISA 315	Introduction to Electronic Spreadsheets	2
MGMT 304	Introduction to Management Functions	3
MKT 300	Principles of Marketing 3	

And a minimum of 9 units from the following:9
 BUS courses not used to fulfill other requirements for the degree

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

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.

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

And a minimum of 5 units from the following: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

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	Accounting on the Microcomputer (2)	
ACCT 343	Computer Spreadsheet Applications for Accounting (2)	
BUSTEC 305	Introduction to Office Technology (1)	
BUSTEC 310	Introduction to Word/Information Processing (1 - 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 226	Loss Prevention and Security (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

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.

Requirements for Certificate **24-25 Units**

ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
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 340	Business Law	3
BUS 350	Small Business Management/Entrepreneurship	3
CISC 300	Computer Familiarization	1
MKT 300	Principles of Marketing	3
And a minimum of 7 units from the following:		
ACCT 121	Payroll Accounting (3)	
ACCT 341	Accounting on the Microcomputer (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 226	Loss Prevention and Security (1)	
BUS 228	Selling Techniques for the Small Business (1)	
MKT 312	Retailing (3)	
MKT 314	Advertising (3)	
Any CIS course		

BUS 100 English for the Professional **3 Units**

Prerequisite: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310 with a grade of "C" or better; or placement through the assessment process.

*Advisory: BUSTEC 300.
Hours: 54 hours LEC*

This course is designed to prepare the student for 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. This course is required of all business technology majors and recommended for all business majors.

BUS 105 Business Mathematics **3 Units**

Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.

*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 or 103, and ENGRD 116 with a grade of "C" or better; or ESLR 320 and ESLW 320 with a grade of "C" or better; or placement through assessment process.

*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 will be covered with the emphasis towards applications. Does not meet ECON 302 or 304 requirements for transfer students.

BUS 150 Retail/Wholesale Operations Management **3 Units**

Advisory: MKT 300 and 312.

Hours: 54 hours LEC

This is a specialized course for those in the marketing distribution system at either the wholesale or retail level. Purchasing, transportation, storage, pricing, asset management, and information management are a few of the topics covered.

BUS 210 The Business Plan **1 Unit**

Advisory: BUS 350; ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.

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; ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.

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**

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.

Hours: 18 hours LEC

This course covers sources and ways of raising capital for small businesses. It will explore 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, 350.

Hours: 18 hours LEC

This course emphasizes the various types of records that small businesses must keep. The focus will be upon financial, employment, and tax records. Simple, easy-to-use record-keeping systems will be 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, 350.

Hours: 18 hours LEC

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

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, 350.

Hours: 18 hours LEC

This course will emphasize retailing concepts, such as inventory control and turnover rates, selecting merchandise sources, using trade and cash discounts, pricing, markup and markdown, and shrinkage control. Students will also learn how to develop a merchandising plan, inventory control system, and assess consumer behavior and demographics.

BUS 224 Customer Service 1 Unit

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.

Hours: 18 hours LEC

This course is a study of the principles involved in building an effective customer service team. Customer service activities in business, government, and other service industries will be examined so that improved customer service will be emphasized.

BUS 228 Selling Techniques for the Small Business 1 Unit

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 350, MKT 300.

Hours: 18 hours LEC

This class will focus on those skills that will aid an individual to become a professional salesperson. The skills presented will be those that will aid both product and service salespeople. This course is recommended for anyone who might have to use some sales techniques in any business, industry, or government position.

BUS 230 QuickBooks (R) for Small Business 1 Unit

Same As: ACCT 141.

Advisory: ENGWR 102 or ENGWR 103, or ESLR 320 and ESLW 320; BUS 350.

Hours: 18 hours LEC

This class will emphasize the use of QuickBooks (R) to aid the small business operator in creating financial statements and other financial reports. Not open for students who have taken Accounting 141.

BUS 240 Call Center Customer Service 3 Units

Hours: 54 hours LEC

This course is designed to provide an understanding of customer service and methods for practicing the same in the modern contact center environment. Course topics include: Defining customer service, types of customers, the value of a customer to a business, establishing rapport and dealing with difficult co-workers, customers and situations. The course also introduces the contact center via the Virtual Call Center Simulator (VCCS), client calls, responses, data-entry and a number of additional simulated call center situations.

BUS 241 Call Center Operations 2 Units

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.

Hours: 36 hours LEC

This course is designed to provide an understanding of the call and contact center environment, what it means to be a customer service representative (CSR), and how to efficiently use the phone to maximize your effectiveness as a CSR. Course topics include various types of call centers and how each differs in goal and function, and mastering the use of the phone as a CSR tool.

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 operation of multi-national corporations.

BUS 294 Topics in Business .5-4 Units

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310.

Hours: 0-54 hours LEC; 0-108 hours LAB

Individualized topics are developed in cooperation with business and industry to meet specialized training needs. Topics may be selected from accounting, business, computer science, management, marketing, office administration and real estate. Maximum of six units. Topics may not be repeated.

BUS 300 Introduction to Business 3 Units

Advisory: ENGWR 102 or 103, and ENGRD 116; OR ESLR 320 and ESLW 320.

General Education: AA/AS Area V(b)

Course Transferable to UC/CSU

Hours: 54 hours LEC

This survey course covers a multitude of business subject 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.

BUS 310 Business Communications 3 Units

Prerequisite: BUS 100 or ENGWR 102 with a grade of "C" or better; or placement through the assessment process.

Advisory: BUSTEC 300

General Education: AA/AS Area II(a)

Course Transferable to CSU

Hours: 54 hours LEC

This course focuses on the concepts, 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 analytical skills, graphics, and the ability to draw conclusions and make recommendations is required. An oral business presentation with visuals is prepared and delivered.

BUS 320 Concepts in Personal Finance 3 Units

Same As: ECON 320

Advisory: ENGWR 051 and ENGRD 015; OR ESLR 310 and ESLW 310; AND BUS 105.

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 is designed to assist individuals to analyze their financial affairs for lifelong decision making. Elements and conceptual basis of financial planning and the analysis and decision making in areas of budgeting, taxes, borrowing, money management, insurance, investments, and retirement will be examined. Not open to students who have completed ECON 320.

BUS 330 Managing Diversity in the Workplace 3 Units

Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.

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. A primary focus is placed upon 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 340 Business Law 3 Units

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.

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. (CAN BUS 8) (CAN BUS 12).

BUS 345 Law and Society 3 Units

Same As: POLS 332

Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.

General Education: AA/AS Area V(b); CSU Area D8; IGETC Area 4H

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 will be presented from a theoretical rather than a practical view point through analysis of selected cases and reading materials. This course is not open to students who have completed POLS 332.

BUS 350 Small Business Management/ Entrepreneurship 3 Units

Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.

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 introduces such topics as 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 498 Work Experience in Business 1-4 Units

Advisory: ENGWR 102 or 103, and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better; OR placement through assessment process.

General Education: AA/AS Area III(b)

Enrollment Limitation: Be in a paid or non-paid internship, volunteer opportunity, or job related to Business. Students are advised to consult with the Business Department faculty to review specific certificate and degree work experience requirements.

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 required forms which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to fulfill a weekly 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 weekly orientation is required for first time participants; returning participants are not required to attend the orientation weekly but are required to meet with the instructor as needed to complete all program forms and assignments. Work Experience may be taken for a total of 16 units when there are new or expanded learning objectives.