


Business | American River College

Our business degrees, certificates, and courses are designed to provide an entrance into exciting careers, opening doors to immediate employment and/or career advancement. We offer a variety of degrees and certificates to meet students' present and future needs.


Depending on the course of study, our programs provide the skills for career opportunities as an: account executive, analyst, bank employee, buyer, clerk, data-entry clerk, data-entry specialist, entrepreneur, financial planner, government service, insurance representative, technical writer, investment counselor, manager, market research, office assistant, public administration, purchasing agent, retail/industrial sales, stockbroker along with many others.


[\(/academics/arc-program-road-maps\)](/academics/arc-program-road-maps)

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Associate Degrees for Transfer

A.S.-T. in Business Administration

The Associate in Science in Business for Transfer (AS-T) degree 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 (AS-T) degree 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.

Degree Requirements

COURSE CODE	COURSE TITLE	UNITS
ACCT 301	Financial Accounting	4
ACCT 311	Managerial Accounting	4
BUS 340	Business Law (3)	3
ECON 302	Principles of Macroeconomics	3
ECON 304	Principles of Microeconomics	3
A minimum of 3 units from the following:		3
MATH 340	Calculus for Business and Economics (3)	
STAT 300	Introduction to Probability and Statistics (4)	
A minimum of 5 units from the following:		5 ¹
BUS 300	Introduction to Business (3)	
CISA 305	Beginning Word Processing (2)	

COURSE CODE	COURSE TITLE	UNITS
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)	
Total Units:		25

¹Students can also select one of the following courses if not already used: MATH 340, STAT 300.

The Associate in Science in Business Administration for Transfer (AS-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.

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.

Career Information

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.

Associate Degrees

A.A. in General Business

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

Degree Requirements

COURSE CODE	COURSE TITLE	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

COURSE CODE	COURSE TITLE	UNITS
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
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
A minimum of 6 units from the following:		6 ¹
BUS, MGT, MKT, RE courses not used to fulfill other requirements for this major.		
Total Units:		32 - 35

¹Work Experience (498) courses are limited to 3 units maximum towards 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.

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 Information

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.

A.A. in Small Business Management

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.

Degree Requirements

COURSE CODE	COURSE TITLE	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	Principles of Management (3)	3
or MGMT 362	Techniques of Management (3)	
MKT 300	Principles of Marketing	3
MKT 312	Retailing	3
A minimum of 3 units from the following:		3
ACCT 341	Computerized Accounting (3)	
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 course.		
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)	
Total Units:		33 - 34

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.

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.

Certificates of Achievement

Business Information Worker Certificate

This certificate prepares students for entry-level office, computer, and administrative support positions in a variety of industries.

Certificate Requirements

COURSE CODE	COURSE TITLE	UNITS
BUS 100	English for the Professional	3
BUS 224	Customer Service	1
BUS 310	Business Communications	3
BUSTEC 101	Computer Keyboarding: 10-Key	1
BUSTEC 126	Outlook: Basics (1)	1
or CISA 126	Outlook: Basics (1)	
BUSTEC 300.1	Keyboarding/Applications: Beginning	1
BUSTEC 305	Business Technology Essentials	1
BUSTEC 310	Introduction to Word/Information Processing	3
BUSTEC 332	Integrated Business Projects (3)	3
or BUS 312	Workplace Behavior and Ethics (3)	
CISA 315	Introduction to Electronic Spreadsheets	2
Total Units:		19

Student Learning Outcomes

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

- demonstrate proficiency in business technology applications.
- demonstrate proficiency in business administration skills.
- demonstrate proficiency in business communication skills.
- apply customer service skills in a business environment and provide a positive customer service experience.

Career Information

Students who successfully complete this certificate are prepared for entry-level positions in office, computer, and administrative support positions in a variety of industries.

Computer Applications for Small Business Certificate

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	UNITS
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	

COURSE CODE	COURSE TITLE	UNITS
ACCT 341	Computerized Accounting	3
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
Total Units:		16 - 17

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

Cross-Cultural Conflict Resolution Certificate

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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
Total Units:		12

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.

Entrepreneurship Certificate

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	UNITS
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
BUS 340	Business Law	3
BUS 350	Small Business Management/Entrepreneurship	3
MKT 300	Principles of Marketing	3
Total Units:		12 - 13

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

General Business - Introduction Certificate

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	UNITS
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
BUS 300	Introduction to Business	3
BUS 340	Business Law	3
MKT 300	Principles of Marketing	3
Total Units:		12 - 13

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

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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	Principles of Management	3
MKT 300	Principles of Marketing	3
A minimum of 5 units from the following:		5
BUS 330	Managing Diversity in the Workplace (3)	
MGMT 362	Techniques of Management (3)	
BUS 224	Customer Service (1)	
BUS 210	The Business Plan (1)	
BUS 212	Marketing for Small Businesses (1)	
BUS 214	Financing a Small Business (1)	
BUS 350	Small Business Management/Entrepreneurship (3)	
CISA 340	Presentation Graphics (2)	
CISA 320	Introduction to Database Management (1)	
CISA 315	Introduction to Electronic Spreadsheets (2)	
CISA 305	Beginning Word Processing (2)	
BUS 216	Essential Records for the Small Business (1)	
BUS 218	Management Skills for the Small Business (1)	
Total Units:		24 - 25

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.

Gainful Employment

The US Department of Education requires colleges to disclose a variety of information for any program that is eligible for financial aid that "prepares students for gainful employment in a recognized occupation." The following link provides Gainful Employment Disclosure information for this certificate program:

[Gainful Employment Information for General Business Certificate of Achievement \(https://web.losrios.edu/gainful-emp-info/arc/30344/30344.htm\)](https://web.losrios.edu/gainful-emp-info/arc/30344/30344.htm)

Internet Marketing Certificate

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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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
Total Units:		14

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 Information

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.

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 entrepreneurial skills, recognize opportunities, and learn the basics of starting and managing a small business.

Certificate Requirements

COURSE CODE	COURSE TITLE	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
A minimum of 8 units from the following:		8
ACCT 121	Payroll Accounting (3)	
ACCT 341	Computerized Accounting (3)	
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)	
Total Units:		16

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.

Technical Communications Certificate

This 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.

Certificate Requirements

COURSE CODE	COURSE TITLE	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
A minimum of 6 units from the following:		6
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)	
Total Units:		21.5 - 22.5

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 word processing, page design, help systems development, and web design applications.
- evaluate organizations' communication goals with technical writing ethics in mind.

Gainful Employment

The US Department of Education requires colleges to disclose a variety of information for any program that is eligible for financial aid that "prepares students for gainful employment in a recognized occupation." The following link provides Gainful Employment Disclosure information for this certificate program:

[Gainful Employment Information for Technical Communications Certificate of Achievement \(https://web.losrios.edu/gainful-emp-info/arc/30454/30454.htm\)](https://web.losrios.edu/gainful-emp-info/arc/30454/30454.htm)

Career Information

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.

Business (BUS)

BUS 100 English for the Professional

Units:	3
Hours:	54 hours LEC
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

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.

Student Learning Outcomes

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

- select and use appropriate writing aids and references.
- prepare documents that exhibit a clear understanding of the structure of English grammar, word usage, punctuation, spelling, and business vocabulary.
- analyze and evaluate business documents.
- produce documents that demonstrate the essentials of sentence structure, critical thinking, and effective writing.
- compose coherent, well-developed, unified paragraphs within documents.
- examine the content of and proofread written documents.
- create, revise, and edit written sentences, paragraphs, and basic business documents.
- locate relevant writing tips using Internet resources.

BUS 105 Business Mathematics

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
General Education:	AA/AS Area II(b)

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.

Student Learning Outcomes

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

- add, subtract, multiply, and divide whole numbers, fractions, and decimals.
- use fractions, decimals, graphs, and statistics to calculate values.
- analyze application problems.
- solve for unknowns by using formulas, variables, and equations.
- evaluate financial alternatives based on mathematical formulas.

- demonstrate accuracy, neatness, thoroughness, promptness, and speed as they pertain to business mathematics.

BUS 110 Business Economics

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
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)

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.

Student Learning Outcomes

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

- summarize and analyze the interaction between macro and micro economics.
- summarize the history of economic thought and its relevance to modern business practices.
- evaluate the effect of government economic actions on business and industry.
- analyze current economic events and their effect on the business community.
- apply various economic principles to business disciplines such as marketing, finance, law, accounting, and ethics.

BUS 210 The Business Plan

Units:	1
Hours:	18 hours LEC
Prerequisite:	None.
Advisory:	BUS 350; and eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.

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

Student Learning Outcomes

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

- describe the essential elements of a business plan.
- identify resources needed to create a business plan.
- analyze target markets.
- develop a business plan.
- evaluate business plans based on quality and thoroughness of content.
- project start-up, monthly, and yearly costs.

BUS 212 Marketing for Small Businesses

Units:	1
Hours:	18 hours LEC
Prerequisite:	None.
Advisory:	BUS 350; and eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.

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.

Student Learning Outcomes

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

- explain the marketing mix: product or service, price, place, and promotion.
- describe competitive advantages for a small business and how to utilize this within the marketing mix.
- analyze potential markets.
- create a marketing plan for a small business utilizing appropriate data.

BUS 214 Financing a Small Business

Units:	1
Hours:	18 hours LEC
Prerequisite:	None.

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.

Student Learning Outcomes

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

- evaluate available sources of money for entrepreneurs.
- evaluate typical requirements and qualifications for obtaining various types of financing.
- interpret financial statements and apply key financial ratios.
- arrange and present financial needs and financial statements.
- predict financial needs of the business, one time and ongoing.

BUS 216 Essential Records for the Small Business

Units:	1
Hours:	18 hours LEC
Prerequisite:	None.
Advisory:	ENGWR 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a grade of "C" or better.

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.

Student Learning Outcomes

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

- describe how adequate recordkeeping systems help increase the chance of a small business's survival.
- identify specific tax treatment of the various types of business organizations.
- research and list how to report business income and expenses, employment taxes, and business use of the home.
- explain and perform the process of completing and filing employment tax and income tax.
- state the factors used in determining the need for professional tax and/or accounting assistance.
- construct a filing system with specific document categories for your own business to organize all your pertinent records.
- define the various types of business records that a small business will encounter during startup and operations.

BUS 218 Management Skills for the Small Business

Units:	1
Hours:	18 hours LEC
Prerequisite:	None.
Advisory:	ENGWR 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a grade of "C" or better.

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.

Student Learning Outcomes

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

- explain the four functions of management: planning, organizing, directing, and evaluating.
- list the traits and characteristics of effective leaders.
- analyze the skills used in training and motivating employees.
- describe the steps used in making decisions and the importance of decision-making skills.
- define the different types of leaderships styles.
- formulate a leadership plan and style conducive to a specific small business.

BUS 220 Retailing and Merchandising for the Small Business

Units:	1
Hours:	18 hours LEC
Prerequisite:	None.
Advisory:	ENGWR 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a "C" grade or better.

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.

Student Learning Outcomes

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

- develop, evaluate, and implement a merchandise plan.
- analyze pricing theories, including markup and markdown.
- describe various inventory control systems.
- analyze how to meet customers' needs.
- interpret and compare data from various financial records.
- design and construct an inventory control system for a small business.

BUS 224 Customer Service

Units:	1
Hours:	18 hours LEC
Prerequisite:	None.
Advisory:	BUS 350

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.

Student Learning Outcomes

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

- evaluate the importance of customer service and its relationship to the success of any business.
- describe effective strategies to improve communication
- analyze the role of customer services in the marketing of a good and/or service.
- explain how to develop customer relationships.

BUS 228 Selling Techniques for the Small Business

Units:	1
Hours:	18 hours LEC
Prerequisite:	None.
Advisory:	BUS 350

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.

Student Learning Outcomes

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

- define the steps in the sales process.
- differentiate among different types of selling.
- identify and demonstrate effective elements of communication style.

- relate the various skills of professional selling techniques to the small business.

BUS 250 Survey of International Business

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	BUS 300

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.

Student Learning Outcomes

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

- compare and contrast domestic business practices and foreign business operations
- interpret and discuss the impact on international trade of economic, cultural, financial, political, and geographic differences.
- explain the differences in development outcomes between market and non-market economies
- construct a strategic plan for opening up global markets for a small business.
- research and assess demographic information for foreign countries or markets to identify which would be most suitable to export goods and services.

BUS 294 Topics in Business

Units:	0.5 - 4
Hours:	9 - 72 hours LEC
Prerequisite:	None.
Advisory:	Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.

This course provides opportunities to study topics in business that are not included in current course offerings. Individualized topics may be developed in cooperation with business and industry to meet specialized training needs.

Student Learning Outcomes

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

- describe current subject matter as identified in cooperation with business and industry.
- apply skills to the level identified by the instructor in development of each semester's offering.
- analyze and interpret data to complete written reports as designed prior to each semester's offering for the topic.

BUS 295 Independent Studies in Business

Units:	1 - 3
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Hours:	54 - 162 hours LAB
Prerequisite:	None.

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

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Transferable:	CSU; UC
General Education:	AA/AS Area V(b)
C-ID:	C-ID BUS 110

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.

Student Learning Outcomes

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

- describe the economic, social, legal, and governmental environments in which business organizations operate.
- define and describe the key management functions of planning, organizing, leading, and controlling.
- identify the marketing mix and the key tools, terms, and strategies related to each element.
- define business ethics and explain the role of social responsibility in an organization.
- identify how business operates in an international/global environment including interdependence, integrated financial markets, and legal, social, cultural, factors.
- compare and contrast the advantages/disadvantages in each form of business ownership.
- explain the importance of finance to the operations of business.

BUS 310 Business Communications

Units:	3
Hours:	54 hours LEC
Prerequisite:	BUS 100 or ENGWR 101 with a grade of "C" or better, or placement through the assessment process.
Advisory:	BUSTEC 300.1
Transferable:	CSU
General Education:	AA/AS Area II(a)

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.

Student Learning Outcomes

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

- apply communication theory, effective writing techniques, and interpersonal communication skills to business situations.
- analyze case studies, evaluate communication problems, and develop appropriate solutions to problems presented.
- compose written communications and oral presentations that reflect analytical and decision-making skills.
- organize documents in proper business formats.
- formulate research problem, plan and conduct research, analyze data, develop logical conclusions and recommendations, organize material into a proper report format.
- use effective presentation techniques to deliver an oral presentation before an audience.
- evaluate ways that technology is changing business communication, including positive and negative effects.

BUS 312 Workplace Behavior and Ethics

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
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.
Transferable:	CSU
General Education:	AA/AS Area III(b)

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.

Student Learning Outcomes

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

- analyze personal communication skills in the workplace to respond appropriately to the communication styles of others.
- work effectively on a team.
- identify barriers to good communication and choose effective techniques to overcome them.
- explain active listening techniques--simple signals, mirroring and paraphrasing--to identify facts and feelings.
- specify appropriate guidelines when giving or following instructions.
- demonstrate skills in conflict resolution situations by keeping calm and calming others.
- collect and interpret information and data that can be organized to formulate and implement a solution.
- use various forms of technology to communicate in the workplace.
- assess some personal values and be able to relate how they fit within the ethical standards of an assigned organization.
- define ethical issues and develop ethical plans of action that are appropriate for use in a business setting.

- compare different ethical policies or codes of conduct from at least three organizations.
- prepare a professional portfolio or e-portfolio of acquired workplace skills.

BUS 317 Managing Workplace Conflict

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU

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.

Student Learning Outcomes

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

- explain and assess the role personality and negotiating temperament plays in workplace conflict management.
- analyze the negotiation process, strategies, and techniques for effective conflict resolution in the workplace.
- apply a situational approach to workplace conflict resolution.
- evaluate benefits and drawbacks of various conflict management strategies in the context of the workplace.

BUS 320 Concepts in Personal Finance

Same As:	ECON 320
Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Transferable:	CSU
General Education:	AA/AS Area V(b); AA/AS Area III(b); CSU Area D2

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.

Student Learning Outcomes

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

- examine economic needs, establish financial goals, and design a personal financial plan to achieve them
- apply economic principles and concepts to develop a financial plan
- assess the changing economic environment and develop alternative plans or contingency plans so the personal financial plan remains viable
- analyze the various investment options to aid in successful financial planning
- apply the concept of the time value of money

- explain types of risk and risk management methods to develop a risk management plan
- analyze advantages and disadvantages of credit, determine the cost of credit, and assess the types and sources of credit
- construct, implement, review, and revise a financial plan

BUS 330 Managing Diversity in the Workplace

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU
General Education:	AA/AS Area V(b); AA/AS Area VI; CSU Area D3

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.

Student Learning Outcomes

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

- define culture within the context of the United States workplace.
- evaluate demographic trends in order to determine the effects upon the United States society and workplace.
- analyze how language, gender, race, ethnicity, and organizational culture interact to produce a motivating organizational climate.
- apply leadership skills and abilities that are effective in managing a multicultural workforce.
- analyze the impact of cultural, historical, and stereotypical perspectives on the workplace.

BUS 332 Cross-Cultural Customer Service

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU

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.

Student Learning Outcomes

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

- adapt to different customer behavior styles.
- describe techniques to handle angry customers.
- evaluate verbal and non-verbal cues in appraising a conflict situation.
- apply positive communication and listening techniques.
- apply strategies for service recovery.

- communicate effectively with a diverse customer population.

BUS 340 Business Law

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
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.
Transferable:	CSU; UC
C-ID:	C-ID BUS 125

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.

Student Learning Outcomes

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

- define and explain important legal principles and analyze how they affect business and personal issues.
- describe the federal and state court system's structure and organization and how court procedures are applied during the litigation process including trial.
- assess the need for law and its importance to our society.
- analyze legal situations, think logically, distinguish fact from opinion, and formulate strategies based on legal precedents.
- interpret regulatory laws, legislation and statutes and discuss how they promote fair competition in a private enterprise economic system.
- assess and apply legal principles by analysis of case problems.

BUS 350 Small Business Management/Entrepreneurship

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU

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.

Student Learning Outcomes

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

- assess how 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.
- evaluate financial reports.

- analyze the impact of legal requirements and government regulations as related to the operation of the small business.
- describe the financing process and how to access capital.

BUS 495 Independent Studies in Business

Units:	0.5 - 4
Hours:	27 - 216 hours LAB
Prerequisite:	None.
Transferable:	CSU

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

Units:	1 - 4
Hours:	60 - 300 hours LAB
Prerequisite:	None.
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.
Advisory:	Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Transferable:	CSU
General Education:	AA/AS Area III(b)

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.

Student Learning Outcomes

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

- demonstrate application of industry knowledge and theoretical concepts in business related to a transfer degree level career as written in the minimum three (3) learning objectives created by the student and his/her employer or work site supervisor at the start of the course.
- make effective decisions, use workforce information, and manage his/her personal career plans.
- behave professionally, ethically, and legally at work, consistent with applicable laws, regulations, and organizational norms.
- behave responsibly at work, exhibiting initiative and self-management in situations where it is needed.
- apply effective leadership styles at work, with consideration to group dynamics, team and individual decision making, and workforce diversity.

- communicate in oral, written, and other formats, as needed, in a variety of contexts at work.
- locate, organize, evaluate, and reference information at work.
- demonstrate originality and inventiveness at work by combining ideas or information in new ways, making connections between seemingly unrelated ideas, and reshaping goals in ways that reveal new possibilities using critical and creative thinking skills such as logical reasoning, analytical thinking, and problem-solving.

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