

# BUSINESS

Study in business leads to a wide range of opportunities in a variety of settings including banking, entertainment, education, and government. Students will be prepared for careers in management, accounting, marketing, and supervision.

## Career Opportunities

### A.A./Certificate Level

Account Clerk	Accounts Payable Clerk
Accounts Receivable Clerk	Management Trainee
Assistant Manager	Sales Trainee
Sales Representative	Buyer
Finance Operations	Fashion Director
Market Research Assistant	Manufacturer Representative

### B.A. Level

Cost Accountant	Assistant Controller
Controller/Treasurer	Human Resource Manager
Small Business Owner	Small Business Manager
Advertising Manager	Accountant
Manufacturers Representative	
International Business Management	
Sales Executive/Sales Management	

## Faculty

Full-Time	Counselor
Ed Bassey	Daniel Goicoechea
Robert Cabral	
Diane Eberhardy	
Carmen Guerrero	

### Part-Time

Joe Billingere	Carol Evans
Robert Foster	Patricia Greene
Stephanie House	Sandy Iverson
Larry Kennedy	Dennis Polen
John Reed	

## Accounting

### Associate in Science Degree Certificate of Achievement

The accounting certificate program provides an understanding of the accounting function and its application as a provider of information for the decision-making process. This program offers basic training in accounting and related fields for both students seeking employment and those already employed but needing skills improvement. Successful program completion should qualify individuals for beginning positions in accounting occupations in government and business organizations.

Required Courses:	Units	
BUS R006A	Income Tax Accounting I	2
BUS R006L	Income Tax Accounting Lab	1
BUS R030	Business Mathematics	3
BUS R101A	Accounting Principles I	3
BUS R101B	Accounting Principles II	3
BUS R102	Managerial Accounting	3
BUS R111A	Business Law I	3
BUS R120	Introduction to Business	3
BUS R140	Business Communications	3
CIS R003B	Ten-Key Calculators	½
CIS R023A	EXCEL I	3

**Total Required Units 27½**

## Business

### Associate in Arts Degree

This program is for students interested in transferring to a four-year college or university as a business major to obtain a Bachelor's degree. For information regarding transfer to any four-year college or university, see your counselor.

Required Courses:	Units	
BUS R101A	Accounting Principles I	3
BUS R101B	Accounting Principles II	3
BUS R111A	Business Law I	3
ECON R101	Principles of Macroeconomics	3
ECON R102	Principles of Microeconomics	3
CIS R100	Introduction to Computer Information Systems	3
MATH R106	Mathematics for Business Applications	5
OR		
MATH R120	Calculus with Analytic Geometry I	5

**Total Required Units 23**

## Business Management

### Associate in Science Degree Certificate of Achievement

This program will prepare students for management positions within an organization. These positions would include responsibilities for formulating and implementing policies, long-range planning, and overseeing the work of other levels within the organization.

Required Courses:	Units	
BUS R101A	Accounting Principles I	3
BUS R101B	Accounting Principles II	3
BUS R111A	Business Law I	3
BUS R120	Introduction to Business	3
BUS R121	Introduction to Management	3
BUS R122	Personnel Management	3
BUS R132A	Marketing	3
BUS R140	Business Communications	3
PSY R102A	Interpersonal Relations	3
Complete one of the following courses:		
BUS R030	Business Mathematics	3
CIS R100	Introduction to Computer Information Systems	3
ECON R101	Principles of Macroeconomics	3
ECON R102	Principles of Microeconomics	3
SPCH R101	Introduction to Oral Communication	3

**Total Required Units 30**

## International Business\*

*\*This degree pattern has been temporarily suspended. For further information, please contact the Occupational Ed. & Econ. Dev. division office.*

### Associate in Arts Degree Certificate of Achievement

This program prepares students for entry-level positions with international corporations, service organizations, and non-profit and government agencies in the United States and possibly abroad. Students who are already engaged in business careers are prepared for middle management positions in the international divisions of their companies.

Required Courses:	Units	
BUS R180	Introduction to International Business	3
BUS R181A	International Marketing	3
BUS R181B	Trade Finance	3
BUS R181C	International Management	3
BUS R182	International Business Law	3

BUS R190B	Internship in Business	1-3
CIS R020B	Introduction to the Internet/WWW	1
GEOG R102	World Cultural Geography	3
Foreign Language		10

(Two classes in a foreign language are required, one of which must be an intermediate or advanced level class.)

Complete at least three units from the following "Business in International Markets" classes:

BUS R184A	Australia/New Zealand	1
BUS R184B	Central/South America	1
BUS R184C	China/Southeast Asia	1
BUS R184D	Eastern/Central Europe	1
BUS R184E	EU (European Unification)	1
BUS R184F	NAFTA Countries	1
BUS R184G	Japan	1

**Total Required Units 33-35**

The following classes are recommended; to determine the remainder of the GE requirements, please see a counselor.

BUS R186/	International Mass Media	3
JOUR R186		
ECON R101	Principles of Macroeconomics	3
ECON R102	Principles of Microeconomics	3
POLS R104	International Relations	3
SOC R121	Sociology: A Global Perspective	3

## ◆ Marketing

### Associate in Science Degree Certificate of Achievement

This continually growing field offers diverse opportunities for employment. The major will prepare students for positions as management trainee, buyer, store merchandising manager, finance operations, manufacturing representative, and fashion director.

Required Courses:	Units	
BUS R101A	Accounting Principles I	3
BUS R111A	Business Law I	3
BUS R120	Introduction to Business	3
BUS R121	Introduction to Management	3
BUS R132A	Marketing	3
BUS R133/	Advertising	3
JOUR R133		
CIS R100	Introduction to Computer Information Systems	3
ECON R101	Principles of Macroeconomics	3
<b>OR</b>		
ECON R102	Principles of Microeconomics	3

Complete two of the following courses:

BUS R101B	Accounting Principles II	3
BUS R122	Personnel Management	3
BUS R130	Sales Management	3
BUS R132B	General Motors Marketing Internship	3
BUS R140	Business Communications	3

**Total Required Units 30**

Recommended Courses for Associate Degree Electives:

PSY R101	General Psychology	3
PSY R102A	Interpersonal Relations	3

## Business Courses

### BUS R001—Preparation for Accounting 3 units

3 hours lecture weekly

A general overview of accounting, designed to give students the background necessary to take Accounting Principles (BUS R101A). Course covers the accounting cycle, including journalizing; posting; trial balance; work sheets; adjusting and closing entries; payroll; and financial statements. (2)

### BUS R003—Business Arithmetic Review 1 unit

3 hours lab weekly

This course is a review of basic arithmetic skills and fundamental operations including addition, subtraction, multiplication, and division of whole numbers, fractions, decimal fractions, and percentages using business applications in an individualized, self-paced environment. Not applicable for degree credit. Course may be taken four times. (1)

### BUS R004—Preparation for Business English 1 unit

1 hour lecture weekly

This is an introductory course designed to prepare students for Business English. By taking this preparatory course, students will be better prepared to handle the course content as well as the assignments required to successfully complete a Business English course. The information covered in this course includes basic Business English concepts, such as reference sources, parts of speech, sentence structure, and spelling techniques. Not applicable for degree credit. (2)

### BUS R006A—Income Tax Accounting I 2 units

Corequisites: BUS R006L.

2 hours lecture weekly

This course will provide an introduction to federal income tax theory. Field trips may be required. (2)

### BUS R006B—Income Tax Accounting II 2 units

Prerequisites: BUS R006A.

2 hours lecture weekly

This course will provide instruction in advanced federal income tax theory including alternative minimum tax, passive loss rules, and income from partnerships, S-corporations, and estates and trusts. This course will also introduce California tax laws. Field trips may be required. (2)

### BUS R006L—Income Tax Accounting Lab 1 unit

Advisory: Previous or concurrent enrollment in BUS R006A.

3 hours lab weekly

This course provides lab work on the forms needed in preparing individual federal and California state tax returns. Field trips may be required. Course may be taken four times. (2)

### BUS R020—Introduction to the Medical Office 1 unit

1 hour lecture weekly

This course will introduce students to the career of medical front office assistant. It will give a general overview of the medical office and an understanding of the medical office assistant's fundamental importance to the medical practice or institution. Field trips may be required. (2)

### BUS R021—Medical Terminology 3 units

3 hours lecture weekly

This course will include instruction in spelling, definition, and pronunciation of medical terms with emphasis on Greek and Latin prefixes, suffixes, word roots, and combining word forms. (2) (previously BIS R020)

### BUS R030—Business Math 3 units

3 hours lecture weekly

This course provides a review of math fundamentals and relates math principles and operations to business oriented problems such as payroll, invoicing, financial statements and ratios, markups and markdowns, and interest. Business math is required for the following certificate and degree programs: Accounting, Retail Management, and Administrative Assistant. Field trips may be required. (2)

### BUS R041—Basic Business English 3 units

3 hours lecture weekly

This is a required course for the Office Occupations Preparation Program. This course develops competency in the fundamentals and mechanics of preferred Business English usage, including grammar, sentence structure, punctuation, and written expression. Students will be provided with a background to write general business documents. Field trips may be required. Not applicable for degree credit. (2)

**BUS R051—Customer Service** **3 units***3 hours lecture weekly*

This course provides an overview of the concepts and skills needed for success in delivering service to customers. It emphasizes creating a climate of service excellence by developing listening, verbal and non-spoken communicative skills; encouraging loyalty; dealing with difficult customers; and recovering and retaining customers. Also included is the impact of multi-cultural factors in the service delivery. Field trips may be required. (2)

**BUS R062—Oral Communications** **3 units***3 hours lecture weekly*

This course provides an overview of the speaking skills needed in business. It offers guidelines on speaking clearly, organizing speeches and presentations, and speaking informatively and persuasively for meetings, small and large groups, and one-to-one. It will also include conflict and problem-solving methods, listening skills, and proper phone procedures and techniques. (2)

**BUS R098—Short Courses in Business** **½-10 units***Lecture and/or lab hours as required by unit formula*

Specialized topics designed to inform or update interested persons in various disciplines within the field of business and information systems. Unit credit determined by length of course.

**BUS R101A—Accounting Principles I** **3 units***Advisory: BUS R001.**3 hours lecture weekly*

Basic principles of accounting as a foundation for advanced study, and as a vocational skill: accounting cycle, vouchers system; problems involved in accounting for notes, expenses, assets, payroll, and for sole proprietorship, partnership, corporation, or manufacturing enterprises.

*Transfer credit: UC, CSU (CAN: BUS 2; BUS SEQ A (BUS R101A + R101B))***BUS R101B—Accounting Principles II** **3 units***Prerequisites: Grade of C or better in BUS R101A.**3 hours lecture weekly*

Continues and concludes introductory phase of accounting; surveys accounting problems and procedures unique to partnerships and corporations; includes sections on managerial financial analysis for decision-making in business and the Federal Income Tax.

*Transfer credit: UC, CSU (CAN: BUS 4; BUS SEQ A (BUS R101A + R101B))***BUS R102—Managerial Accounting** **3 units***Prerequisites: BUS R101A.**3 hours lecture weekly*

Course emphasizes how accounting data can be interpreted and used by management in planning and controlling business activities of the firm; use of accounting data by investors is discussed wherever appropriate.

*Transfer credit: CSU***BUS R104—Business English** **3 units***3 hours lecture weekly*

This course develops competency in the fundamentals and mechanics of college-level business communications skills, including grammar, sentence structure, punctuation, and written expression. English satisfies the English Composition (Area D1) requirement for the A.A. and A.S. General Education Course List. It is also a prerequisite for business communications, BUS R140. Business communications is required in the Accounting, Business Management, Marketing, Retail Management, Supervision, Computer Information Systems, Office Microcomputers, and Administrative Assistant A.S. and certificate curricula. Field trips may be required. (2)

*Transfer credit: CSU***BUS R110—Introduction to the American Legal System** **3 units***3 hours lecture weekly*

This course is a survey of the history, development, and structure of the American legal system as it relates to business. Emphasis is on legal vocabulary, sources of law, structure of state and federal government and court systems, litigation processes, and alternative dispute resolution. Substantive areas of law and practice of law will also be covered. Field trips may be required.

*Transfer credit: CSU***BUS R111A—Business Law I** **3 units***3 hours lecture weekly*

Includes a general review of law and society and specifically stresses the law of contracts, personal property and bailments, consumer protection, real property, and estates and wills.

*Transfer credit: UC, CSU (CAN: BUS 8)***BUS R120—Introduction to Business** **3 units***3 hours lecture weekly*

This course examines important concepts of business including investments, management, marketing, finance, information technology, and laws affecting proprietorships, partnerships, and corporations, plus basic economic principles. Field trips may be required. This course may be offered as a TV or Internet course. (2)

*Transfer credit: UC, CSU***BUS R121—Introduction to Management** **3 units***3 hours lecture weekly*

This transfer course examines the basic management functions of a business organization and middle management's responsibilities in planning, organizing, directing, controlling, coordinating, and executing the organizations' goals and objectives. Techniques of decision-making with emphasis on recent advances in areas directly related to management are also introduced. Field trips may be required. (2)

*Transfer credit: UC, CSU***BUS R122—Human Resource Management** **3 units***3 hours lecture weekly*

This transfer course examines the concepts of human resource organization and management including finance, operation, compliance with federal government regulations, internal organization and the personnel practices of the organization as an employer and its role with employees. Working with labor organizations and collective bargaining will also be covered. Field trips may be required. (2)

*Transfer credit: CSU***BUS R125—Financial Planning & Management** **3 units***3 hours lecture weekly*

This course studies spending, borrowing, and investment practices of individuals to develop financial management tools and strategies. The course introduces the concepts, tools, and applications of individual finance and investments. The process of financial planning logic and underlying fundamentals that drive financial planning will be discussed. Other topics include credit, interest rates, time value of money, various forms of investments, taxes, insurance and estate planning. The use of various financial computer applications, as well as the use of the Internet, is explored.

*Transfer credit: CSU***BUS R130—Sales Management** **3 units***3 hours lecture weekly*

The course provides an overview of the principles of wholesale and specialty selling, with emphasis on the techniques of selling. Areas emphasized are sales personality, sales planning, securing prospects, counseling buyers, handling objections, and learning public relations.

*Transfer credit: CSU*

**BUS R132A—Marketing** **3 units**

*3 hours lecture weekly*

Marketing from the viewpoint of the manager. The course includes discussion on the aspects of research, product development, promotion, advertising, channels of distribution, and international marketing.

*Transfer credit: CSU*

**BUS R133—Advertising** **3 units**

*3 hours lecture weekly*

Practical application of principles of advertising for large and small businesses; includes advertising theory, layout production, printing, and production processes. (Same as JOUR R133)

*Transfer credit: CSU*

**BUS R140—Business Communications** **3 units**

*Prerequisites: BUS R104.*

*Advisory: ENGL R101, and word processing skills.*

*3 hours lecture weekly*

Business communications develops effective business and professional communication in written, oral, and non-verbal modes. This course includes business correspondence, report writing, listening, collaborative communication, and oral reports. Business communications is required in the Accounting, Business Management, Marketing, Retail Management, Supervision, Computer Information Systems, Office Microcomputers, and Administrative Assistant A.S. and certificate curricula. Field trips may be required.

*Transfer credit: CSU*

**BUS R141—Introduction to Public Relations** **3 units**

*3 hours lecture weekly*

Introductory analysis and practical exploration of fundamental tools available to the public relations specialist: press releases, feature stories, broadcast media, institutional publications. An introduction to promotional staging, the slide show, and the five primary steps in the public relations process. (Same as JOUR R141)

*Transfer credit: CSU*

**BUS R142—Public Relations Strategies** **3 units**

*3 hours lecture weekly*

Appraisal of essential processes involved in the public relations activity with concentration on aspects of promotion and staging, problem solving, and the role of public relations vis-a-vis various target audiences, including customers, management, employee relations, stockholders. Guest speakers, as appropriate. (Same as JOUR R142)

*Transfer credit: CSU*

**BUS R170—Introduction to Logistics** **3 units**

*3 hours lecture weekly*

This course presents an introduction to principles and concepts of logistics functions. It includes the logistics process in the life-cycle of a system, from its conception to its disposal, including warehousing, transportation, inventory management, materials handling, personnel skill and training requirements, technical documentation and data collection, packaging and disposal and maintenance. Field trips may be required.

*Transfer credit: CSU*

**BUS R171—Logistics Design** **3 units**

*Prerequisites: BUS R170.*

*3 hours lecture weekly*

This course will acquaint students with the basic functions of designing logistics systems. It will introduce reliability and maintainability measurements, cost factors, and systems and equipment documentation for operational requirements. It will introduce logistics development including statistical and modeling techniques to evaluate the supportability of the system design and performance-based logistics (PBL). It will introduce effectiveness of the tailored process. The course includes an overview of current DoD policies, formal review processes, and revised government and industry standards affecting logistics support, such as requirements forecasting, control, work flows, configuration management, and technical support. It will examine the application of computer applications and data exchange techniques available to design, develop and support complex systems of equipment, software, and trained personnel to introduce and maintain cost-effective systems. Field trips may be required.

*Transfer credit: CSU*

**BUS R172—Spares Management** **3 units**

*3 hours lecture weekly*

This course will acquaint students with the disciplines and activities of spares management. The course provides an introduction to spares management and covers such topics as supply functions, maintenance concepts, determining requirements and reorder points, spares specification and selection, technical documentation, data management, provisioning, procurement, inventory management, initial and operational allowances, and performance-based logistics criteria. The course explains the planning involved with each functional sub-element in terms of cost, performance measurement, implementation, and determination of readiness impact. The course includes discussion of economic order quantity forecasting, equipment version control, workflows, configuration management, quality and inspection, and technical support resources. Field trips may be required.

*Transfer credit: CSU*

**BUS R173—Repair Management** **3 units**

*Prerequisites: BUS R170.*

*3 hours lecture weekly*

This course will acquaint students with the discipline and activities of repair management. It includes identification of requirements for total Repair program of such items as aircraft engines which are returned to a depot for repair. The course explains the planning involved with each functional sub-element of repair in terms of cost, implementation, and determination of readiness impact. The course includes discussion of repair workload forecasting, control, workflows, configuration management, quality and inspection, and technical support. Field trips may be required.

*Transfer credit: CSU*

**BUS R174—Technical Product Support Services and Training** **3 units**

*Prerequisites: BUS R170, BUS R171.*

*3 hours lecture weekly*

This course presents integrated logistics support functions, principles and concepts for digital and online technical product support requirements. It includes the field support logistics activities, technical training development and implementation, and life-cycle support of a system, from its conception to its disposal. It will cover logistics technical support Military and Industry standards and data support organizations, structure, planning, budgeting, warranties, liabilities, and in-plant support. Unique logistics personnel skill and training requirements, technical documentation, data collection, packaging, disposal and maintenance operations will be presented from the "deployed system" perspective, often referred to a "Legacy System Support." Field trips may be required.

*Transfer credit: CSU*

## INTERNATIONAL BUSINESS

### **BUS R180—Introduction to International Business** 3 units

3 hours lecture weekly

This course introduces students to the fundamentals of international business. Emphasis is placed on an understanding of international trade, including foreign investments, impact of financial markets, international marketing, and the operation of multinational companies. Field trips may be required. (2)

Transfer credit: CSU

### **BUS R186—International Mass Media** 3 units

3 hours lecture weekly

Course examines both global and national media and evaluates such issues as government regulation, advocacy, and the impact of technology. The course also explores differences of print, broadcast, and other media around the world. (Same as JOUR R186)

Transfer credit: UC, CSU

### **BUS R189—Topics in Business** 1/2-3 units

Lecture and/or lab hours as required by unit formula

Specialized topics designed to inform or update interested persons in various disciplines within the field of business. Unit credit determined by length of course.

Transfer credit: CSU

### **BUS R190A—Internship in Public Relations** 3 units

Prerequisites: JOUR R100, R101, R102, R141, R142.

9 hours lab weekly

Actual field work as an intern in a professional setting under the supervision of a trained public relations expert, as well as the instructor. Students will receive on-the-job exposure to all aspects of public relations, especially those studied in BUS R142/JOUR R142. (Same as JOUR R190)

Transfer credit: CSU

### **BUS R198—Short Courses in Business** 1/2-10 units

Lecture and/or lab hours as required by unit formula

Workshops in selected areas of business and information systems to meet specific needs of college or community as required or requested by persons whose needs are not met by regular course offerings.

Transfer credit: CSU

### **BUS R199—Directed Studies in Business** 1-6 units

Lecture and/or lab hours as required by unit formula

Directed Studies in Business is designed for students interested in furthering their knowledge of business on an independent basis. Unit credit is determined by the length of the course. Field trips may be required. (2)

Transfer credit: CSU

**NOTE:** The courses listed below have been temporarily suspended. For further information, please contact the Occupational Ed. & Econ. Dev. division office.

BUS R066 Hazardous Materials Regulations

BUS R067 Industrial Hygiene

BUS R181A International Marketing

BUS R181B Trade Finance

BUS R181C International Management

BUS R181D Basics of Exporting

BUS R181E International Purchasing

BUS R182 International Business Law

BUS R183E Export Marketing Case Studies

BUS R183G World Transportation

BUS R183H International Distribution

Business in International Markets:

BUS R184A Australia/New Zealand

BUS R184B Central/South America

BUS R184C China/Southeast Asia

BUS R184D Eastern/Central Europe

BUS R184E EU (European Unification)

BUS R184F NAFTA Countries

BUS R184G Japan

BUS R190B Internship in Business

The Industrial Safety program requirements have been temporarily suspended. For further information, please contact the Occupational Ed. & Econ. Dev. division office.

## BUSINESS INFORMATION SYSTEMS

See courses in Computer Information Systems