

BUSINESS

The Business program offers a wide variety of courses in business management, marketing and accounting, leading to the degrees of Associate in Arts and Science and Certificates in Accounting, Business, Business Management and Marketing. In addition to the major coursework, which emphasizes business and accounting practices, the business program combines studies in computer information systems and meets the needs of students targeting careers that meld knowledge of business and information systems.

For more information, contact:
Carmen Guerrero, cguerrero@yccd.edu
805-986-5800, ext. 1924

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

Ed Bassey
Robert Cabral
Diane Eberhardy
Carmen Guerrero

Counselor

Daniel Goicoechea

Part-Time

| | |
|-----------------|-----------------|
| Carol Evans | Patricia Greene |
| Stephanie House | Sandy Iverson |
| Larry Kennedy | Dennis Polen |
| Chang Wang | |

◆ 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/ JOUR R186 | International Mass Media | 3 |
| 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/ JOUR R133 | Advertising | 3 |
| CIS R100 | Introduction to Computer Information Systems | 3 |
| ECON R101 | Principles of Macroeconomics | 3 |
| OR | | |
| 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

This course covers the accounting cycle, including journalizing, posting, trial balance, worksheets, adjusting and closing entries, payroll and financial statements. Field trips may be required. (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. Formerly BIS R020. (2)

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 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 is a survey and study of business and its relationship to government, the international marketplace and the Internet and provides students with a foundation in important concepts of business including forms of business ownership, organization, marketing, laws and regulations. This course is a required course in four Oxnard College business majors: Accounting, Business Management, Marketing and Computer Information Systems. Field trips may be required. (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—Personal Finance **3 units**
3 hours lecture weekly

This course provides an overview of financing planning and budgeting. The process of financial planning logic and underlying fundamentals that drive financial planning will be discussed. Topics include banking, borrowing, taxes, insurance, various forms of investments, credit, interest rates, time value of money, large purchases such as real estate, estate and retirement planning. Field trips may be required. (2)

Transfer credit: CSU

BUS R130—Sales Management **3 units**
3 hours lecture weekly

This 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. Field trips may be required. (2)

Transfer credit: CSU

BUS R132A—Marketing **3 units**

3 hours lecture weekly

Marketing from the viewpoint of the manager includes discussion on the aspects of market research, product development, promotion, advertising, channels of distribution, international and web marketing. Field trips may be required. (2)

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 **½-3 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 R198A-Z—Short Courses in Business **½-10 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