

# Business

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(See also courses in [Management](#))

## **BUS. 100 INTRODUCTION TO BUSINESS**

Introduction to American business in the global environment providing an overview of economics, ethics, management, marketing, operations, information management, accounting, and finance. *Letter Grade Only. Degree Credit.*

**Units:** 3

**Hours/semester:** 48-54 Lecture; 96-108 Homework

**AA/AS Degree Requirements:** DSI

**Transfer Credit:** CSU (CSU GE DSI), UC

**C-ID:** BUS 110

## **BUS. 101 HUMAN RELATIONS IN THE WORKPLACE**

This course reviews the behavioral science principles used to understand organizational behavior and interpersonal relations. Topics include self-knowledge, perception, self-image, self-management, communications, motivation, conflict resolution, leadership, diversity, ethical choices, and their effects on today's multicultural and highly diverse organizational and social groups. Human relations competencies are developed through theoretical knowledge and group scenarios. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

**Units:** 3

**Hours/semester:** 48-54 Lecture; 96-108 Homework

**AA/AS Degree Requirements:** DSI

**Transfer Credit:** CSU (CSU GE DSI), UC

## **BUS. 103 INTRODUCTION TO BUSINESS INFORMATION SYSTEMS**

An introduction to computer systems and software applications and their impact on the business environment. Topics include computer architecture, hardware, software, computer terminology and theory. Students use software applications as problem solving tools for business projects. *Letter Grade Only. Degree Credit.*

**Units:** 3

**Hours/semester:** 48-54 Lecture; 96-108 Homework

**Transfer Credit:** CSU, UC

**C-ID:** BUS 140

## **BUS. 113 PERSONAL FINANCE**

This course in personal finance leads students toward financial education and enables students to obtain the foundation for a lifelong understanding of the basics of finance including money management, tax planning, investing, and retirement planning. Students learn to apply quantitative and computational methods to help them understand the basis for financial literacy. Emphasis is placed on learning the fundamental concepts of everyday finance with a hands-on approach. Instruction is based on the analysis of specific financial situations and enables students to synthesize financial documents and reports. Quantitative reasoning is emphasized for the students so that they develop their problem-solving skills. *Letter Grade Only. Degree Credit.*

**Units:** 3

**Hours/semester:** 48-54 Lecture; 96-108 Homework

**Prerequisites:** Successful completion of Elementary Algebra or equivalent, or placement by other measures as applicable.

**AA/AS Degree Requirements:** Area A3; Math Competency

**Transfer Credit:** CSU (CSU GE Area B4), UC

## **BUS. 125 INTERNATIONAL BUSINESS**

Introduction to the theories and practices of international business. Various environmental, economic, political, and social constraints on doing business abroad are explored. Topics include: political economy of international trade and investment, global monetary system, foreign market analysis, and firms' operational strategy; management issues and challenges. *Letter Grade Only. Degree Credit.*

**Units:** 3

**Hours/semester:** 48-54 Lecture; 96-108 Homework

**Recommended:** Eligibility for ENGL 100 or Eligibility for ENGL 105

**Transfer Credit:** CSU, UC\*

## **BUS. 150 ENTREPRENEURSHIP: SMALL BUSINESS MANAGEMENT**

A practical, real-world approach to conceiving, planning, organizing, and managing a small business. Provides the tools to achieve optimal benefits from limited resources and explains how to plan for growth, succession, or closing of a business. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

**Units:** 3

**Hours/semester:** 48-54 Lecture; 96-108 Homework

**Transfer Credit:** CSU



**BUS. 180 MARKETING**

This course is an introduction to marketing and sales techniques used in business. Students learn about the "four P's" of marketing (Product, Price, Place, Promotion), market segmentation, target markets, market research, marketing budgets, and the marketing plan. Internet tools for small business marketing are also included, such as social networks, blogging, images, video, and websites. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

**Units:** 3**Hours/semester:** 48-54 Lecture; 96-108 Homework**Transfer Credit:** CSU**BUS. 201 BUSINESS LAW**

Introduction to law applied in business environments. Topics include the Constitution, other legal sources, legal systems, enforcement agencies, contracts, crimes, torts, types of business formation, and employment law. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

**Units:** 3**Hours/semester:** 48-54 Lecture; 96-108 Homework**Transfer Credit:** CSU, UC**C-ID:** BUS 125**BUS. 230 INTERNATIONAL MARKETING**

Survey course outlining the major dimensions of the global business environment while providing a set of conceptual and analytical tools to successfully apply the "4 P's" (product, price, place and promotion) to global marketing. Review global economic, political-legal, and cultural environmental factors. Global market research and data sources are explored. Other topics included in this course are foreign market selection, foreign market entry, supply chain management, international pricing, and global marketing of services. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

**Units:** 3**Hours/semester:** 48-54 Lecture; 96-108 Homework**Transfer Credit:** CSU**BUS. 401 BUSINESS COMMUNICATIONS**

An overview of effective business communication skills and their direct relationship to workplace success. Emphasis is placed on the planning, organizing, composing, and revising of business documents such as letters, memos, reports, and emails. Presentation skills, professional behavior in the workplace, and current communication technologies are included with an emphasis on real world problem solving. Digital communication topics include presentation

software, emails, business-relevant social media, and mobile technologies. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

**Units:** 3**Hours/semester:** 48-54 Lecture; 96-108 Homework**Prerequisites:** ENGL 100 or ENGL 105**Transfer Credit:** CSU**C-ID:** BUS 115**BUS. 695 INDEPENDENT STUDY**

Designed for students who are interested in furthering their knowledge via self-paced, individualized instruction provided in selected areas or directed study to be arranged with instructor and approved by the division dean using the Independent Study Form. Varying modes of instruction can be used -- laboratory, research, skill development, etc. For each unit earned, students are required to devote three hours per week throughout the semester. Students may take only one Independent Study course within a given discipline. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

**Units:** 0.5 - 3**Hours/semester:** 24-162 Lab**Transfer Credit:** CSU