

# BUSINESS (BUS)

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## **BUS 007A Business Language Skills 3 Units**

Students will practice and study grammar, word and number usage, punctuation, vocabulary, spelling, capitalization, and other language skill mechanics that apply to business writing. Students use and apply basic English language skills for writing sentences and paragraphs that are used in short business e-mail messages, memorandums, and letters. An emphasis is placed on real-world editing to recognize errors and apply the correct language skills to business messages.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
Advisory Level: Read: 3 Write: 3 Math: None  
Transfer Status: CSU Degree Applicable: AA/AS  
For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

## **BUS 008 Business Communication 3 Units**

Students will determine the content, styles, medium, and audience considerations for business communications. Students will acquire the skills to write successful business memorandums, letters, email messages, and reports along with a review of grammar mechanics. Students will dive into proactive aspects of writing that include collecting, organizing, and interpreting information that emphasizes elements of writing business documents and culminates in a formal report.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
Recommended: BUS 007A and proficiency in Microsoft Office.  
Advisory Level: Read: 3 Write: 3 Math: None  
Transfer Status: CSU Degree Applicable: AA/AS  
For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

## **BUS 060 Fundamentals of Business Statistics 3 Units**

Students are introduced to statistics with an emphasis on business applications. Students will learn how to collect, analyze, interpret, and present numerical data for the purpose of making more effective decisions. Students will cover topics including collection and presentation of data, measures of central value and spread, probability, sampling methods, estimation via confidence intervals, hypothesis testing, and regression and correlation. This course requires the use of quantitative skills acquired in intermediate algebra and finite math. (C-ID MATH 110)

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
Prerequisite: Intermediate Algebra or appropriate placement beyond Intermediate Algebra.  
Advisory Level: Read: 3 Write: 3 Math: None  
Transfer Status: CSU/UC Degree Applicable: AA/AS  
For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

## **BUS 068 Entrepreneurship and Small Business Management 3 Units**

Students will study the basic elements of entrepreneurship; of starting and managing a small business. Students study management fundamentals including planning, organizing, staffing, directing, and controlling the business. Students learn how to develop a business plan which includes: site location, legal form of business, capital requirements, raising capital, cash flow budget, and marketing and promotional plans.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
Advisory Level: Read: 3 Write: 3 Math: 2  
Transfer Status: CSU Degree Applicable: AA/AS  
For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

## **BUS 071 Legal Environment of Business 3 Units**

Students study laws and regulations affecting business decisions including legal concepts and cases in the areas of ethics, business torts, contracts, consumer and merchant sales, competition, business environment, agency, employment and business organizations. (C-ID BUS\_120)

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
Advisory Level: Read: 3 Write: 3 Math: 2  
Transfer Status: CSU/UC Degree Applicable: AA/AS  
For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

## **BUS 082 Introduction to Business 3 Units**

Students will explore the world of business with a focus on the fundamental principles and practices that lead to successful outcomes for business organizations, and by extension for individuals, in navigating dynamic economic, social, and global environments. This course will examine the core functional areas of business including accounting, finance, marketing, management, human resources, information technology, and operations. The role and mindset of the entrepreneur will provide the background for our discussion on small business and the process of new business formation. Integral to the course are the real-world ethical considerations and the importance of social responsibility underlying individual and organizational decisions. (C-ID BUS 110)

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
Advisory Level: Read: 3 Write: 3 Math: 2  
Transfer Status: CSU/UC Degree Applicable: AA/AS  
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**BUS 098 Directed Study in Business 0.5-9 Units**

Individual or small groups of students who would benefit from Independent Study under the direction of faculty members in specific or related disciplines may develop individualized learning contracts designed to enhance their individual instructional programs. The students and the faculty member in consultation with the Division Dean will determine appropriate learning objectives and activities as well as the number of units to be earned. Instructions and the Learning Contract forms are available in the Division office. Repeatable to a maximum of 9 units across all disciplines.

Lecture Hours: None Lab Hours: 2.07 Repeatable: Yes Grading: L

Prerequisite: ACCTG 020 with a C or better.

Advisory Level: Read: 2 Write: 2 Math: None

Transfer Status: CSU Degree Applicable: AA/AS

For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

**BUS 112 Advertising, Promotion, and Sales 3 Units**

Students will be introduced to the dynamic field of advertising and promotion. Students will study advertising and promotion with a focus on the integrated marketing communications approach. Topics include the marketing communication process and challenges, advertising decision making and management, and product and service promotions. Students will also study ethical, environmental and regulatory issues and examine the role of various kinds of advertising media in product and service promotion.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L

Advisory Level: Read: 3 Write: 3 Math: None

Transfer Status: CSU Degree Applicable: AA/AS

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**BUS 113 Principles of Management 3 Units**

Students study fundamental theories of management, staffing, planning, organizing, controlling and leading as well as management concepts of motivation and communications. Students will also examine the application of formal organizational structure and study the impact of individual and small group behavior on organizational processes and performance. Case studies are included.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L

Advisory Level: Read: 3 Write: 3 Math: 1

Transfer Status: CSU Degree Applicable: AA/AS

For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

**BUS 115 Social Media Marketing 3 Units**

Students will learn to plan, launch, and grow a professional brand presence across major social platforms. Core topics include brand voice and visual identity, audience research and segmentation, social media platforms, content strategy and calendars, community engagement, social listening, and analytics for measuring Return on Investment (ROI). Students also practice creating thumb-stopping content (posts, short video, stories, User-Generated Content (UGC)), writing for tone and clarity, and running basic campaigns-all while addressing ethics, accessibility, and crisis/response workflows.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L

Recommended: BUS 120

Advisory Level: Read: 1 Write: 1 Math: 2

Transfer Status: CSU Degree Applicable: AA/AS

For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

**BUS 117 Content Marketing Strategy and Branding 3 Units**

Students will develop a strategic framework for planning, creating, and managing brand-aligned content in a rapidly evolving digital landscape. Students learn to translate brand strategy into content pillars, editorial calendars, and channel-specific assets; apply fundamentals of Search Engine Optimization (SEO) and accessibility; and use analytics to evaluate and optimize performance. Topics include content operations, workflow and governance, multichannel distribution (web, email, and social), ethical and inclusive storytelling, and measurement tied to organizational goals.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L

Recommended: BUS 120

Advisory Level: Read: 1 Write: 1 Math: 2

Transfer Status: CSU Degree Applicable: AA/AS

For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

**BUS 118 Email Marketing and Automation 3 Units**

Students will be introduced to permission-based email marketing and automation from strategy to execution. Students will align email objectives with business goals; build compliant lists and preference centers; evaluate and configure email service providers; and create mobile-responsive, accessible templates and message frameworks. Core topics include lifecycle journeys and triggers (welcome/onboarding, nurture, transactional, win-back), segmentation and personalization, deliverability and inbox placement (authentication, sender reputation, cadence, list hygiene), A/B testing, and analytics (Urchin Tracking Module (UTM)/attribution, Key Performance Indicators (KPI) dashboards for Click-Through Rate (CTR), Conversion Rate (CVR), revenue per email, unsubscribe/churn). Emphasis is on executing, monitoring, and optimizing campaigns ethically and in compliance with Controlling the Assault of Non-Solicited Pornography And Marketing (CAN-SPAM) and California privacy expectations, using data to drive measurable improvements.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L

Recommended: BUS 115 and BUS 120

Advisory Level: Read: 1 Write: 1 Math: 2

Transfer Status: CSU Degree Applicable: AA/AS

For General Education (GE) information, please refer to assist.org (<https://assist.org>) or consult a counselor.

**BUS 120 Marketing Principles 3 Units**

Students will be introduced to the principles underlying the effective practice of the marketing discipline. Market research, buyer behavior, marketing strategy, product, pricing, marketing channels, and marketing communications are core topics covered in the course. Additional emphasis is placed on the major trends and forces affecting marketing in the digital age involving customer value creation, engagement, and relationships.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
 Advisory Level: Read: 3 Write: 3 Math: None  
 Transfer Status: CSU Degree Applicable: AA/AS  
 For General Education (GE) information, please refer to assist.org  
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**BUS 122 Digital Marketing Analytics 3 Units**

Students will be provided with the skills needed to analyze results of marketing efforts. The course will apply analytical tools to translate business intelligence into structured content that assist businesses improve internet marketing results. This course shows students how to use various web analytical software tools to compare search engine formats, social media use, geo-location analysis, and mobile digital analytics. Students will learn about factors that drive conversion and how to optimize their efforts using data.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
 Prerequisite: BUS 115 and BUS 117 and BUS 118; all with a C or better.  
 Recommended: BUS 120  
 Advisory Level: Read: 1 Write: 1 Math: 2  
 Transfer Status: CSU Degree Applicable: AA/AS  
 For General Education (GE) information, please refer to assist.org  
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**BUS 124 International Marketing 3 Units**

Students will study the essentials of marketing in the global market emphasizing areas necessary for developing and implementing a successful international marketing operation. Topics include: the dynamic global economy, differences in cultural, legal, political, social and economic systems, product development, pricing strategies, selection of distribution channels, logistics management, and promotional strategies.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
 Advisory Level: Read: 3 Write: 3 Math: 2  
 Transfer Status: CSU Degree Applicable: AA/AS  
 For General Education (GE) information, please refer to assist.org  
 (<https://assist.org>) or consult a counselor.

**BUS 126 Retail Management 3 Units**

Students are introduced to the principles and practices of retail management. Topics covered include: site location, store design, staffing, merchandise strategy, pricing, advertising, and promotion.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
 Advisory Level: Read: 3 Write: 3 Math: 2  
 Transfer Status: CSU Degree Applicable: AA/AS  
 For General Education (GE) information, please refer to assist.org  
 (<https://assist.org>) or consult a counselor.

**BUS 135 Human Relations and Leadership 3 Units**

Students will study basic concepts of individual, group, and organizational human behavior in relationship to interpersonal skills affecting productivity, performance, and human relations in the workplace. Students will focus on the interpersonal, informal, and formal communication processes, development of leadership, employer-employee and cross cultural relationships.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L  
 Advisory Level: Read: 3 Write: 3 Math: 1  
 Transfer Status: CSU Degree Applicable: AA/AS  
 For General Education (GE) information, please refer to assist.org  
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**BUS 138 Work Experience 1-8 Units**

Work Experience is designed for students who work or volunteer in a field related to their career major. Students are required to provide evidence that they are enrolled in a career program (e.g., education plan or coursework in a career/technical subject area). Students can earn one unit of credit for each 60 hours of unpaid volunteer time or 75 hours of paid work during the semester. Students can repeat Career/Technical Work Experience, combined with General Work Experience, or alone, up to a maximum of 16 units. Internship/job placement is not guaranteed.

Lecture Hours: None Lab Hours: 2.07 Repeatable: Yes Grading: O  
 Corequisite: Be employed or a volunteer at an approved work-site for the minimum number of hours per unit as stipulated for paid and unpaid status.  
 Advisory Level: Read: 3 Write: 3 Math: None  
 Transfer Status: CSU Degree Applicable: AA/AS  
 For General Education (GE) information, please refer to assist.org  
 (<https://assist.org>) or consult a counselor.