BUSINESS (BUS)

BUS 007A  Business Language Skills  3 Units
Students practice and study grammar, word and number usage, punctuation, vocabulary, spelling, capitalization, and other language skills 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
CSU GE: None IGETC: None District GE: None

BUS 008  Business English and Writing  3 Units
Students determine the content, styles, medium, and audience considerations for business communications. Students will acquire the skills to write successful business memorandums, letters, e-mail messages, and reports, along with a review of grammar mechanics. The grammar skills acquired in BUS 007A facilitate successful completion of this course. Prior completion of BUS 007A is highly recommended.
Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L
Recommended: BUS 007A and competent use of Microsoft Word and Excel programs
Advisory Level: Read: 3 Write: 3 Math: None
Transfer Status: CSU Degree Applicable: AA/AS
CSU GE: None IGETC: None District GE: None

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.
Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L
Prerequisite: MATH 013 with C or better
Advisory Level: Read: 3 Write: 3 Math: None
Transfer Status: CSU/UC Degree Applicable: AA/AS
CSU GE: B4 IGETC: None District GE: B4

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
CSU GE: None IGETC: None District GE: None

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
CSU GE: None IGETC: None District GE: None

BUS 082  Introduction to Business  3 Units
Students are introduced to the business functions and practices as they have developed over time in the U.S. Students will be introduced to topics such as organizational structure and behavior, management, marketing, finance and accounting, operations and information systems, and ethical responsibilities of corporations. Special emphasis will be placed on the emergence and impact of global business, and the significance of small businesses. Underlying many of the topics will be the management aspects of planning organizing, leading and controlling of business units. Finally, the course will cover skills and attributes necessary for successful employment in the various functions of business. (C-ID BUS 110)
Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L
Advisory Level: Read: 4 Write: 4 Math: 2
Transfer Status: CSU/UC Degree Applicable: AA/AS
CSU GE: None IGETC: None District GE: None

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: Take ACCTG 020 with a C or better.
Advisory Level: Read: 2 Write: 2 Math: None
Transfer Status: CSU Degree Applicable: AA/AS
CSU GE: None IGETC: None District GE: None

BUS 112  Advertising, Promotion, and Sales  3 Units
Students are 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
CSU GE: None IGETC: None District GE: None
### 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
- CSU GE: None
- IGETC: None
- District GE: None

### BUS 120 Marketing Principles 3 Units
Students are 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
- CSU GE: None
- IGETC: None
- District GE: None

### 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
- CSU GE: None
- IGETC: None
- District GE: None

### 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
- CSU GE: None
- IGETC: None
- District GE: None

### BUS 135 Human Relations and Leadership 3 Units
Students 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
- CSU GE: None
- IGETC: None
- District GE: None

### 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
- CSU GE: None
- IGETC: None
- District GE: None