

BUSINESS (BUS)

BUS 004 Business Plan Development 3 Units

Students will learn how to develop a business plan for the creation of a business, including the organizing, marketing, operating and financing of a business. Risk analysis will be covered also.

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 006 Introduction to Small Business Management 3 Units

This course explores the complex process of entrepreneurship from identifying a viable business idea, to creating a successful start-up, including planning for growth and continuing innovation, as well as avoiding pitfalls while launching an idea into a business. This course provides a good introduction for individuals seeking to create and manage a start-up business.

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 009 Introduction to Entrepreneurship 3 Units

Students will study the principles of entrepreneurship, and focus on the entrepreneurial process, opportunity recognition, entry strategies, market opportunities, the development of a successful business plan, and making financial projections. The material is presented through methodologies of lecture, discussion, current events, Internet research, case studies, and computerized assignments.

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 060 Fundamentals of Business Statistics 3 Units

This course introduces 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. Topics include: collection and presentation of data, measures of central value and spread, probability, sampling and the sampling distribution of the sample average, 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: 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: 2A District GE: B4

BUS 060L Statistics Laboratory 0.5-1 Units

BUS 060L is a recommended corequisite course of BUS 060, Fundamentals of Business Statistics. This course provides hands-on computer experience using software to augment and demonstrate concepts presented in the BUS 060 class.

Lecture Hours: None Lab Hours: 1.5 Repeatable: No Grading: O
 Corequisite: BUS 60, previous or concurrent
 Advisory Level: Read: 3 Write: 3 Math: 3
 Transfer Status: CSU Degree Applicable: AA/AS
 CSU GE: None IGETC: None District GE: None

BUS 065 Concepts of Management 3 Units

This course covers the principles and concepts of management. It includes planning, organizing, coordinating and controlling in the firm; social responsibility and ethics in business, decision-making, communications, and budgetary control.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L
 Advisory Level: Read: 2 Write: 2 Math: None
 Transfer Status: CSU Degree Applicable: AA/AS
 CSU GE: None IGETC: None District GE: None

BUS 066 Retail Store Management 3 Units

Retail Management introduces students to the principles and practices of retail store operations. All major topics will be covered: consumers, site location, designing, staffing, and organizing, developing the retail offering and getting merchandise into the store, developing and controlling the merchandise plan, setting and adjusting retail prices, promotional activities, the importance of environmental influences, financial statements and operations control.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L
 Advisory Level: Read: 3 Write: 3 Math: 2
 Transfer Status: None Degree Applicable: AS
 CSU GE: None IGETC: None District GE: None

BUS 069 Human Resources Management 3 Units

This course is an introduction to the management of human resources. Understanding the impact and accountability to the organization in terms of human resource activities, global human resource strategies, social and organizational realities, legal implications affecting people at work, union/nonunion practices, comparable work, employee compensation and benefits, and employee rights will be covered and emphasized.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L
 Prerequisite: BUS 082 with C or better
 Advisory Level: Read: 3 Write: 3 Math: None
 Transfer Status: CSU Degree Applicable: 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, 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 of global business, its impact and the significance of small businesses. (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 084 Introduction to Marketing Principles 3 Units

This course provides students with an introduction to the theory and practice of marketing as well as the integration of marketing activities of a business. Students will study about marketing research, management of products and services, pricing policies and strategies, channels of distribution, physical distribution and logistics management, promotion strategies and tactics, government regulations, and marketing ethics.

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 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
Advisory Level: Read: 2 Write: 2 Math: None
Transfer Status: CSU Degree Applicable: AA/AS
CSU GE: None IGETC: None District GE: None

BUS 138 Work Experience 1-8 Units

Occupational 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/occupational 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/Occupational 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
Corerequisite: 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