

BUSINESS ADMINISTRATION

BUS-10

Introduction to Business

(C-ID:BUS 110)

Prerequisite: None.

Description: Scope, function and organization of contemporary business; fundamentals, concepts, principles, and current practices in the major areas of business activity with an integrated global perspective. 54 hours lecture. (Letter grade only)

3.00 units

UC, CSU

BUS-10H

Honors Introduction to Business

(C-ID:BUS 110)

Prerequisite: None.

Limitation on enrollment: Enrollment in the Honors Program

Description: Scope, function and organization of contemporary business; fundamentals, concepts, principles and current practices in the major areas of business activity with an integrated global perspective. This honors course offers an enriched experience for accelerated students through limited class size, seminar format, focus on primary texts, and application of higher level critical thinking skills. Students may not receive credit for both BUS 10 and BUS 10H. 54 hours lecture. (Letter grade only)

3.00 units

UC, CSU

BUS-12

Opportunity Analysis for Entrepreneurs

Prerequisite: None.

Description: This course examines the entrepreneur's role in the global economy as an exploiter of opportunities. Topics include the creative search for ideas, the innovation process, and the opportunity analysis to screen for the best ideas. Learning activities cover the decisions needed to transform an idea into a business opportunity. 36 hours lecture. (Letter grade only)

2.00 units

CSU

BUS-13

Developing a Successful Business Plan/Model

Prerequisite: None.

Description: This course provides a systematic process for developing a business plan or model. It establishes a clear road map for clarifying a vision for a business and the strategic, tactical, and operational plans and/or model to move ideas into action. Students further along in the planning and research process will work through the major components of writing a business plan and/or model and emerge with a completed draft of a business plan/model. 36 hours lecture. (Letter grade only)

2.00 units

CSU

BUS-14

Social Media and Online Digital Media Promotions for Entrepreneurs

Prerequisite: None

Description: Introduction to social media and online digital promotional tools used to help promote entrepreneurs with their online presence and to successfully establish their brands. 54 hours lecture. (Letter grade only)

3.00 units

CSU

BUS-15

Street Law: An Introduction to Law and Legal Issues

Prerequisite: None.

Description: The evaluation, debate, and critical analysis of law and legal issues that affect individuals, their families, and communities. Students will learn about practical aspects of civil, criminal, constitutional, family, immigration, and consumer law in a diverse society with an orientation toward civic involvement in the local community. 54 hours lecture. (Letter grade only)

3.00 units

CSU

BUS-18A

Business Law I

(C-ID:BUS 125)

Prerequisite: None.

Description: Covers the fundamental legal principles pertaining to business transactions. Provides an overview of an introduction to the legal process and dispute resolution. Coverage of federal and state court systems and a comprehensive study of contracts under the common law and the Uniform Commercial Code. Additional coverage includes sources of law, business ethics, constitutional law, tort law, agency, business organizations, and criminal law as applied to business. 54 hours lecture. (Letter grade only)

3.00 units

UC, CSU

BUS-18B
Business Law II**3.00 units**
UC, CSU*Prerequisite: None.*

Description: An overview of the special applications of law in business as it pertains to commercial paper, creditors' rights, secured transactions, agency and employment, partnerships, corporations, personal and real property, and governmental regulation of business. Students will analyze laws and rules, then apply appropriate concepts to factual scenarios. 54 hours lecture. Letter grade only)

BUS-20
Business Mathematics**3.00 units**
CSU*Prerequisite: None.*

Description: An introduction to quantitative approaches for solving common business problems using general mathematics and first degree equations. Includes the development and solution of problems in the areas of business statistics, trade and cash discounts, markups and markdowns, perishables, payroll, taxes, simple interest, promissory notes, compound interest, present and future value, annuities and sinking funds, installment buying and credit cards, home ownership costs, insurance, stocks and bonds, mutual funds, financial reports, depreciation, inventory, and overhead. 54 hours lecture. (Letter grade only)

BUS-22
Management Communications**3.00 units**
CSU*Prerequisite: None.*

Description: Examines the dynamics of organizational communication relevant in current business environment. Focus is on composition and delivery of appropriate methods of communication in various business situations as a manager, including business documents, presentations, and job interviews. Practical experience is attained in verbal/non-verbal and written communication skills that fosters growth and advancement in business opportunities. Best suited for those aspiring to advance their careers by being prepared to be potential managers and leaders. 54 hours lecture. (Letter grade only)

BUS-24
Business Communication
(C-ID:BUS 115)**3.00 units**
CSU*Prerequisite: ENG-1A or ENG-1AH*

Description: Applies the principles of ethical and effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing and revising business documents using word processing software for written documents and presentation graphics software to create and deliver professional-level oral reports. Course is designed for students who have college-level writing skills. 54 hours lecture. (Letter grade only)

BUS-30
Entrepreneurship: Foundations and Fundamentals**3.00 units**
CSU*Prerequisite: None.*

Description: An introductory course designed to explore, identify and evaluate business opportunities with an emphasis on starting and managing a small or existing business: investigating tools and best practices associated with identifying and creating new venture opportunities; explore ways to shape and evaluate the viability of opportunities; understanding key industry factors, market, competitive factors, and customer needs. 54 hour lecture. (Letter grade or Pass/No Pass option)

BUS-40
Introduction to Global Business**3.00 units**
UC, CSU*Prerequisites: None.*

Description: A comprehensive overview of business designed to provide both beginners and experienced business people with a perspective of business opportunities and expansions in global markets, foreign investments, trade opportunities, impact of global financial markets, global marketing, and management and operation of multi-national corporations. 54 hours lecture. (Letter grade only)

BUS-43
Global Marketing **3.00 units**
CSU

Prerequisite: None.

Description: Problems of marketing in the international marketplace and how marketers approach and solve them. Focus on concepts and principles by teaching the theory and practice of international marketing, including: The United States international marketing position, market entry strategies, analysis of foreign markets, culture and marketing, product, pricing, distribution, promotion, and sales. 54 hours lecture. (Letter grade only)

BUS-46
Global Trade **3.00 units**
CSU

Prerequisite: None

Description: Overview of global trade concerns of the small U.S. firm and entrepreneurs, including procedures, requirements, and strategies. Focus on identifying import/export opportunities, compliance with government regulations, resources, documentation, supply chain and trade finance. 54 hours lecture.(Letter grade only)

BUS-47
Applied Business and Management Ethics **3.00 units**
CSU

Prerequisite: None.

Description: An examination of ethical concerns in business decision making. Includes corporate, personal, global, governmental, public, environmental, product, and job-related issues. Case studies and corporate ethics programs and audits also covered. 54 hours lecture. (Same as MAG-47) (Letter Grade, or Pass/No Pass option)

BUS-48
Global Management **3.00 units**
CSU

Prerequisite: None

Description: Overview of business management in the global arena. Focus on global differences in cultures, financial transactions, legalities, and other business practices necessary to manage a diverse workforce in international operations, as well as to successfully negotiate in global business settings. 54 hours lecture. (Letter grade only)

BUS-51
Principles of Electronic Commerce **3.00 units**
CSU

Prerequisite: None.

Advisory: BUS-10 and CIS-1A.

Description: An introduction to electronic commerce focusing on business, technological, and social issues in today's global market. Provides the theory and practice of conducting business over the Internet and the World Wide Web. 54 hours lecture. (Letter Grade, or Pass/No Pass option)

BUS-53
Introduction to Personal Finance **3.00 units**
CSU

Prerequisite: None

Description: An introduction to personal finance focusing on mastering the key concepts involved in attaining personal wealth. Personal finance focuses on the concepts, decision-making tools, and applications of financial planning. A financial plan will be utilized to guide decisions today and in years to come. Additional emphasis will be placed on interpreting financial information obtained online, the theory and practice regarding income tax law, health insurance provisions, retirement programs, and personal investing. 54 hours lecture. (Letter Grade, or Pass/No Pass option.)

BUS-58
Marketing the Virtual Office **3.00 units**
CSU

Prerequisite: None

Description: Identifies and evaluates various employment marketing techniques such as networking face-to-face, virtual interviews, associating with professional organizations, developing flyers and brochures, developing a professional Internet site, and using Web-based resources. The course is a core requirement of the Virtual Assistant certificate program. 54 hours of lecture. (Letter Grade, or Pass/No Pass option.)

BUS-67**Business Practices for Photographers****3.00 units**
CSU*Prerequisite: None.*

Description: This course provides a foundation in business practices for photographers. Topics include: building a personal photography business model, pricing photographic services, negotiating with clients, protecting the photographer's work, assessing equipment needs and costs, insurance, accounting, contracts, copyright, marketing, stock photography, and archiving photographs. 54 hours lecture. (Same as PHO-67) (Letter grade only)

BUS-80**Principles of Logistics****3.00 units**
CSU*Prerequisite: None.*

Description: An introduction to the management of business logistics functions including purchasing, inventory management, transportation, warehousing and their related technologies. Focus is on integration of logistics functions to improve overall supply chain customer service and cost performance. 54 hours lecture. (Letter grade or Pass/No Pass option)

BUS-111**Entrepreneurial Mindset****0 units***Prerequisite: None*

Description: An exploration of social and business entrepreneurs, the traits that enable these individuals to thrive in vastly different cultures, and the important contributions made by these innovators.

BUS-200**Business Administration Work Experience****1.00 - 4.00 units**
CSU*Prerequisite: None.**Advisory: Students should have paid or voluntary employment.*

Description: Work Experience is designed to coordinate the student's on-the-job training with workplace skills designed to assist the student in developing successful professional skills. Each student will establish measurable learning objectives appropriate for their job and discipline. Students may earn up to four (4) units each semester, for a maximum of 16 units of work experience total. 60 hours of volunteer work or 75 hours of paid work during the semester are required for each unit. No more than 20 hours per week, out of the 60 or 75 requirement, may be applied toward the work requirement. The course consists of an 18 hours of orientation/professional skills development and 60 hours of volunteer work experience per unit with a maximum of 240 for four units per semester OR 75 hours of paid work experience per unit, with a maximum of 300 for four units per semester. (Letter grade or Pass/No Pass option)

BUS-813**Solopreneurs: Personal Finance and Quickbooks Quickstart****0 units***Prerequisite: None.*

Description: Learn the basics of personal finance and QuickBooks for the self-employed. Key concepts will be addressed in attaining personal wealth, focusing on decision-making and establishing a plan. Additionally, the course will focus on business finance for the self-employed with an emphasis on how to invoice and accept payments, maximize tax deductions, and track income and expenses, miles, and reports. 9 hours lecture. (Formerly BUS-113) (Pass/No Pass only)

BUS-814**Business Skills: Professional Communication Basics****0 units***Prerequisite: None.*

Description: This short course provides practical, professional business communication skills and can be used as a skills refresher. The focus of the content is professional oral, written, and online communication skills. Effective communications with clients and customers. 9 hours lecture. (Same as CAT-814) (Pass/No Pass only)

BUS-815**Business Skills: Professional Online Presence****0 units***Prerequisite: None.*

Description: This short course is designed to assist students with the development of a professional online persona/brand. Includes personal brand and reputation management for web and social media for business and professional networking with clients and customers. 9 hours lecture. (Pass/No Pass only)

BUS-816**Business Skills: Managing the Customer Experience****0 units***Prerequisite: None.*

Description: This short course is designed to assist students with the development of the customer experience for business. Includes identification of elements, and planning designing the customer experience for business. 9 hours lecture. (Pass/No Pass only)

BUS-817**Business Skills: Professional Self-Management****0 units***Prerequisite: None*

Description: This short course provides practical, professional self-management skills for the twenty first century professional and as a skills refresher. The focus of the content is image and self-management skills for professionals. 9 hours lecture. (Same as CAT-817) (Pass/No Pass only)

BUS-819**Business Success Seminar****0 units***Prerequisite: None.*

Description: A comprehensive course designed to guide and empower Business Administration students with the skills and resources necessary to succeed academically and professionally. This course offers learning strategies for success in and out of the classroom and in business such as improved communication skills, confidence building, engaging with the local business community, and utilizing networking opportunities. 27 hours lecture. (Formerly BUS-819) (Pass/No Pass only)

BUS-840**Introduction to Global Business****0 units***Prerequisite: None*

Description: A comprehensive overview of business designed to provide both beginners and experienced business people with a perspective of business opportunities and expansions in global markets, foreign investments, trade opportunities, impact of global financial markets, global marketing, and management and operation of multi-national corporations. 54 hours lecture. (Letter grade only)

BUS-843**Global Marketing****0 units***Prerequisite: None*

Description: Overview of business opportunities targeting global markets and global customers. Focus on research and analysis of foreign markets, including cultural, legal, political, and differences in business environments. Explores marketing mix strategies of product, price, distribution and promotion designed for various global markets. 54 hours lecture. (Letter grade only)

BUS-846**Global Trade****0 units***Prerequisite: None*

Description: Overview of global trade concerns of the small U.S. firm and entrepreneurs, including procedures, requirements, and strategies. Focus on identifying import/export opportunities, compliance with government regulations, resources, documentation, supply chain and trade finance. 54 hours lecture. (Letter grade only)

BUS-848**Global Management****0 units***Prerequisite: None*

Description: Overview of business management in the global arena. Focus on global differences in cultures, financial transactions, legalities, and other business practices necessary to manage a diverse workforce in international operations, as well as to successfully negotiate in global business settings. 54 hours lecture. (Letter grade only)