

# Palomar College Catalog 2009-2010

## Business (BUS)

See also Accounting, Business Management, Insurance, International Business, Legal Studies, Office Information Systems, Paralegal Studies, Real Estate

Contact the Business Administration Department for further information.  
(760) 744-1150, ext. 2488  
Office: B-18

### Associate in Arts Degrees -

AA Degree requirements are listed in Section 6 (green pages).  
• Advertising, Marketing, and Merchandising  
• Business Administration  
• Business - General  
• Internet - Emphasis in Business Education

### Certificates of Achievement -

Certificate of Achievement requirements are listed in Section 6 (green pages).  
• Advertising, Marketing, and Merchandising  
• Internet - Emphasis in Business Education  
• Retail Management

### Certificates of Proficiency -

Certificate of Proficiency requirements are listed in Section 6 (green pages).  
• E-Business  
• Entrepreneurship  
• Salesperson - Retail

## PROGRAMS OF STUDY

### Advertising, Marketing, and Merchandising

This program is designed to provide a general academic background of course-work pertinent to entry-level employment and/or upper division education in the field of product or service distribution.

#### A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements	Units
ACCT 103 and Financial Accounting	4
ACCT 104 or Accounting Spreadsheet Lab	1
BUS 105 and Bookkeeping Fundamentals	4
BUS 105L Bookkeeping Electronic Spreadsheet Lab	.5
BUS 110 Business Mathematics	3
BUS 115 Business Law	3
BUS 140 Selling for Business	3
BUS 145/ FASH 125 Retailing/Promotion	3
BUS 150 Advertising	3
BUS 155 Marketing	3
<b>Electives (Select 10-11 units)</b>	
BUS 100 Introduction to Business	3
BUS 125 Business English	3
BUS/FCS 136 Personal Finance	3
BUS 157 E-Commerce	3
BUS 158 Marketing Internship	3
BUS 170 Word for Business Basic	1
BUS 205 Business Writing	3
BMGT 110 Human Resource Management	3
BMGT 105 Small Business Management	3
CSIT 105 or Computer Concepts and Applications	
CSIT 120/ R CSIS 120 Computer Applications	3
MATH 120 Elementary Statistics	3
OIS 101 Beginning Keyboarding	2
SPCH 100 Oral Communication	3

**TOTAL UNITS 32.5 - 34**

Recommended Elective: BUS 171

## Business Administration

Provides a program to prepare the student for transfer. Since requirements vary at each four-year school, transfer students must consult with a counselor, or a Business Administration Department advisor, to develop a program for the specific school they wish to attend.

### A.A. DEGREE MAJOR

Program Requirements	Units
ACCT 103 Financial Accounting	4
ACCT 104 Accounting Spreadsheet Lab	1
ACCT 108 Managerial Accounting	4
BUS 115 or Business Law	
BUS 117 Legal Environment of Business	3
BUS 175 Excel Basic	1
BUS 205 Business Writing	3
CSIT 105 or Computer Concepts and Applications	
CSIT120/ R CSIS 120 Computer Applications	3
ECON 100 or Basic Economics	
ECON 101 and Principles of Economics (Macro)	
ECON 102 Principles of Economics (Micro)	3,6
MATH 120 Elementary Statistics	3
MATH 130 Calculus for the Social Sciences	4

**TOTAL UNITS 29 - 32**

## Business-General

This program is primarily designed for students who are seeking an overview of business educational opportunities prior to a career commitment in a particular area.

### A.A. DEGREE MAJOR

Program Requirements	Units
ACCT 103 and Financial Accounting	4
ACCT 104 or Accounting Spreadsheet Lab	1
BUS 105 and Bookkeeping Fundamentals	4
BUS 105L Bookkeeping Electronic Spreadsheet Lab	.5
BUS 100 Introduction to Business	3
BUS 110 Business Mathematics	3
BUS 115 Business Law	3
BUS 125 Business English	3
BUS 155 Marketing	3
BMGT 101 or Introduction to Management	
BMGT 105 Small Business Management	3
CSIT 105 or Computer Concepts and Applications	
CSIT 120/ R CSIS 120 Computer Applications	3

#### Electives (Select 6-9 units)

ACCT 108 Managerial Accounting	4
ACCT 115 Sales Tax, Payroll Taxes, and Employee Benefits	2
BUS 116 Business Law	3
BUS 130 Intro Purchasing and Supply Chain Management	3
BUS 140 Selling for Business	3
BUS 145/ FASH 125 Retailing/Promotion	3
BUS 150 Advertising	3
BUS 157 E-Commerce	3
BUS 158 Marketing Internship	3
BUS 205 Business Writing	3
OIS 101* or Beginning Keyboarding	2
OIS 102 Intermediate Keyboarding	2

**TOTAL UNITS 31.5 - 35**

\* Not required if acceptable level skill has been completed in high school. Students excused from OIS 101 must substitute an elective.

Recommended Electives: BUS 170, 171; PSYC 100; ECON 101

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## E-Business

Provides a program, which prepares students in the basic skills necessary to use e-commerce in an ever changing and competitive entrepreneurial market.

### CERTIFICATE OF PROFICIENCY

Program Requirements		Units
BMGT 105	Small Business Management	3
BUS 155	Marketing	3
BUS 157	E-Commerce	3
GCMW 217	Online Store Design I	3
<b>Electives (Select 3 units)</b>		
BUS 138	Business Ethics	2
BUS 142	Customer Service	1
BUS 180	Access for Business	1
BUS 190	Internet for Business	1
GCMW 218	Online Store Design II	3
GCIP/ GCMW 290	Copyright for Graphic Designers and Web Developers	1
GCIP/ GCMW 291	Contracts for Graphic Designers and Web Developers	1
GCIP/ GCMW 292	Legal Issues for Graphic Designers and Web Developers	3
<b>TOTAL UNITS</b>		<b>15</b>

## Entrepreneurship

Provides a program to prepare the student for owning and managing a business.

### CERTIFICATE OF PROFICIENCY

Program Requirements		Units
BMGT 105	Small Business Management	3
BUS 105	Bookkeeping Fundamentals	4
BUS 105L	Bookkeeping Electronic Spreadsheet Lab	.5
BUS 155	Marketing	3
BUS 157	E-Commerce	3
BUS 170	Word for Business – Basic	1
BUS 175	Excel Basic	1
<b>Electives (Select 2 units)</b>		
BUS 138	Business Ethics	2
BUS 142	Customer Service	1
BUS 171	Word for Business – Advanced	1
BUS 180	Access for Business	1
BUS 185	PowerPoint for Business	1
BUS 190	Internet for Business	1
<b>TOTAL UNITS</b>		<b>17.5</b>

## Internet

As the vast web of global and local information networks grow, several skills and forms of literacy are becoming essential for anyone who wants to obtain the full benefits of the Communications Age. An individual's ability to capitalize on the opportunities offered by interactive communications requires mastery of these information and communication proveniences:

- **Navigational skills** - The ability to move smoothly among arrays of autonomous and globally interconnected information, contacts, forums, and discussion groups in order to locate and connect to information and expertise from relevant sources.
- **Information literacy** - An understanding of which information is most useful, relevant, and reliable, as well as the ability to analyze, distill, integrate, compose, and classify information to create knowledge.
- **Distribution skills** - Frameworks for rethinking methods of packaging, presenting, providing access, and disseminating information and knowledge in this new medium.
- **Communications literacy** - Integrating new forms of information,

knowledge, and message development into evolving patterns of organizational and interpersonal communication.

This certificate offers preparation skills for the above areas of emphasis involving the Internet.

## Emphasis in Business Education

### A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements		Units
BMGT 105	Small Business Management	3
BUS 140	Selling for Business	3
BUS 150	Advertising	3
BUS 155	Marketing	3
BUS 157	E-Commerce	3
BUS 170	Word for Business – Basic	1
BUS 171	Word for Business – Advanced	1
CSWB 110/ R CSIS 110	Web Site Development with XHTML	2
GCMW/ R GCMW 102 or	Web Page Layout I	3
GCMW 102A and	Web Page Layout IA	1.5
GCMW 102B	Web Page Layout IB	1.5
LT 154	Information for Life Long Learning	3
<b>TOTAL UNITS</b>		<b>25</b>

## Emphasis in Graphic Communication

See Graphic Communication - Multimedia and Web

## Retail Management

A comprehensive program designed to prepare current and future retail employees for the fast paced challenges in a competitive retail environment. This certificate has been endorsed by the Western Association of Food Chains and its member companies.

### CERTIFICATE OF ACHIEVEMENT

Program Requirements		Units
ACCT 103	Financial Accounting	4
ACCT 104	Accounting Spreadsheet Lab	1
BMGT 101	Introduction to Management	3
BMGT 110	Human Resource Management	3
BMGT 130	Management/Leadership Issues	3
BUS 110	Business Mathematics	3
BUS 145/ FASH 125	Retailing/Promotion	3
BUS 155	Marketing	3
BUS 205	Business Writing	3
OIS 120	Intro to Office Info Systems	3
SPCH 115	Interpersonal Communication	3
<b>TOTAL UNITS</b>		<b>32</b>

## Salesperson - Retail

This program is designed to prepare students for entry into the retail sales force. Students will gain a working knowledge of sales techniques and customer service principles within the marketing environment. Emphasis will be placed on a consultative approach toward encouraging sales.

### CERTIFICATE OF PROFICIENCY

Program Requirements		Units
(Select 3 classes totaling 9 units)		
BUS 140	Selling for Business	3
BUS 145/		

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FASH 125	Retailing/Promotion	3
BUS 150	Advertising	3
BUS 155	Marketing	3
<b>Elective Courses (Select 6 units)</b>		
BUS 100	Introduction to Business	3
BUS 110	Business Mathematics	3
BUS 138	Business Ethics	2
BUS 142	Customer Service	1
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<b>TOTAL UNITS</b>		<b>15</b>