

PROGRAM OF STUDY**International Business**

This program is designed to prepare individuals for a career in international business and/or management.

**A.S. DEGREE MAJOR OR
CERTIFICATE OF ACHIEVEMENT**

| Program Requirements | Units |
|--|----------------|
| ACCT 104 Accounting Spreadsheet Concepts | 2 |
| ACCT 201 Financial Accounting | 4 |
| BUS 100 Introduction to Business | 3 |
| BUS 110 Business Mathematics | 3 |
| BUS 155 Marketing | 3 |
| BUS 205 Business Communication | 3 |
| IBUS 100 Introduction to International Business and Management | 3 |
| IBUS 105 International Marketing | 3 |
| IBUS 110 The Cultural Environment of International Business | 3 |
| IBUS 115 International Banking and Finance | 3 |
| IBUS 120 Essentials of Import/Export Procedures | 3 |
| CE 100 Cooperative Education | 2 - 4 |
| TOTAL UNITS | 35 - 37 |

Recommended Electives: ANTH 105; ECON 110; GEOG 105; PHIL 114; POSC 110

COURSE OFFERINGS**IBUS 100 Introduction to International Business
and Management (3)**

3 hours lecture

Transfer acceptability: CSU

Surveys the international dimension of business including trade, financial, economic, cultural framework, foreign investment patterns, and international managerial problems and policies at the corporate level. Also covers the role of the international manager with regard to entering foreign markets and supervising operations in existing markets, and the pros and cons of protectionism.

IBUS 105 International Marketing (3)

3 hours lecture

Transfer acceptability: CSU

Surveys international organizations' basic elements for developing markets. Analyzes the market design and the techniques necessary to develop business within selected regions of the world. Discusses the impact due to differences in customs, languages, attitudes, and culture.

**IBUS 110 The Cultural Environment
of International Business (3)**

3 hours lecture

Transfer acceptability: CSU

Focuses on the cultural environment of international business affecting the conduct of four regions in the Pacific Rim: Canada, Asia, Latin America, and Russia. Students examine the nature and evolution of culture, language, education, religion, and values as they apply to business situations. Examines the differences surrounding political and managerial practices in selected societies.

IBUS 115 International Banking and Finance (3)

3 hours lecture

Recommended preparation: IBUS 100

Transfer acceptability: CSU

Surveys international organizations' basic elements for developing markets. Analyzes the market design and the techniques necessary to develop business within selected regions of the world. Discusses the impact due to differences in customs, languages, attitudes, and culture.

IBUS 120 Essentials of Import/Export Procedures (3)

3 hours lecture

Transfer acceptability: CSU

Application of practical aspects of export and import procedures by international business: organization, development of foreign sales, export and import procedures, and regulations and documentation of financial operations of global trade.

IBUS 197 International Business Topics (.5 - 4)

Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture and/or laboratory may be scheduled by the department. Refer to Class Schedule.

Transfer acceptability: CSU

Topics in International Business. See Class Schedule for specific topic offered. Course title will designate subject covered.

Internet

See Graphic Communications - Multimedia and Web, and CSIT - Web Technology

Italian (ITAL)

Contact the World Languages Department for further information.

(760) 744-1150, ext. 2390

Office: H-201

COURSE OFFERINGS

For students who have completed foreign language course work at the high school level, and need clarification regarding placement in college level course work, contact the Counseling Center. Universities have varying policies regarding the granting of transfer credit when there is a combination of high school and college level course work.

ITAL 101 Italian I (5)

5 hours lecture - 1 hour laboratory

Transfer acceptability: CSU; UC

This course is the first semester of Italian. This elementary level course is a study of the Italian language and Italian-speaking cultures, with emphasis on the development of communicative skills and basic structures. Course combines in-class instruction and practice with self-paced study in the Foreign Language Laboratory. This beginning-level course is for students with no previous coursework in Italian.

ITAL 102 Italian II (5)

5 hours lecture - 1 hour laboratory

Prerequisite: A minimum grade of 'C' in ITAL 101 or two years of high school Italian

Transfer acceptability: CSU; UC

This course is the second semester of Italian at the elementary level. It is a study of the Italian language and Italian-speaking cultures, with emphasis on the development of communicative skills and basic structures. Course combines in-class instruction and practice with self-paced study in the Foreign Language Laboratory. This beginning-level course is for students with at least one previous semester of Italian.

ITAL 197 Italian Topics (.5-5)

Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture and/or laboratory may be scheduled by the department. Refer to Class Schedule.

Transfer acceptability: CSU; UC – Credit determined by UC upon review of course syllabus.

Topics in Italian. See Class Schedule for specific topic offered. Course title will designate subject covered.

ITAL 201 Italian III (5)

5 hours lecture - 1 hour laboratory

Prerequisite: A minimum grade of 'C' in ITAL 102 or three years of high school Italian**Transfer acceptability:** CSU; UC

This course is the third semester of Italian. This intermediate level course is a study of the Italian language and Italian-speaking cultures, focusing on intermediate-level structures and readings of culturally relevant authentic materials. Emphasis is on developing oral, listening, reading and writing skills in order to acquire proficiency in Italian. Course combines in-class instruction and practice with self-paced study in the World Languages Laboratory. Class is largely conducted in Italian.

Japanese (JAPN)

Contact the World Languages Department for further information.

(760) 744-1150, ext. 2390

Office: H-201

COURSE OFFERINGS

For students who have completed foreign language course work at the high school level, and need clarification regarding placement in college level course work, contact the Counseling Center. Universities have varying policies regarding the granting of transfer credit when there is a combination of high school and college level course work.

JAPN 101 Japanese I (5)

5 hours lecture - 1 hour laboratory

Transfer acceptability: CSU; UC

This course is the first semester of Japanese. This elementary-level course is a study of the Japanese language and Japanese-speaking cultures, with emphasis on the development of communicative skills and basic structures. The course includes a study of fundamental grammar, idiomatic expressions, Hiragana and Katakana, and Kanji. Course combines in-class instruction and practice with self-paced study in the World Languages Resource Center. This beginning-level course is for students with no previous coursework in Japanese.

JAPN 102 Japanese II (5)

5 hours lecture - 1 hour laboratory

Prerequisite: A minimum grade of 'C' in JAPN 101, or two years of high school Japanese**Transfer acceptability:** CSU; UC

This course is the second semester of Japanese. This elementary level course is a study of the Japanese language and Japanese-speaking cultures, with emphasis on the development of communicative skills and basic structures. The course includes a study of fundamental grammar, idiomatic expressions, Kanji (Chinese characters) in addition to Hiragana and Katakana (Japanese alphabets). Course combines in-class instruction and practice with self-paced study in the Foreign Language Laboratory.

JAPN 130 Introduction of Japanese Culture and Literature (3)

3 hours lecture

Transfer acceptability: CSU; UC

This course is designed to provide students with a broad understanding of Japanese culture and society through non-fictional and fictional literary texts and films from ancient times to present. It will include a brief survey of Japanese history as it relates to cultural developments in Japanese literature, film and the arts. There will be a special focus on critically examining literary texts and films to understand and interpret their cultural, social and historical context through primary sources (literature in translation, plays, film, anime, manga, etc.) and secondary sources (literary and cultural criticism). Select readings will introduce students to various topics including folklore, westernization, women's studies, war, and current popular culture. This course is discussion-based and will be conducted in English.

JAPN 197 Japanese Topics (.5-5)

Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture and/or laboratory may be scheduled by the department. Refer to Class Schedule.

Transfer acceptability: CSU; UC – Credit determined by UC upon review of course syllabus.

Topics in Japanese. See Class Schedule for specific topic offered. Course title will designate subject covered.

JAPN 201 Japanese III (5)

5 hours lecture - 1 hour laboratory

Prerequisite: A minimum grade of 'C' in JAPN 102 or three years of high school Japanese**Transfer acceptability:** CSU; UC

This course is the third semester of Japanese. This intermediate level course is a study of the Japanese language and Japanese-speaking cultures, focusing on intermediate level structures and readings of culturally relevant authentic materials. Emphasis is on developing oral, listening, reading and writing skills in order to acquire proficiency in Japanese. Course combines in-class instruction with self-paced study in the World Languages Laboratory. Class is largely conducted in Japanese.

JAPN 202 Japanese IV (5)

5 hours lecture

Prerequisite: A minimum grade of 'C' in JAPN 201 or four years of high school Japanese**Transfer acceptability:** CSU; UC

This course is the fourth semester of Japanese. This intermediate level course is a study of the Japanese language and of special topics on the culture of the Japanese-speaking world. Emphasis is on further development of cross-cultural awareness, as well as, the development of oral, listening, reading and writing skills in order to improve communicative competence in Japanese.

Journalism (JOUR)

Contact the Media Studies Department for further information.

(760) 744-1150, ext. 2440

Office: P-31

For transfer information, consult a Palomar College Counselor.

Associate in Science Degrees -

AS Degree requirements are listed in Section 6 (green pages).

- Multimedia Journalism

Associate in Arts for Transfer -

AA-T, IGETC, and CSUGE requirements are listed in Section 6 (green pages).

- Journalism

Certificates of Achievement -

Certificate of Achievement requirements are listed in Section 6 (green pages).

- Multimedia Journalism

Certificates of Proficiency -

Certificate of Proficiency requirements are listed in Section 6 (green pages).

- Broadcast Journalism

PROGRAMS OF STUDY**Broadcast Journalism**

Provides a background in print journalism and broadcast journalism: practical experience in gathering, writing, editing and producing news. This certificate prepares students for employment in the television news industry.

CERTIFICATE OF PROFICIENCY

| Program Requirements | | Units |
|----------------------|--|-----------|
| JOUR 101 | Multimedia Writing and Reporting | 3 |
| JOUR 105 | Multimedia News Writing and Production | 3 |
| DBA/ENTT 120 | Digital Television Production | 3 |
| DBA 240B | Beginning Television News/Sports | 3 |
| DBA 240D | Advanced Television News/Sports | 3 |
| TOTAL UNITS | | 15 |