

BIOL 200 Foundations of Biology I (5)

3 hours lecture - 6 hours laboratory

Prerequisite: A minimum grade of 'C' in CHEM 110, or concurrent enrollment in CHEM 110**Transfer acceptability:** CSU; UC*

Molecular and cellular biology. Transmission, molecular, and population genetics. Aspects of reproduction of prokaryotes and eukaryotes. Principles of evolution and systematics. Recommended for biology majors.

BIOL 201 Foundations of Biology II (5)

3 hours lecture - 6 hours laboratory

Prerequisite: A minimum grade of 'C' in BIOL 200, or concurrent enrollment in BIOL 200**Transfer acceptability:** CSU; UC*

An examination of the diversity of life, as seen in the Eubacteria, Archaea, and Eukarya, emphasizing the integration of structure and function, development, life histories, phylogenetics, animal behavior, and ecology. Recommended for biology majors.

BIOL 215 Introduction to Biostatistics (4)

3 hours lecture - 3 hours laboratory

Prerequisite: A minimum grade of 'C' in MATH 110 and BIOL 201**Note:** This course does not qualify for mathematics credit**Transfer acceptability:** CSU; UC*; max credit for one course: BIOL 215, PSYC 205, or SOC 205 and MATH 120, one course

An introductory course covering the principles and practice of experimental design and statistical analysis of biological data. Topics include hypothesis formation, development of experimental design and execution, data analysis and interpretation with application to biological and health sciences. Includes extensive use of computer software for statistical simulation and analysis.

BIOL 295 Directed Study in Life Science (1, 2, 3)

3, 6, or 9 hours laboratory

Prerequisite: Approval of project or research by department chairperson**Note:** May be taken 4 times**Transfer acceptability:** CSU; UC – Credit determined by UC upon review of course syllabus.

Independent study for students who have demonstrated skills and/or proficiencies in biology subjects and have the initiative to work independently on projects or research outside the context of regularly scheduled classes. Students will work under the personal supervision of an instructor.

Botany (BOT)

Contact the Life Sciences Department for further information.

(760) 744-1150, ext. 2275

Office: NS-207A

COURSE OFFERINGS**BOT 100 General Botany (4)**

3 hours lecture 3 hours laboratory

Note: Not open to students with prior credit in BOT 101 or 101L.**Transfer acceptability:** CSU; UC – BOT 100 and 101/101L combined: maximum credit, 4 units

The diversity, structure, and function of major plant groups including cellular metabolism, soil water relationships, classification, genetics, life cycle patterns, growth, and the basic ecological and evolutionary concepts of botany. This is a general education course intended for non-science majors.

BOT 101 General Botany Lecture (3)

3 hours lecture

Note: Not open to students with prior credit in BOT 100**Transfer acceptability:** CSU; UC – BOT 100 and 101/101L combined: maximum credit, 4 units

The diversity, structure, and function of major plant groups including cellular metabolism, soil water relationships, classification, genetics, life cycle patterns, growth, and the basic ecological and evolutionary concepts of botany.

BOT 101L General Botany Laboratory (1)

3 hours laboratory

Prerequisite: A minimum grade of 'C' in BOT 101, or concurrent enrollment in BOT 101**Note:** Not open to students with prior credit in BOT 100**Transfer acceptability:** CSU; UC – BOT 100 and 101/101L combined: maximum credit, 4 units

A laboratory course in plant biology. Special emphasis on the structure, growth, function, genetics, and life cycles of major plant groups. This is a general education course intended for non-science majors.

BOT 110 Botany of Spring Wildflowers (4)

3 hours lecture - 3 hours laboratory

Transfer acceptability: CSU; UC

The identification, distribution, and interrelationships of plants in their natural environment; ecological principles; and representative plant communities. Special emphasis will be given to the study of plant families and the use of taxonomic keys.

BOT 115 Plants and People (3)

3 hours lecture

Transfer acceptability: CSU; UC – No credit if taken after 100 or 101/101L

The role of plants in the world ecosystem, including past and present cultural and economic uses for food, medicine, and industrial products. Principles of plant structure and function, with selected topics on plant diversity, plant adaptations, and the interrelationships between plants and people will also be discussed.

BOT 195 Field Study of Native Plants (1, 2, 3)

2, 4, or 6 hours lecture/laboratory

Note: May be taken 4 times**Transfer acceptability:** CSU; UC – Credit determined by UC upon review of course syllabus.

Extended field study of the flora of selected geographical areas including habitats, adaptations, and identification of native and naturalized species. See Class Schedule for locality to be visited. Fee charged.

BOT 197 Botany Topics (.5 - 4)

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

Note: May be taken 4 times**Transfer acceptability:** CSU; UC – Credit determined by UC upon review of course syllabus. Topics in Botany. See Class Schedule for specific topic offered. Course title will designate subject covered.**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
Electives (Select 10-11 units)		
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 CSIT 120/ R CSIS 120	Computer Concepts and 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 BUS 117	Business Law	3
BUS 175	Excel Basic	1
BUS 205	Business Writing	3
CSIT 105 or CSIT 120/ R CSIS 120	Computer Concepts and Applications	3
ECON 100 or ECON 101 and ECON 102	Principles of Economics (Macro) 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 BMGT 105	Introduction to Management Small Business Management	3
CSIT 105 or CSIT 120/ R CSIS 120	Computer Concepts and Applications 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 OIS 102	Beginning Keyboarding 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

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	4
Electives (Select 3 units minimum)		
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	4
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
TOTAL UNITS		16

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

Electives (Select 2 units)

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

TOTAL UNITS 17.5

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	3
GCMW/		
R GCMW 102 or	Web Page Layout I	4
GCMW 102A and	Web Page Layout IA	2
GCMW 102B	Web Page Layout IB	2
LT 154	Information for Life Long Learning	3
TOTAL UNITS		27

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
TOTAL UNITS		32

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 (Select 3 classes totaling 9 units)		Units
BUS 140	Selling for Business	3
BUS 145/ FASH 125	Retailing/Promotion	3
BUS 150	Advertising	3
BUS 155	Marketing	3

Elective Courses (Select 6 units)

BUS 100	Introduction to Business	3
BUS 110	Business Mathematics	3
BUS 138	Business Ethics	2
BUS 142	Customer Service	1

TOTAL UNITS 15

COURSE OFFERINGS

BUS 100 Introduction to Business (3)
3 hours lecture

Transfer acceptability: CSU; UC

Preparation for survival within the global economy. Topics such as small business management, managerial theory, international business, and marketing represent several important class components. Includes strong career guidance component.

BUS 105 Bookkeeping Fundamentals (4)
4 hours lecture

Corequisite: BUS 105L

Note: Not open to students who have completed ACCT 103

Transfer acceptability: CSU

Comprehensive coverage of the basic bookkeeping cycle, including journalizing, posting, worksheet and financial statements; payroll records; petty cash systems; reconciliation of bank statements. Electronic spreadsheeting concepts as they pertain to accounting/bookkeeping are also covered. Designed to give practical preparation for bookkeeping positions.

BUS 105L Bookkeeping Electronic Spreadsheet Lab (5)

1½ hours laboratory

Corequisite: BUS 105**Transfer acceptability:** CSU

This lab provides students with the skills necessary to apply bookkeeping and electronic spreadsheet theory in developing solutions to bookkeeping problems, and to create and generate various accounting reports and financial statements. The bookkeeping exercises completed throughout the semester will closely parallel the problems completed in the BUS 105 Bookkeeping Fundamentals course.

BUS 110 Business Mathematics (3)

3 hours lecture

Transfer acceptability: CSU

Theory and practical application to business situations of computing trade and cash discounts, commissions, payrolls, property taxes, interest, bank discount, compound interest, present value, annuities, sinking funds, insurance, consumer credit, and depreciation.

BUS 115 Business Law (3)

3 hours lecture

Transfer acceptability: CSU; UC – BUS 115, 116, 117, LS 121, PLS 121 combined: maximum credit, one course

Law in its relationships to business contracts, agency, bailment, and sales.

BUS 116 Business Law (3)

3 hours lecture

Recommended preparation: A minimum grade of 'C' in BUS 115

Transfer acceptability: CSU; UC – BUS 115, 116, 117, LS 121, PLS 121 combined: maximum credit, one course

Law in its relationships to negotiable instruments, partnerships, corporations, real property, insurance, wills and estates, and bankruptcy.

BUS 117 Legal Environment of Business (3)

3 hours lecture

Transfer acceptability: CSU; UC – BUS 115, 116, 117, LS 121, PLS 121 combined: maximum credit, one course

Business legal systems, sources of law, social and ethical influences, judicial and administrative systems, contracts, torts, bankruptcy, agency, business organizations, securities regulation, regulation of property, and protection of intellectual property interests.

BUS 125 Business English (3)

3 hours lecture

Transfer acceptability: CSU

Practical approaches to solving the commonly made errors in English language usage, as specifically applied to business-oriented material. Coverage includes vocabulary, spelling, grammar, idioms, sentence structure, and punctuation.

BUS 130 Introduction to Purchasing and Supply Chain Management (3)

3 hours lecture

Transfer acceptability: CSU

Basic principles in purchasing and supply chain management, relationship management, application of processes, inventory management, source selection, obtaining and evaluating offers, buying techniques, contract writing and legal aspects.

BUS 136 Personal Finance (3)

3 hours lecture

Note: Cross listed as FCS 136**Transfer acceptability:** CSU

A study of the effective management of personal and family resources. Budgeting, buying of goods and services, banking, credit, taxation, investing, insurance, home ownership, estate planning, and consumer protection.

BUS 138 Business Ethics (2)

2 hours lecture

Transfer acceptability: CSU

This course provides a systems approach for making business decisions that are responsible, practical, and defensible. It examines the gray zone of ethical quandaries and provides a methodical process for selecting alternative solutions that are ethical and good for business.

BUS 140 Selling for Business (3)

3 hours lecture

Transfer acceptability: CSU

A study of the working principles of selling in a business environment including prospecting for customers, understanding buying behavior, developing a sales presentation, closing the sale while delivering the best customer service, and maintaining professional relationships.

BUS 142 Customer Service (1)

1 hour lecture

Transfer acceptability: CSU

This course covers the entire spectrum of customer service, which includes anything a business does for a customer in order to enhance the customer experience. Central focus of the course is recognition that it is much more costly to attract new customers than it is to maintain current customers.

BUS 145 Retailing/Promotion (3)

3 hours lecture

Note: Cross listed as FASH 125**Transfer acceptability:** CSU

Principles and techniques of retailing, promotion, and advertising pertinent to retail policies and procedures. Includes psychological aspect of retailing. Working foundation for those looking forward to employment in this area.

BUS 150 Advertising (3)

3 hours lecture

Transfer acceptability: CSU

A study of advertising media and methods as sales promotional tools in marketing activities including, but not limited to, such areas as the production and evaluation of advertisements and advertising media.

BUS 155 Marketing (3)

3 hours lecture

Transfer acceptability: CSU

A study of the role and functions of marketing in the wholesale and retail distribution of industrial and consumer goods and services, to familiarize students with marketing policies and practices, integration of marketing activities, and pertinent government regulations.

BUS 157 E-Commerce (3)

3 hours lecture

Recommended preparation: BUS 190**Transfer acceptability:** CSU

Addresses the methods by which a business can harness the powers of the Web to sell its product. Examines planning an e-business, web site creation and hosting, e-commerce stores, electronic payment issues and security, marketing an e-business, copyright, and privacy policy issues.

BUS 158 Marketing Internship (3)

3 hours lecture

Note: Course not offered every semester**Transfer acceptability:** CSU

A group process whereby students form their own promotions company. Students will work with a local business owner for the purpose of creating and implementing a promotional event to be held on campus, at the client's place of business, or at another location, as identified through the research component of their plan. Students will engage in activities which include, but are not limited to, market research, advertising, public relations, and budgeting.

BUS 165 Keyboarding (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Note: May be open entry/open exit**Transfer acceptability:** CSU

Touch-typing of alphabetic, numeric, and symbol keys on a computer keyboard; development of speed and accuracy on straight copy; introduction to basic business document formatting.

BUS 170 Word for Business – Basic (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Recommended preparation: A keyboarding speed of 20 net words a minute

Note: May be open entry/open exit; may be taken 4 times with different subject matter; maximum of 4 completions in any combination of BUS 170, BUS 171; This course cannot be used to satisfy the Office Information Systems A.A. Degree/Certificates.

Transfer acceptability: CSU

Hands on application with Microsoft Word. Students will create, save, close, open, edit, and print a variety of business documents utilizing the following software features: finding and replacing text, moving and copying text; spell, thesaurus, grammar, and auto text; character, paragraph, page, and document formatting; envelopes; tables; columns; borders and special characters; footnotes and endnotes; draw objects and graphics; hyperlinks; styles and templates; outlines; smart tags; and headers/footers. Class Schedule will designate software package covered.

BUS 171 Word for Business – Advanced (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Recommended preparation: A minimum grade of 'C' in BUS 170

Note: May be open entry/open exit; may be taken 4 times with different subject matter; maximum of 4 completions in any combination of BUS 170, BUS 171; This course cannot be used to satisfy the Office Information Systems A.A. Degree/Certificates.

Transfer acceptability: CSU

Refinement of basic word processing skills and practice of the more sophisticated software features of merge; labels; fields; index and table of contents; macros; master and subdocuments; customizing Word; on-screen forms; charts; book-marks and cross-referencing; creating and editing Word web pages; comparing and merging documents; linking and embedding objects; and tracking changes. In addition, more advanced printing, file management, and integration of related software will be covered. The Class Schedule will designate software version covered.

BUS 175 Excel Basic (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Recommended preparation: BUS 110

Note: May be open entry/open exit; may be taken 4 times

Transfer acceptability: CSU

Introduction to a currently used computer spreadsheet application program. Concepts include defining, designing and navigating spreadsheets; creating, editing, formatting, and printing spreadsheets; working with formulas and functions; and working with charts and graphics. A variety of spreadsheets will be created and edited within practical applications designed for the business environment. Class Schedule will designate software package covered.

BUS 176 Excel Intermediate (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Recommended preparation: A minimum grade of 'C' in BUS 175 or Equivalent

Note: May be open entry/open exit; may be taken 4 times

Transfer acceptability: CSU

Development of intermediate spreadsheet skills to manipulate worksheet content using a current computer spreadsheet application program. Intermediate concepts include working with lists, filtering, conditional formatting, pivot tables/charts, worksheet groups, workbook templates, lookup functions, auditing tools, document sharing features, macro basics, and publishing to a web page. Concepts are introduced using practical applications designed for the business environment. Class schedule will designate software package covered.

BUS 177 Excel Advanced (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Recommended preparation: A minimum grade of 'C' in BUS 176 or Equivalent

Note: May be open entry/open exit; may be taken 4 times

Transfer acceptability: CSU

Development of advanced skills using a current computer spreadsheet application program. Advanced concepts and skills include performing complex analyses

using data tables, arrays, scenarios, goal seek and problem-solving tools, and application add-ins; importing data from external sources including text, database, schema, XML, and web files and real-time sources; defining queries; and, writing and executing macros and sub-routines. Concepts and software features are introduced applying practical applications designed for the business environment. Class schedule will designate software package covered.

BUS 180 Access for Business (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Note: May be open entry/open exit; may be taken 4 times

Transfer acceptability: CSU

Introduction to a currently used computer database program. Skills include planning, designing, and using a database; tables; forms and sub forms; reports; queries; and relationships within practical applications designed for the business environment. Class Schedule will designate software package covered.

BUS 185 PowerPoint for Business (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Note: May be open entry/open exit; may be taken 4 times

Transfer acceptability: CSU

Introduction to a currently used computer presentations program to produce effective presentations using overheads, 35mm photographic slides, or on-screen slides. Skills include defining and designing presentations; preparing slides using the slide, slide sorter, outline, notes page, and slide show views; formatting and animating the presentation; and applying templates within practical applications applied to the business environment. Class Schedule will designate software package covered.

BUS 186 Microsoft Publisher (1)

2 hours lecture/laboratory

Recommended preparation: R CSIS 127 and R CSIS 170 or CSIT 130, or BUS 170 or OIS 136.1

Note: May be open entry/open exit; cross listed as R CSIS 130; may be taken 4 times

Transfer acceptability: CSU

Hands-on applications of Microsoft Publisher, a comprehensive software package that combines text, graphics, illustrations, and photographs to produce typeset quality documents for local printer output or for commercial printing. Includes: newsletters; brochures; flyers; web pages; business cards; letterheads and envelopes; advertising and marketing materials; and greeting cards; PDF and web file formats; and printing options.

BUS 187 Project for Business (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Note: May be open entry/open exit; may be taken 4 times with different subject matter

Transfer acceptability: CSU

Hands-on application with Microsoft Project, a comprehensive software package that includes the processes of initiating, planning, executing, controlling, and closing a project to meet project goals. Students will identify ways of completing projects more efficiently and effectively by covering the topics of planning a project; creating a project schedule; communicating project information; assigning resources and costs to a project; tracking the progress of and closing a project; and, sharing project information with other people and applications.

BUS 188 Voice Recognition (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Note: May be open entry/open exit; may be taken 4 times with different subject matter

Transfer acceptability: CSU

Hands-on application with a current voice recognition software package. Training includes training the software to recognize the user's voice; speaking accurately to improve the user's voice profile; opening and closing programs; selecting text; creating, editing, and formatting a variety of business documents; capitalizing, moving, inserting, saving, opening, and printing a variety of business documents;

customizing the software; managing applications and documents; and, managing keyboard and mouse control techniques.

BUS 190 Internet for Business (1)

Course requires 32 hours lecture/laboratory. Students should refer to course listing in Class Schedule for scheduling options.

Note: May be open entry/open exit; may be taken 2 times

Transfer acceptability: CSU

Basic concepts of navigating the Internet and Intranet including terminology, bookmarks/favorites, copying/pasting web pages, search sites/engines, file transfer, e-mail, and attachments with practical applications designed for the business environment. In addition, basic web pages will be created and edited using HTML.

BUS 195 Microsoft Office Integration (1)

2 hours lecture/laboratory

Recommended preparation: Intermediate level knowledge of word processing, database, spreadsheet, and presentation software applications

Note: May be taken 4 times

Transfer acceptability: CSU

Preparation of a variety of business projects that integrate database, spreadsheet, word processing, and presentation software applications.

BUS 197 Business Topics (.5 - 4)

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

Note: May be taken 4 times

Transfer acceptability: CSU

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

BUS 205 Business Writing (3)

3 hours lecture

Prerequisite: A minimum grade of 'C' in BUS 125 or eligibility determined through the Business English placement process

Recommended preparation: ENG 100

Transfer acceptability: CSU

Principles of effective writing applied to business communications. Develops skill in analysis, organization, composition, and presentation of various types of letters, memos, and reports to elicit the desired responses. Formal analytical report required.

Business Management (BMGT)

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).

• Business Management

Certificates of Achievement -

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

• Business Management

PROGRAMS OF STUDY

Business Management

This program includes a selection of courses that provides academic preparation to individuals who are seeking employment, or are currently employed, within the management structure of business.

A.A. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements		Units
ACCT 103	Financial Accounting	4
ACCT 104	Accounting Spreadsheet Lab	1
BMGT 101	Introduction to Management	3

BMGT 115	Organizational Theory and design	3
BMGT 130	Management/Leadership Issues	3
BUS 110	Business Mathematics	3
BUS 115 or	Business Law	
BUS 117	Legal Environment of Business	3
BUS 138	Business Ethics	2
BUS 155	Marketing	3
BUS 170	Word for Business – Basic	1
BUS 180	Access for Business	1
BUS 185	PowerPoint for Business	1
BUS 205	Business Writing	3

Elective Courses (Select 3-4 units)

ACCT 108	Managerial Accounting	4
BMGT 105	Small Business Management	3
BMGT 110	Human Resource Management	3
BMGT 125	Introduction to Labor Relations	3
BUS 130	Intro Purchase/Supply Chain Management	3
BUS 140	Selling for Business	3
BUS 145/		
FASH 125	Retailing/Promotion	3
BUS 157	E-Commerce	3
ECON 100	Basic Economics	3
BMGT 295	Directed Study in Business Management	1-3

TOTAL UNITS 34 – 35

COURSE OFFERINGS

BMGT 101 Introduction to Management (3)

3 hours lecture

Transfer acceptability: CSU

A leadership course designed to enhance understanding of responsibilities associated with management in business. Topics will cover management styles and human behavior factors associated with managing staff.

BMGT 105 Small Business Management (3)

3 hours lecture

Transfer acceptability: CSU

For owners and managers of small businesses. Analysis of personal qualifications, forms of ownership, sources of information, financing, planning, legal problems, record keeping, advertising, insurance, sales promotions, credit, public relations, and current aids to successful management.

BMGT 110 Human Resource Management (3)

3 hours lecture

Transfer acceptability: CSU

A survey of the history and present status of human resource management in the United States. Emphasis on modern techniques of recruitment, placement, wage administration, communications, training, labor relations, and employer employee relationships in modern industry and business.

BMGT 115 Organizational Theory and Design (3)

3 hours lecture

Transfer acceptability: CSU

Policies and methods of organization in business enterprises of various types and sizes. Functional components of business organization: planning, controlling, coordinating, and directing to meet organizational objectives. Establishing lines of authority and functions of departments or units with emphasis on systems management.

BMGT 125 Introduction to Labor Relations (3)

3 hours lecture

Transfer acceptability: CSU

Introduction to, and development of, an appreciation for labor relations; review of procedures involved in negotiation and administration of labor agreements; development of an understanding of the involvement of labor and management in a collective bargaining agreement; and an overview of the general nature of the labor management relationship and labor law as they currently exist in the United States.