

**PROGRAM OF STUDY****International Business**

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

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

Program Requirements		Units
ACCT 103	Financial Accounting	4
ACCT 104	Accounting Spreadsheet Concepts	2
BUS 100	Introduction to Business	3
BUS 110	Business Mathematics	3
BUS 155	Marketing	3
BUS 205	Business Writing	3
IBUS 100	Intro to Int'l Business Mgmt	3
IBUS 105	International Marketing	3
IBUS 110	Cultural Environment/Int'l Business	3
IBUS 115	International Banking and Finance	3
IBUS 120	Essential/Import/Export Procedures	3
CE 100	Cooperative Education	2, 3, 4
<b>TOTAL UNITS</b>		<b>35 - 37</b>

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

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

3 hours lecture

**Recommended preparation:** BUS 100

**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

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

3 hours lecture

**Recommended preparation:** IBUS 100

**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

**Recommended preparation:** IBUS 100

**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.

**Note:** May be taken 4 times

**Transfer acceptability:** CSU

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

**Internet**

See Business, Graphic Communications - Multimedia and Web, and CSIS - Web Technology

**Italian (ITAL)**

Contact the World Languages Department for further information.

(760) 744-1150, ext. 2390

Office: F-5

**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 course-work 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.

**Note:** May be taken 4 times

**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  
**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. This intermediate level course is for students with at least two previous semesters of Italian. Class is largely conducted in Italian.

## Japanese (JAPN)

Contact the World Languages Department for further information.  
 (760) 744-1150, ext. 2390  
 Office: F-5

### 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 (Japanese alphabets). 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 Japanese.

**JAPN 102 Japanese II (5)**  
 5 hours lecture - 1 hour laboratory  
**Prerequisite:** A minimum grade of 'C' in JAPN 101, or JAPN 101A and 101B 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 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.*

**Note:** May be taken 4 times

**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  
**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.

**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 Communications Department for further information.  
 (760) 744-1150, ext. 2440  
 Office: U-12  
 For transfer information, consult a Palomar College Counselor.

### Associate in Arts Degrees -

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

• Journalism

### Certificates of Achievement -

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

• 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	News Writing and Reporting	3
JOUR 105	Newspaper Production	3
RTV/ENTT 120	Digital Television Production	3
RTV 240	Television News	4
RTV 245	Advanced TV News	3
<b>TOTAL UNITS</b>		<b>16</b>

The Broadcast Journalism Certificate of Proficiency is also listed under Radio and Television.

#### Journalism

Provides a background in communication theory and history: practical experience in gathering, writing, editing, and displaying news; and actual newspaper production experience.

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

Program Requirements		Units
JOUR 101	News Writing and Reporting	3
JOUR 105	Newspaper Production	3
JOUR 205	Advanced Newspaper Production	3
JOUR 210	Advanced Newswriting and Reporting	3
JOUR 215 or JOUR 120	Newspaper Editing	3
JOUR 110L	Magazine Journalism	1,2
COMM 100 or COMM 105	Journalism Laboratory	
ENG 100	Mass Media in America	3
	Race, Gender and Media Effects	3
	English Composition	4