

BIOL 195E Field Studies in Tropical Biology (1, 1.5, 2, 2.5, 3)

½-1 hours lecture - 1½-7½ hours laboratory

Note: Fee charged; may be taken 4 times

Transfer acceptability: CSU

Field study in the fauna and flora of selected tropical regions, with emphasis placed upon field identification, observation and interpretation of behavioral and ecological interrelationships of living things to their environment and to one another. See Class Schedule for locality to be visited.

BIOL 197 Biology 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; UC – Credit determined by UC upon review of course syllabus.

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

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 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 195 Field Study of Native Plants (1, 1.5, 2, 2.5, 3)

½-1 hours lecture - 1½-7½ hours 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 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 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, Real Estate

Contact the Business Administration Department for further information.

(760) 744-1150, ext. 2488

Office: MD-341

Associate in Science Degrees -

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

- Advertising, Marketing, and Merchandising
- Business Administration
- Business - General

Associate in Arts Degrees -

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

- E-Marketing
- Internet - Emphasis in Business Education

Certificates of Achievement -

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

- Advertising, Marketing, and Merchandising
- E-Marketing
- 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.S. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT**Program Requirements**

	Units
ACCT 101 Bookkeeping and	4
ACCT 101L Bookkeeping Electronic Spreadsheet Lab or	0.5
ACCT 201 Financial Accounting	4
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	

Electives (Select 6 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 173 Contemporary Job Search Techniques	1
BUS 189 Beyond Outlook Essentials	1
BUS 205 Business Writing	3
BMGT 110 Human Resource Management	3
BMGT 105 Small Business Management	3
CSIT 105 Computer Concepts and Applications or	3
CSIT 120 Computer Applications	3
MATH 120 Elementary Statistics	3
OIS 101 Beginning Keyboarding	2
SPCH 100 Oral Communication	3

TOTAL UNITS **31 - 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.S. DEGREE MAJOR**Program Requirements**

	Units
ACCT 104 Accounting Spreadsheet Concepts	2
ACCT 201 Financial Accounting	4
ACCT 202 Managerial Accounting	4
BUS 115 Business Law or	3
BUS 117 Legal Environment of Business	3
BUS 175 Excel - Basic	1
BUS 205 Business Writing	3
CSIT 105 Computer Concepts and Applications or	3
CSIT 120 Computer Applications	3

ECON 100 Basic Economics	3
or	
ECON 101 Principles of Economics (Macro) and	3
ECON 102 Principles of Economics (Micro)	3
MATH 120 Elementary Statistics	3
MATH 130 Calculus for the Social Sciences	4

TOTAL UNITS **30 - 33**

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.S. DEGREE MAJOR**Program Requirements**

	Units
ACCT 101 Bookkeeping and	4
ACCT 101L Bookkeeping Electronic Spreadsheet Lab or	0.5
ACCT 201 Financial Accounting and	4
ACCT 104 Accounting Spreadsheet Concepts	2
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 Introduction to Management or	3
BMGT 105 Small Business Management	3
CSIT 105 Computer Concepts and Applications or	3
CSIT 120 Computer Applications	3

Electives (Select 6-9 units)

ACCT 115 Sales Tax, Payroll Taxes, and Employee Benefits	2
ACCT 202 Managerial Accounting	4
BUS 116 Business Law	3
BUS 130 Introduction to 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 Beginning Keyboarding or	2
OIS 102 Intermediate Keyboarding	2

TOTAL UNITS **31.5 - 36**

* 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; ECON 101; PSYCH 100

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	4
Electives (Select 3 units minimum)		
BUS 138	Business Ethics	2
BUS 142	Customer Service	1
BUS 180	Access Basic	1
BUS 190	Internet for Business	1
GCIIP 190/ GCMW 190	Copyright for Graphic Designers & Web Developers	1
GCIIP 191/ GCMW 191	Contracts for Graphic Designers & Web Developers	1
GCMW 192/ GCIIP 192	Legal Issues for Graphic Designers & Web Developers	3
TOTAL UNITS		16

E-Marketing

This program combines business skills in marketing and advertising with technical skills in web design and digital media production. Students will gain a working knowledge of Web 2.0 techniques used in e-marketing such as digital media design, search engine optimization, social networking, and other methods of creating digital content for driving website traffic.

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

Program Requirements		Units
BUS 155	Marketing or	3
IBUS 105	International Marketing	3
BUS 150	Advertising	3
BUS 157	E-Commerce	3
BUS 205	Business Writing	3
GCIIP 140	Digital Imaging/Photoshop I	4
GCMW 177	Search Engine Optimization (SEO) for Web Design	4
GCMW 204	Motion Graphics for Multimedia	4
Electives (Select 6 Units)		
ACCT 101	Bookkeeping and	4
ACCT 101L	Bookkeeping Electronic Spreadsheet Lab	0.5
BUS 125	Business English	3
BMGT 105	Small Business Management	3
BUS 117	Legal Environment of Business	3
BUS 140	Selling for Business	3
BUS 145 / FASH 125	Retailing/Promotion	3
BUS 185	Powerpoint for Business	1
BUS 190	Internet for Business	1
GCIIP 141	Digital Imaging/Photoshop II or	4
GCIIP 240	Digital Imaging/Photoshop III	4
GCMW 106	Multimedia for Social Networking	4
GCMW 120	Designing for the Social Web	4
GCMW 140	Web Graphics	4
GCMW 165	Digital Video Design	4
GCMW 205	Digital Video for Multimedia	4
CSIT 70	Web 2.0 - The Web's Edge	3
TOTAL UNITS		30

Entrepreneurship

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

CERTIFICATE OF PROFICIENCY

Program Requirements		Units
ACCT 101	Bookkeeping Fundamentals	4
ACCT 101L	Bookkeeping Electronic Spreadsheet Lab	0.5
BMGT 105	Small Business Management	3
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 Basic	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	Web Site Development with XHTML	3
GCMW 102 or	Web Page Layout I	4
GCMW 102A and	Web Page Layout IA	2
GCMW 102B	Web Page Layout IB	2
TOTAL UNITS		24

Emphasis in Graphic Communications

See Graphic Communications - 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 201	Financial Accounting	4
ACCT 104	Accounting Spreadsheet Concepts	2
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		33

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)
<i>3 hours lecture</i>		
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 110	Business Mathematics	(3)
<i>3 hours lecture</i>		
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)
<i>3 hours lecture</i>		
Transfer acceptability: CSU; UC – BUS 115, 116, 117, LS 121 combined: maximum credit, one course		
Law in its relationships to business contracts, agency, bailment, and sales.		

BUS 116	Business Law	(3)
<i>3 hours lecture</i>		
Recommended preparation: BUS 115		
Transfer acceptability: CSU; UC – BUS 115, 116, 117, LS 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)
<i>3 hours lecture</i>		
Transfer acceptability: CSU; UC – BUS 115, 116, 117, LS 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)
<i>3 hours lecture</i>		
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)
<i>3 hours lecture</i>		
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)
<i>3 hours lecture</i>		
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)
<i>2 hours lecture</i>		
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)
<i>3 hours lecture</i>		
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)
<i>1 hour lecture</i>		
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)**
 $\frac{1}{2}$ hour lecture - $1\frac{1}{2}$ hours laboratory
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)**
 $\frac{1}{2}$ hour lecture - $1\frac{1}{2}$ hours laboratory
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.
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)**
 $\frac{1}{2}$ hour lecture - $1\frac{1}{2}$ hours laboratory
Recommended preparation: 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.
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; bookmarks 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 173 Contemporary Job Search Techniques (1)**
 $\frac{1}{2}$ hour lecture - $1\frac{1}{2}$ hours laboratory
Transfer acceptability: CSU
Use the Internet, current software, and research tools to organize and implement a job search. Includes: on-line resources; preparation and posting of application materials, including digital resume and digital cover letters; interview strategies and mock interviews; industry speakers, and hard copy and online portfolios.
- BUS 175 Excel Basic (1)**
 $\frac{1}{2}$ hour lecture - $1\frac{1}{2}$ hours laboratory
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)**
 $\frac{1}{2}$ hour lecture - $1\frac{1}{2}$ hours laboratory
Recommended preparation: 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)**
 $\frac{1}{2}$ hour lecture - $1\frac{1}{2}$ hours laboratory
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 Basic (1)**
 $\frac{1}{2}$ hour lecture - $1\frac{1}{2}$ hours laboratory
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)*½ hour lecture - 1½ hours laboratory***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)*½ hour lecture - 1½ hours laboratory***Recommended preparation:** BUS 170 or OIS 136.1**Note:** May be open entry/open exit; 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)*½ hour lecture - 1½ hours laboratory***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)*½ hour lecture - 1½ hours laboratory***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; 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 189 Beyond Outlook Essentials (1)*½ hour lecture - 1½ hours laboratory***Note:** May be open entry/open exit; may be taken 4 times**Transfer acceptability:** CSU

Comprehensive study of Outlook, an information management and communication program. In-depth study of Outlook used in intra- and internet environments, for organizational and communication purposes. Outlook terminology and concepts, and applications and projects for organizational intranets and the World Wide Web.

BUS 190 Internet for Business (1)*½ hour lecture - 1½ hours laboratory***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; browsing and searching the web with emphasis on evaluating the credibility of search results; dedicated e-mail systems and web-based email services; social media; portals and accessing a variety of online resources; overview of internet technologies and security issues; and, practical applications designed for the business environment. In addition, the basics of e-Commerce are covered.

BUS 195 Microsoft Office Integration (1)*½ hour lecture - 1½ hours 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 and/or 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 exam process, which is an exam based on content from BUS 125 Business English.**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: MD-341

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 201 Financial Accounting	4
ACCT 104 Accounting Spreadsheet Concepts	2
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 BUS 117 Business Law	3
BUS 117 Legal Environment of Business	3
BUS 138 Business Ethics	2
BUS 155 Marketing	3
BUS 205 Business Writing	3