

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

Prerequisite: A minimum grade of 'C' in BIOL 100; or BIOL 101; or BIOL 114; or BIOL 130; or BIOL 131; or BOT 100; or BOT 101; or ZOO 100; or ZOO 101

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.

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
- 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	3
	or	
ACCT 201	Financial Accounting	4
BUS 110	Business Mathematics	3
BUS 115	Business Law	3
	or	
BUS 117	Legal Environment of Business	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 Communication	3
BMGT 110	Human Resource Management	3
BMGT 105	Small Business Management	3
CSIT 105	Computer Concepts and Applications	3
	or	
CSIT 120	Computer Applications	3
MATH 120	Elementary Statistics	3
OIS 101	Beginning Keyboarding	2
SPCH 100	Oral Communication	3

TOTAL UNITS 27 - 28

Recommended Elective: BUS 171

Business Administration

The Associate in Science in Business Administration two-year degree provides skills necessary for entry-level positions in the field of business.

A.S. DEGREE MAJOR

Program Requirements		Units
ACCT 201	Financial Accounting	4
ACCT 202	Managerial Accounting	4
BUS 115	Business Law	3
	or	
BUS 117	Legal Environment of Business	3
BUS 175	Excel - Basic	1
BUS 205	Business Communication	3
CSIT 105	Computer Concepts and Applications	3
	or	
CSIT 120	Computer Applications	3
ECON 100	Basic Economics	3
	or	
ECON 101	Principles of Economics (Macro)	3
	and	
ECON 102	Principles of Economics (Micro)	3
MATH 120	Elementary Statistics	3
MATH 130	Calculus for Business and the Social Sciences	4
TOTAL UNITS		31

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	3
	or	
ACCT 201	Financial Accounting	4
ACCT 104	Accounting Spreadsheet Concepts	2
BUS 100	Introduction to Business	3
BUS 110	Business Mathematics	3
BUS 115	Business Law	3
	or	
BUS 117	Legal Environment of Business	3
BUS 125	Business English	3
BUS 155	Marketing	3
BMGT 101	Introduction to Management	3
	or	
BMGT 105	Small Business Management	3
CSIT 105	Computer Concepts and Applications	3
	or	
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 Communication	3
* OIS 101	Beginning Keyboarding	2
	or	
OIS 102	Intermediate Keyboarding	2
TOTAL UNITS		32 - 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
GCIP 190/ GCMW 190	Copyright for Graphic Designers & Web Developers	1
GCIP 191/ GCMW 191	Contracts for Graphic Designers & Web Developers	1
GCMW 192/ GCIP 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.S. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements		Units
BUS 155	Marketing	3
	or	
IBUS 105	International Marketing	3
BUS 150	Advertising	3
BUS 157	E-Commerce	3
BUS 205	Business Communication	3
GCIP 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	3
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
GCIP 141	Digital Imaging/Photoshop II	4
	or	
GCIP 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	3
BMGT 105	Small Business Management	3
BUS 138	Business Ethics	2
BUS 155	Marketing	3
BUS 157	E-Commerce	3

Electives (Select 2 units)

BUS 170	Word for Business – Basic	1
BUS 171	Word for Business – Advanced	1
BUS 175	Excel Basic	1
BUS 180	Access Basic	1
BUS 185	PowerPoint for Business	1
BUS 190	Internet for Business	1
TOTAL UNITS		16

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.S. 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
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
	or	
ENG 100	English Composition	4
OIS 120	Intro to Office Info Systems	3
SPCH 115	Interpersonal Communication	3
TOTAL UNITS		31-32

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

C-ID BUS 110

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)
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 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: 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)
3 hours lecture
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)
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)
½ hour lecture - 1½ 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 (I)*½ hour lecture - 1½ hours laboratory***Recommended preparation:** A keyboarding speed of 20 net words a minute**Note:** May be open entry/open exit**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 end-notes; 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 (I)*½ hour lecture - 1½ hours laboratory***Recommended preparation:** BUS 170**Note:** May be open entry/open exit**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 (I)*½ hour lecture - 1½ 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 (I)*½ hour lecture - 1½ hours laboratory***Recommended preparation:** BUS 110**Note:** May be open entry/open exit**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 (I)*½ hour lecture - 1½ hours laboratory***Recommended preparation:** BUS 175 or Equivalent**Note:** May be open entry/open exit**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 (I)*½ hour lecture - 1½ hours laboratory***Recommended preparation:** A minimum grade of 'C' in BUS 176 or Equivalent**Note:** May be open entry/open exit**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 (I)*½ hour lecture - 1½ hours laboratory***Note:** May be open entry/open exit**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 (I)*½ hour lecture - 1½ hours laboratory***Note:** May be open entry/open exit**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 (I)*½ hour lecture - 1½ hours laboratory***Recommended preparation:** BUS 170 or OIS 136.I**Note:** May be open entry/open exit**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 (I)*½ hour lecture - 1½ hours laboratory***Note:** May be open entry/open exit**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 (I)*½ hour lecture - 1½ hours laboratory***Note:** May be open entry/open exit**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 (I)*½ hour lecture - 1½ hours laboratory***Note:** May be open entry/open exit**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 - 1 ½ hours laboratory

Note: May be open entry/open exit**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 - 1 ½ hours laboratory

Recommended preparation: Intermediate level knowledge of word processing, database, spreadsheet, and presentation software applications**Note:** May be open entry/open exit**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.

Transfer acceptability: CSU

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

BUS 205 Business Communication (3)

3 hours lecture

Prerequisite: A minimum grade of 'C' in BUS 125 and English 100, or eligibility determined through the Business English exam process.**Transfer acceptability:** CSU

This course applies the principles of ethical and effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing, and revising business documents using word processing software for written documents and presentation-graphics software to create and deliver professional-level oral reports. This course is designed for students who already have college-level writing skills.

Business International

See International Business

Business Management (BMGT)

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).

- 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.S. 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 Legal Environment of Business	3
BUS 138	Business Ethics	2
BUS 155	Marketing	3
BUS 205	Business Communication	3

Elective Courses (Select 3-4 units)

ACCT 202	Managerial Accounting	4
BMGT 105	Small Business Management	3
BMGT 110	Human Resource Management	3
BMGT 125	Introduction to Labor Relations	3
BMGT 295	Directed Study in Business Management	1 - 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
BUS 170	Word for Business – Basic	1
BUS 180	Access Basic	1
BUS 185	PowerPoint for Business	1
ECON 100	Basic Economics	3

TOTAL UNITS**32 – 33****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.