

Business (BUS)

See also Accounting, Business Management, Insurance, International Business, Legal Studies, 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
- Administrative Assistant
- Business - General
- E-Marketing
- Medical Office Specialist

Associate in Science for Transfer -

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

- Business Administration

Certificates of Achievement -

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

- Advertising, Marketing, and Merchandising
- E-Marketing
- Retail Management

PROGRAMS OF STUDY

Administrative Assistant

This program is designed to prepare the student for an entry level or higher office position and reflects significant changes in the level of preparedness in Digital Information Literacy that is required to enter business and industry.

A.S. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements

ACCT 101	Bookkeeping	3
BUS 100	Introduction to Business	3
BUS 104	Business Information Systems	3
BUS 110	Business Mathematics	3
BUS 120	Introduction to Office Information Systems	

Recommended Electives

BUS 152	Social Media for Business	3
BUS 166	Intermediate Keyboarding	2
BUS 167	Microsoft Office Integration	3
BUS 171	Word for Business - Advanced	1
BUS 173	Contemporary Job Search Techniques	1
BUS 176	Excel Intermediate	1
BUS 187	Project for Business	1
BUS 190	Internet for Business	1
BUS 205	Business Communication	3

TOTAL UNITS **31**

Credit For Certified Administrative Professional (Cap) Certification:

Individuals who hold the certification for Certified Professional Secretary (CPS) or Certified Administrative Professional (CAP) may apply to the Business Administration Department for units toward an Administrative Assistant Associate in Arts Degree. The units granted, with a grade of CR, will be posted to the student's transcript upon completion of the remaining AA degree requirements. Students must provide evidence of successful completion of the CPS or CAP certification.

Advertising, Marketing, and Merchandising

This program is designed to provide a general academic background of coursework 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
SPCH 100 Oral Communication	3

TOTAL UNITS **27 - 28**

Recommended Elective: BUS 171

Business Administration

The Associate in Science in Business Administration for Transfer degree provides students the basic functions of business including accounting, economics, business ethics, business related soft-ware applications, business communications and business statistical study. The degree prepares students for entry into an extraordinary number of academic studies such as: accounting, finance, marketing, business administration, advertising, merchandizing, banking, economics, entrepreneurial studies, health care management, hospitality management, international business, and public relations. It can also provide skills necessary for entry-level positions in the field of business.

To obtain the Associate in Science in Business Administration for Transfer, students must complete the following:

Maximum of 60 CSU-transferable units with a minimum grade point average (GPA) of 2.0 and a grade of "C" or better in all courses required for the major:

- a minimum of 18 semester units in the major as determined by the community college district, and:

one of the following general education patterns:

• the California State University General Education-Breadth (CSU GE-Breadth) pattern of 39 units; OR:

• the Intersegmental General Education Transfer Curriculum (IGETC) pattern of 37 units

AS-T TRANSFER MAJOR

Program Requirements

ACCT 201	Financial Accounting	4
ACCT 202	Managerial Accounting	4
ECON 101	Principles of Economics (Macro)	3
ECON 102	Principles of Economics (Micro)	3
BUS 117	Legal Environment of Business	3

List A: Select one of the following:

MATH 130	Calculus for Business and the Social Sciences	4
MATH 120	Elementary Statistics	3

List B: Select two of the following or any course from List A not already chosen:

CSIT 105	Computer Concepts and Applications	3
BUS 100	Introduction to Business	3
	or	
BUS 205	Business Communication	3

TOTAL UNITS 26 - 27

Business-General

This program is primarily designed for students who are seeking an overview of business. The program provides skills necessary for entry-level positions in the field of business. If transferring to a four year institution use the Associate Degree for Transfer Business (AD-T Business Administration).

A.S. DEGREE MAJOR

Program Requirements

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 165	Beginning Keyboarding	2
	or	
BUS 166	Intermediate Keyboarding	2
BUS 205	Business Communication	3
BUS 181	Access Intermediate	1
BUS 182	Access Advanced	1
BUS 205	Business Communication	3

TOTAL UNITS 32 - 36

* Not required if acceptable level skill has been completed in high school. Students excused from BUS 165 must substitute an elective.

Recommended Electives: BUS 170, 171; ECON 101; PSYCH 100

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

BUS 150	Advertising	3
BUS 152	Social Media for Business	3
BUS 155	Marketing	3
	or	
IBUS 105	International Marketing	3
BUS 157	E-Commerce	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	3
BMGT 105	Small Business Management	3
BUS 104	Business Information Systems	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
BUS 205	Business Communication	3
GCIIP 141	Digital Imaging/Photoshop II	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

Medical Office Specialist

Provides specific front-office skills for an entry-level position in a medical-related facility.

A.S. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements		
BUS 80	Medical Terminology and Anatomy	4
BUS 82	Medical Insurance Billing and Coding	3
BUS 84	Healthcare Writing Techniques	2
BUS 86	Electronic Health Record Applications	2
BUS 88	Medical Office Administration	3
BUS 120	Introduction to Office Information Systems	3
BUS 166	Intermediate Keyboarding	2
CE 150	Cooperative Education Internship	2 - 3
Demonstrate the ability to type 45 net words per minute for five minutes with 5 errors or less		
TOTAL UNITS		21 - 22

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
BUS 120	Intro to Office Info Systems	3
SPCH 115	Interpersonal Communication	3
TOTAL UNITS		31-32

COURSE OFFERINGS

BUS 80	Medical Terminology and Anatomy	(4)
(Formerly OIS 80)		
4 hours lecture		
Basic medical terms with emphasis on word analysis and construction. Overview of anatomy and the pathological, diagnostic, therapeutic, and surgical terms related to the body as a whole and the integumentary, digestive, urinary, musculo-skeletal, and male reproductive systems.		
BUS 82	Medical Insurance Billing and Coding	(3)
(Formerly OIS 82)		
3 hours lecture		
Recommended preparation: BUS 80		
Provides entry level skills in medical insurance, billing, diagnostic and medical procedural coding with CPT-4 and ICD-9 guidelines. Includes compiling and abstracting information from the medical record utilizing computer coding techniques and promoting accurate reimbursement of medical claims. Prepares and utilizes health care claim forms.		

BUS 84	Healthcare Writing Techniques	(2)
2 hours lecture		

Prerequisite: A minimum grade of 'C' in BUS 80

Application of writing skills to common writing situations found in various medical settings following HIPAA rules and standards. Includes the writing of medical letters, memos, and emails; medical records including charting and documenting; a variety of medical reports; meeting minutes; research and manuscripts.

BUS 86	Electronic Health Record Applications	(2)
(Formerly OIS 86)		
2 hours lecture		

Recommended preparation: BUS 80

Application of technology in the health care industry. Includes overview of EHR software; privacy, confidentiality, and security of the EHR; transitioning from paper charts to the EHR; administrative use of the EHR; using the EHR for reimbursement; the EHR role in health promotion and patient education; and, the personal health record and patient advocacy.

BUS 88	Medical Office Administration	(3)
(Formerly OIS 88)		
3 hours lecture		

Recommended preparation: BUS 80

Designed to prepare students for employment as a medical administrative assistant. Topics include the career of a medical administrative assistant; the health care team; medical law and ethics; patient diversity, communications, appointment scheduling, and reception/registration; patient services of HIM, HIPAA, medical billing, health insurance and benefits (CMS-1500, Tricare, CHAMPVA, COBRA); directing the activities of the medical office (business operations, financial management, and human resource management); and, job search essentials.

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 104	Business Information Systems	(3)
3 hours lecture		

Transfer acceptability: CSU

Examination of information systems and their role in business. Focus on information systems, database management systems, networking, e-commerce, ethics and security, computer systems hardware and software components. Application of these concepts and methods through hands-on projects developing computer-based solutions to business problems.

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 120 Introduction to Office Information Systems (3)**
 3 hours lecture
Note: Offered in the fall semester, day only; spring semester, night only
Transfer acceptability: CSU
 How automation has changed and restructured the modern office and the specific role technology is playing in that change. Topics covered will include computer fundamentals, key software applications, electronic communications, creation of basic web pages, networking, distance learning, and careers. At the conclusion of this course, students will be prepared to take the IC3 certification.
- 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 152 Social Media for Business (3)**
 3 hours lecture
 Explores social media use from a business perspective. Students learn how to develop a social media strategy to promote business, build strong customer relationships, and coordinate a common message across multiple channels. Strategic and tactical review of the major social networking platforms will be reviewed in order to drive business goals and create a personal brand online.
- 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 Beginning Keyboarding (2)**
 1 hour lecture - 3 hours laboratory
Note: May be open entry/open exit
Transfer acceptability: CSU
 Introduction to basic business document formatting. Touch-typing of alphabetic, numeric, and symbol keys on a computer keyboard. Includes development of speed and accuracy on straight copy.
- BUS 166 Intermediate Keyboarding (2)**
 1 hour lecture - 3 hours laboratory
Recommended preparation: BUS 165, or a keyboarding speed of 30 net words per minute
Transfer acceptability: CSU
 Continued development of higher speed and accuracy timed writing goals from BUS 165. Emphasis is placed on production of a variety of more complicated multipage business documents and forms.
- BUS 167 Microsoft Office Integration (3)**
 1½ hour lecture - 4½ hours laboratory
Recommended preparation: BUS 120
Transfer acceptability: CSU
 Preparation of a variety of business projects that integrate database (Access),

spreadsheet (Excel), word processing (Word), and presentation software applications (PowerPoint). Also includes electronic calendaring (Outlook) and page layout and design (Publisher).

BUS 169 Data Entry Skills (1)

(Formerly OIS 108)

½ hour lecture - 1½ hours laboratory

Recommended preparation: BUS 165

Transfer acceptability: CSU

Development of 10-key touch on the computer numeric keypad as applied to a variety of business-related forms. Speed and accuracy are measured to industry standards.

BUS 170 Word for Business – Basic (1)

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 (1)

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 (1)

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 (1)

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 (1)

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 (1)

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 (1)

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 181 Access Intermediate (1)

½ hour lecture - 1½ hours laboratory

Prerequisite: A minimum grade of 'C' in BUS 180

Transfer acceptability: CSU

Study and application of Microsoft Office Access including creating advanced queries and enhancing table design; creating custom forms; creating custom reports; and, importing, exporting, linking and analyzing data.

BUS 182 Access Advanced (1)

½ hour lecture - 1½ hours laboratory

Prerequisite: A minimum grade of 'C' in BUS 181

Transfer acceptability: CSU

Advanced application of Microsoft® Office Access including applying action queries and advanced table relationships; creating macros; and managing and securing databases at the user level.

BUS 185 PowerPoint for Business (1)

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 187 Project for Business (1)

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 189 Beyond Outlook Essentials (1)
 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 - 1½ 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 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
 C-ID BUS 115
 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.

BUS 210 Business Office Procedures (3)
 3 hours lecture
Prerequisite: Completion of, or concurrent enrollment in BUS 104, and BUS 166
Transfer acceptability: CSU

The role of administrative support personnel in today's office environment, including topics in workplace dynamics; professional image and business etiquette; ethics; leadership and management; customer service; written and verbal communications; records and financial management; meeting and event planning; travel arrangements; workplace mail and duplicating; job search and advancement; job performance evaluation.

Business International

See International Business

Business Management (BMGT)

Contact the Business Administration Department for further information.
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 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.