

# BIOLOGICAL SCIENCES • BUSINESS

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

## 092E • SPECIAL PROJECTS IN ENVIRONMENTAL STUDIES 2.0 units

Total Arranged Lab: 96 hours

Advisory: BIOSC 025, Eligibility for ENGL 001A and READ 053.

In this hands-on course, student groups carry out research projects that address global problems by applying local solutions. Research is under the guidance of a faculty member and may include topics such as vermiculture, sustainable aquaponics, habitat enhancement, or burrowing owl conservation. Topics are determined in consultation with the instructor and the members of the student's team and are different each semester. This course is also listed as GLOBL 092E. *Pass/No Pass Option.*

## BUSINESS (BUS)

DIVISION: Business and Technology  
 DEPARTMENT: Business  
 DEAN: Mina Jahan  
 DIVISION CHAIR: Curtis Pembrook  
 DEPT CHAIR: Jim Van Tassel  
 PHONE: 408-855-5344  
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Business skills are applicable to a wide range of areas and careers. Whether you are pursuing a career in business or another discipline, Mission College's Business Department can help you build the skills necessary to succeed on the job.

The Business Department offers courses in wide range of topics as well as degree and certificate programs. Classes meet during the day, evening, online and on weekends. Many certificate programs can now be completed entirely through distance learning. Classes are offered on a rotating basis in a number of delivery formats.

Student Learning Outcomes:

Upon successful completion of the Business program, students will be able to:

- Describe the functions of American business;
- Choose a business career path;
- Transfer to colleges and universities;
- Successfully operate a business.

Career Options:

- Account Executive
- Analyst
- Bank Employee
- Buyer
- Data Entry Specialist
- Entrepreneur
- Financial Planner
- Government Service
- Insurance Rep
- Investment Counselor
- Manager
- Public Administration
- Purchasing Agent
- Real Estate
- Retail/Industrial Sales
- Stockbroker
- Tax Consultant

There are many self-employment opportunities available in these fields. Some career options require more than two years of college study.

Highlights:

- Additional training in courses acceptable as electives for civil services occupations.
- Hands-on experience in the use of computers for business purposes.
- Opportunities for work experience in local industry and business.
- Training for small business management/entrepreneurship.

### Business Associate in Science

Business faculty recommend the A.S. degree program for the most comprehensive two year business education but Business Certificates are useful to students wishing to certify achieved competencies for occupational purposes. You will have greater success developing your majors and higher grade point averages if you delay more difficult advanced courses until you have learned the knowledge in basic foundation courses; BUS 51, Introduction to American Business, and BUS 64B, Business Math Using Calculators, are foundation courses that should be the first two courses in your college program to prepare you to achieve more difficult business courses such as economics and accounting with greater ease.

#### Dept. Core Courses (14 units required) Units

BUS 021	.....Introduction to Business Computing.....	3.0
BUS 021L	.....Introduction to Business Computing Laboratory...	1.0
BUS 028A	.....Business Law I .....	3.0
BUS 051	.....Introduction to American Business .....	3.0
BUS 064B	.....Business Math .....	4.0
<b>Total Core Course Requirements:</b> .....		<b>14.0</b>

#### Dept. Elective Core Courses (16 units) Units

BUS 010	.....Global Business.....	3.0
BUS 028B	.....Business Law II .....	3.0
BUS 050	.....Administrative Office Procedures .....	4.0
BUS 052	.....Fundamentals of Financial Investments.....	3.0

# BUSINESS

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BUS 054	.....Small Business Start Up & Management	.....3.0
BUS 061	.....Business and Society	.....3.0
BUS 078B	.....Business Communications	.....3.0
BUS 079	.....Human Relations Applied in Business	.....3.0
BUS 086	.....Building Business Websites	.....3.0
<b>Total Additional Electives Required:</b>		<b>.....16.0</b>

Up to a maximum of six (6) non-Business units may substitute for the Business electives listed above from Accounting; Computer Applications; Hospitality Management 050, 053, 059, or 076; Management and Supervision; Marketing; or Real Estate.

**Total Units Required for A.S. Degree Confirmation: .....30.0**

## Business Associate in Arts

Core Curriculum Courses (Required)	Units
BUS 021L	.....Introduction to Business Computing Laboratory... 1.0
BUS 028A	.....Business Law I .....3.0
BUS 051	.....Introduction to American Business .....3.0
ACCTG 001A	.....Principles of Accounting .....4.0
ACCTG 001B	.....Principles of Accounting .....4.0
ECON 001A	.....Principles of Macroeconomics .....3.0
ECON 001B	.....Principles of Microeconomics .....3.0
MATH 008	.....Finite Mathematics .....3.0
MATH 010	.....Elementary Statistics .....3.0
<b>Total A.A. Units Transferable to Major:</b>	<b>.....20.0 - 27.0</b>

Plus a minimum of 3 units from the list of courses below. Additional units may be used in substitution for ACCTG 1B and ECON 1B.

BUS 021	.....Introduction to Business Computing	.....3.0
BUS 028B	.....Business Law II	.....3.0
BUS 052	.....Financial Investments	.....3.0
BUS 054	.....Small Business Start Up and Management	.....3.0
BUS 064B	.....Business Math	.....4.0
BUS 078B	.....Business Communications	.....3.0
BUS 079	.....Human Relation in Business	.....3.0
BUS 086	.....Building Business Websites	.....3.0
<b>Total A.A. Major Units Required:</b>		<b>.....30.0</b>

\*TRANSFER NOTE: Some Business transfers may require different sequence of courses, see Transfer Planning Guide available at the Counseling Center for requirements.

## Business Essentials Certificate of Proficiency

Mission College offers a Business Essentials Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to conduct essential business functions.

Core Curriculum Course (Required)	Units
BUS 051	.....Introduction to American Business .....3.0
BUS 064B	.....Business Math .....4.0

Plus 9 units from the following:	Units
BUS 010	.....Global Business .....3.0
BUS 028A	.....Business Law I .....3.0
BUS 021	.....Introduction to Business Computing .....3.0
BUS 021L	.....Introduction to Business Computing .....1.0
BUS 055	.....Business Strategy for Success .....3.0
BUS 077	.....Quality Customer Service .....3.0
BUS 078B	.....Business Communications .....3.0
BUS 079	.....Human Relations Applied in Business .....3.0
<b>Total Program Certificate Requirements:</b>	<b>.....16.0</b>

## Business Professional Certificate of Proficiency

Mission College offers a 16-unit Business Professional Certificate to students who successfully complete 16 or more units of additional coursework as outlined below. This certificate further develops a student's business skills after completion of the Business Essentials Certificate.

Choice of 9 units from the following:	Units
BUS 027	.....Starting an e-Business .....1.0
BUS 050	.....Administrative Office Procedures .....3.0
BUS 052	.....Fundamentals of Financial Investing .....3.0
BUS 054	.....Small Business Start Up and Management .....3.0
BUS 054A	.....The Business Plan .....1.0
BUS 061	.....Business and Society .....3.0
BUS 078C	.....Business Report Writing .....3.0
BUS 078E	.....Persuasive Business Writing .....1.0
BUS 086	.....Building Business Websites .....3.0
BUS 082A	.....Business Spreadsheets Using Excel .....3.0
BUS 083A	.....Business Presentations Using Powerpoint .....3.0

Choice of 7 units from the following:	Units
MKT 056A	.....Marketing Principles .....3.0
MGMT 103	.....Functions of Management .....3.0
RLEST 090	.....Principles of Real Estate .....3.0
ACCTG 001A	.....Principles of Accounting .....4.0
WRKEX	.....Business Work Experience .....3.0
<b>Total Units</b>	<b>.....16.0</b>

## Business Communications Certificate of Achievement

Mission College offers a 16-unit Business Communications Certificate to students who successfully complete 16 or more units of coursework as outlined below. The business communications certificate prepares students with important communication skills required for success in a wide range of business areas.

Choose a minimum of 2 courses from the following:	Units
BUS 078A	.....Basic Business Correspondence .....3.0
BUS 078B	.....Business Communications .....3.0
BUS 078C	.....Business Report Writing .....3.0
Choose a minimum of 2 courses from the following:	Units
BUS 078D	.....Grant Writing .....1.0
BUS 078E	.....Persuasive Business Writing .....1.0
BUS 078F	.....Business Writing for the Web .....1.0
BUS 078G	.....Business Writing for Human Resources .....1.0
BUS 078H	.....Writing Effective E-mail for Business .....1.0
Choose a minimum of 8 units from the following:	Units

BUS 077	.....Quality Customer Service .....3.0
BUS 077B	.....Customer Service Phone Skills .....0.5
BUS 077C	.....50 Ways to Improve Customer Service .....0.5
BUS 079	.....Human Relations Applied in Business .....3.0
BUS 083A	.....Business Presentations Using Powerpoint .....3.0
COMM 004	.....Small Group Communication .....3.0
COMM 012	.....Introduction to Intercultural .....3.0
<b>Total Units</b>	<b>.....16.0</b>

## Business Communication Core Skills - Certificate of Proficiency

Mission College offers a 9-unit Business Communications Core Skills Certificate to students who successfully complete 9 or more units of coursework as outlined below. Earning a Business Communications Core Skills Certificate demonstrates students have completed core coursework in business Communications.

Choose a minimum of 2 courses from the following:	Units
BUS 078A	.....Basic Business Correspondence .....3.0
BUS 078B	.....Business Communications .....3.0
BUS 078C	.....Business Report Writing .....3.0
Choose a minimum of 1 course from the following:	Units
BUS 077	.....Quality Customer Service .....3.0
BUS 079	.....Human Relations Applied in Business .....3.0
BUS 083A	.....Business Presentations Using Powerpoint .....3.0
COMM 004	.....Small Group Communication .....3.0
COMM 012	.....Introduction to Intercultural .....3.0
<b>Total Units</b>	<b>.....9.0</b>

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## Business Computing - Certificate of Achievement

Mission College offers a 16-unit Business Computing Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary computing skills to work in business.

Core Curriculum Courses (Required)	Units
BUS 021 .....Introduction to Business Computing .....	3.0
BUS 021L .....Introduction to Business Computing .....	1.0
<b>Choose a minimum of 12 units from the following:</b>	<b>Units</b>
BUS 025 .....Introduction to Systems Analysis .....	3.0
BUS 027 .....Starting an e-Business .....	1.0
BUS 082A .....Business Spreadsheets Using Excel .....	3.0
BUS 083A .....Business Presentations Using Powerpoint .....	3.0
BUS 086 .....Building Business Websites .....	3.0
CA 045A .....Introductory Microsoft Project .....	1.0
CA 046D .....Introduction to Microsoft Powerpoint .....	1.0
CA 046E .....Intermediate Microsoft Powerpoint .....	1.0
CA 062B .....An Introduction to Microsoft Excel .....	1.0
CA 063B .....Intermediate Microsoft Excel .....	2.0
<b>Total Program Certificate Requirements:</b> .....	<b>16.0</b>

## Business Computing Core Skills - Certificate of Proficiency

Mission College offers a 9-unit Business Computing Core Skills Certificate to students who successfully complete 9 or more units of coursework as outlined below. Earning a Business Computing Core Skills Certificate demonstrates students have completed core coursework in business computing.

Core Curriculum Courses (Required)	Units
BUS 021 .....Introduction to Business Computing .....	3.0
BUS 021L .....Introduction to Business Computing .....	1.0
<b>Choose a minimum of 5 units from the following:</b>	<b>Units</b>
BUS 025 .....Introduction to Systems Analysis .....	3.0
BUS 027 .....Starting an e-Business .....	1.0
BUS 082A .....Business Spreadsheets Using Excel .....	3.0
BUS 083A .....Business Presentations Using Powerpoint .....	3.0
BUS 086 .....Building Business Websites .....	3.0
CA 045A .....Introductory Microsoft Project .....	1.0
CA 046D .....Introduction to Microsoft Powerpoint .....	1.0
CA 046E .....Intermediate Microsoft Powerpoint .....	1.0
CA 062B .....An Introduction to Microsoft Excel .....	1.0
CA 063B .....Intermediate Microsoft Excel .....	2.0
<b>Total Units</b> .....	<b>9.0</b>

## E-Business Certificate of Achievement

Mission College offers a 9-unit E-Business Certificate to students who successfully complete 9 or more units of coursework as outlined below. This certificate prepares students with the necessary skills required to conduct e-business.

Core Curriculum Course (Required)	Units
BUS 027 .....Starting an e-Business .....	1.0
<b>Choose a minimum of 8 units from the following:</b>	<b>Units</b>
BUS 054A .....The Business Plan .....	1.0
BUS 078F .....Business Writing for the Web .....	1.0
BUS 086 .....Building Business Websites .....	3.0
BUS 086A .....Building Business Web Sites: Basics .....	1.0
MKT 072 .....Social Media Marketing .....	1.0
MKT 072A .....Blogging for Business .....	0.5
MKT 072B .....Webcast Marketing .....	0.5
MKT 084 .....Internet Marketing .....	3.0
<b>Total Units</b> .....	<b>9.0</b>

## Global Business - Certificate of Achievement

Mission College offers a 16-unit Global Business Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to conduct global business.

Core Curriculum Courses (Required)	Units
BUS 010 .....Global Business .....	3.0
MGMT 103 .....Functions of Management .....	3.0
MKT 060 .....International Marketing .....	3.0
<b>Choose a minimum of 7 units from the following courses:</b>	<b>Units</b>
BUS 028A .....Business Law I .....	3.0
BUS 055 .....Business Strategy for Success .....	3.0
BUS 055A .....Industry and Competitive Analysis .....	1.0
COMM 012 .....Introduction to Intercultural .....	3.0
GLOBL 001 .....Global Perspectives .....	3.0
MKT 058 .....Marketing Research .....	3.0
MKT 062 .....Global Exporting and Importing .....	1.0
MKT 074 .....Purchasing .....	3.0
.....or	
BUS 074 .....Purchasing .....	3.0
MKT 084 .....Internet Marketing .....	3.0
MGMT 022 .....Budgeting for Managers .....	0.5
MGMT 025 .....Diversity in the Workplace .....	0.5
POLIT 004 .....International Relations .....	3.0
<b>Total Units</b> .....	<b>16.0</b>

## Small Business Start Up - Certificate of Achievement

Mission College offers a 16-unit Small Business Start Up Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to start and/or manage their own business.

Core Curriculum Courses (Required)	Units
BUS 054 .....Small Business Start Up and Management .....	3.0
BUS 054A .....The Business Plan .....	1.0
<b>Choose a minimum of 9 units from the following:</b>	<b>Units</b>
BUS 028A .....Business Law I .....	3.0
BUS 055 .....Business Strategy for Success .....	3.0
BUS 064A .....Basic Business Arithmetic .....	3.0
BUS 077 .....Quality Customer Service .....	3.0
BUS 079 .....Human Relations Applied in Business .....	3.0
MGMT 113 .....Management in Practice .....	3.0
MKT 040 .....Professional Selling .....	3.0
MKT 056A .....Marketing Principles .....	3.0
<b>Choose a minimum of 2 units from the following:</b>	<b>Units</b>
ACCTG 021A .....Basic Accounting I .....	2.0
BUS 027 .....Starting an e-Business .....	1.0
BUS 054B .....Franchising .....	0.5
BUS 055A .....Industry and Competitive Analysis .....	1.0
BUS 054C .....Small Business Finance .....	0.5
MGMT 021 .....Project Management .....	0.5
MGMT 022 .....Budgeting for Managers .....	0.5
<b>Choose a minimum of 1 unit from the following Sales and Market-</b>	<b>Units</b>
<b>ing electives:</b>	
BUS 077A .....Maximizing Sales With Salesforce.com .....	1.0
MKT 040A .....Fundamentals of Selling .....	0.5
MKT 040B .....Prospecting Strategies .....	0.5
MKT 070A .....Keys to Successful Product Launch .....	0.5
MKT 072B .....Podcast Marketing .....	0.5
MKT 081B .....Getting Your First Customer .....	0.5
<b>Total Units</b> .....	<b>16.0</b>

# BUSINESS

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## BUSINESS (BUS)

(See also Accounting, Marketing, Management & Supervision, Real Estate, and Computer Applications.)

### 010 • GLOBAL BUSINESS 3.0 units

Total Lecture: 54 hours

Advisory: MATH 903, Eligibility for ENGL 001A and READ 053

Acceptable for credit: California State University

This course provides a comprehensive overview of global business including international management, finance, law, global strategy and marketing. This course may also be offered via distance learning. *Pass/No Pass Option.*

### 021 • INTRODUCTION TO BUSINESS COMPUTING 3.0 units

Total Lecture: 54 hours

Advisory: Eligibility for ENGL 001A and READ 053 and knowledge of business computing systems.

Acceptable for credit: University of California, California State University

This course provides an overview of computer information systems and introduces computer hardware, software, procedures, systems analysis and design, business applications software and their integration and application in business and other segments of society. Business majors must take BUS 021. Mission College CIS 002 is not a substitute for BUS 021. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 021L • INTRODUCTION TO BUSINESS COMPUTING LAB 1.0 unit

Total Lab: 54 hours

Advisory: Eligibility for ENGL 001A and READ 053

Corequisite: BUS 021

Acceptable for credit: University of California, California State University

This course provides an overview of how to use common software packages for business applications including word processing, spreadsheets, graphic presentations and how to use the Internet. This hands-on computer work will augment the basic concepts covered in BUS 021. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 025 • INTRO TO SYSTEMS ANALYSIS AND DESIGN 3.0 units

Total Lecture: 36 hours, Total Lab: 54.4

Prerequisite: BUS 021, BUS 021L and BUS 051

Acceptable for credit: California State University

This course is an introduction to systems development methodologies, techniques and tools. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 027 • STARTING AN E-BUSINESS 1.0 units

Total Lecture: 18 hours

Advisory: BUS 021 and BUS 021L

Acceptable for credit: California State University

This course introduces students to the basics of electronic business and commerce. This course covers theory and practice of doing business over the Internet, strategies for business, marketing, customer service, electronic payment, supplier management, purchasing, and legal considerations. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 028A • BUSINESS LAW I 3.0 units

Total Lecture: 54 hours

Acceptable for credit: University of California, California State University

This course provides an introduction to the laws in the United States with an emphasis on matters relating to the conduct of business and commerce. Specific topics covered include an overview of law making, governmental regulation, dispute resolution, courts and the court system, court cases and procedures, agency relationships, business styles and contracts. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 028B • BUSINESS LAW II 3.0 units

Total Lecture: 54 hours

Advisory: BUS 028A

Acceptable for credit: University of California, California State University

This course is a continuation of BUS 028A, an introduction to law relating to the conduct of business, and covers laws governing sales and leases, debtor-creditor relations, negotiable instruments, international law and governmental regulation. (Note: UC credit limited to either BUS 28A or 28B) *This course may also be offered via distance learning. Pass/No Pass Option.*

### 028C • HUMAN RESOURCES AND THE LAW 1.0 units

Total Lecture: 18 hours

This course provides an overview of human resources and the law in California. Fundamentals of labor and employment law are covered including topics such as discrimination, harassment, workplace privacy, wage and hour regulations, unions and collective bargaining, leaves of absence, agency relationships, workers compensation, American with Disabilities Act and reductions in force. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 028D • SEXUAL HARASSMENT IN THE WORKPLACE 1.0 units

Total Lecture: 18 hours

This course provides an overview of sexual harassment issues in the workplace. Students review the legal definitions of harassment and relevant court cases, discuss employers' responsibilities and the costs associated with harassment, address corporate culture, preventative measures, training, and future developments. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 037 • FUNDAMENTALS OF PROJECT MANAGEMENT 3.0 units

Total Lecture: 54 hours

Advisory: Eligibility for ENGL 001A and READ 053

Acceptable for credit: California State University

In this course, students will learn the secrets to successful project management: how to create a plan, implement it, monitor progress, correct as necessary and deliver as promised. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 038 • APPLIED PROJECT MANAGEMENT 3.0 units

Total Lecture: 54 hours

Advisory: Eligibility for ENGL 001A and READ 053

Acceptable for credit: California State University

In this course, students apply project management skills to real life project situations. Emphasis is placed on practical application of project management principles, processes, and techniques, including project control, cost management, project tracking, and project outsourcing. Students also learn how to control project schedules, budgets, and scope using a variety of techniques. In-class exercises and case studies lead students to skills they can immediately apply to their own projects. *This course is a cross listing of MGMT038. This course may also be offered via distance learning. Pass/No Pass Option.*

### 050 • ADMINISTRATIVE OFFICE PROCEDURES 3.0 units

Total Lecture: 54 hours

Acceptable for credit: California State University

This course explores procedures and skills required for today's automated office. Mailing services, financial records, office correspondence, meeting planning, calendaring, office equipment, telephone techniques, and records management are presented. The course also includes planning and job preparation for office careers. The latest trends in managing global or virtual offices are discussed. *This course may also be offered via distance learning. Pass/No Pass Option.*

### 051 • INTRODUCTION TO AMERICAN BUSINESS 3.0 units

Total Lecture: 54 hours

Acceptable for credit: University of California, California State University

In this survey course, students are introduced to career opportunities available in business. The course helps direct students towards career paths and a major which best reflect their own personal aptitudes, interests and skills. Students simulate setting up their own business to experience different facets of the business arena. The students develop an overall personal concept of the functions of business and its role in society, how today's worker fits in the workplace, and who gets hired, promoted or fired. The students are exposed to the skills that will be needed in the future, how decisions are made in the workplace and in business, including sole proprietorship, partnership and corporate functions, and international trade and competitiveness. This is a required first course for all business majors, and should be taken within their first year as a business major. *This course may also be offered via distance learning. Pass/No Pass Option.*

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## 052 • FUNDAMENTALS OF FINANCIAL INVESTMENTS 3.0 units

Total Lecture: 54 hours

Advisory: MATH 903

Acceptable for credit: California State University

This course provides students with the fundamentals to make sound financial investment decisions. Study will involve learning about the investment environment, the risks and returns associated with different types of financial investments, and the establishment of investment objectives consistent with an individual's characteristics, capacities and restrictions. Students will learn about the participants in the investment process including organization issuing securities, and the laws and regulations covering their activities. Class projects will cover techniques of investment analysis, timing, decision making, investment planning and management. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 054 • SMALL BUSINESS START UP AND MANAGEMENT 3.0 units

Total Lecture: 54 hours

Acceptable for credit: California State University

This course offers methods of research and planning to start a small business and is recommended for persons who want to explore the opportunities and requirements of creating and managing their own business enterprise. *May be repeated one time. This course may also be offered via distance learning. Pass/No Pass Option.*

## 054A • THE BUSINESS PLAN 1.0 unit

Total Lecture: 18 hours

Acceptable for credit: California State University

This course offers an organized, step-by-step approach to preparing a business plan. The plan will enable students to solve problems "on paper" before they become operational or money problems. Students will create a business plan as part of the course. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 054B • FRANCHISING 0.5 unit

Total Lecture: 9 hours

Advisory: Eligibility for ENGL 001A and READ 053

This course provides an overview of the entrepreneurship opportunities relating to starting and managing a franchise business. Franchising is one of the top growth areas for small business start up. Franchise success stories are presented and analyzed in class. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 054C • SMALL BUSINESS FINANCE 0.5 unit

Total Lecture: 9 hours

Advisory: Eligibility for ENGL 001A and READ 053

This course explores financing options for small business. Topics covered include start up costs as well as financing on-going operations. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 055 • BUSINESS STRATEGY FOR SUCCESS 3.0 units

Total Lecture: 54 hours

Acceptable for credit: California State University

This course is designed to provide an overview of business strategy and its impact on organizational success. Some of the topics covered include strategic vision, competitive analysis, strategic planning, business strategy implementation, and new strategic trends. Students gain a wider perspective of business strategy through group discussions, practice exercises and case applications. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 055A • INDUSTRY AND COMPETITIVE ANALYSIS 1.0 unit

Total Lecture: 18 hours

Advisory: MATH 903

Acceptable for credit: California State University

This course allows students to develop concepts and techniques critical for formulating competitive strategy in a variety of business environments. Class activities focus on analyzing the structure of industries, the evolution of this structure, the pattern of interaction among competitors, and the competitive position and advantage of firms in the industry. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 061 • BUSINESS AND SOCIETY 3.0 units

Total Lecture: 54 hours

Acceptable for credit: University of California, California State University

This course examines business and its impact on society and society's influence on business. There is a critical and comparative examination of business ethics, business and government in a global society, managing environmental issues and societal challenges and benefits of business activity. Regardless of a student's major, in these changing times, each student needs to be able to critically analyze the significance of business within society and the workplace. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 064A • BASIC BUSINESS ARITHMETIC 3.0 units

Total Lecture: 54 hours

Advisory: MATH 903

This course focuses on the application of arithmetic skills to business problems and the principles of problem solving. This course will include a review of basic arithmetic skills. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 064B • BUSINESS MATH (Formerly known as BUS 064) 4.0 units

Total Lecture: 72 hours

Advisory: MATH 903

Acceptable for credit: California State University

This course is designed for business majors to review the fundamental mathematical principles through lectures and individual operation of electronic calculators. This course will emphasize methods of problem analysis, interpretation and the solving of common business calculation problems such as percentage, trade and cash discounts, interest, time value of money, compounding, depreciation and discounting notes. This course is recommended for all business majors. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 064C • USING AN ELECTRONIC CALCULATOR 1.0 units

Total Lecture: 9 hours

This course provides students with training in using electronic calculators. *Pass/No Pass Option.*

## 064D • BUSINESS MATHEMATICS PREP 0.5 units

Total Lecture: 9 hours

This course allows students to review basic business math skills in preparation for taking BUS 064B. *This course may be offered via distance learning. Pass/No Pass Option.*

## 074 • PURCHASING & SUPPLY CHAIN MANAGEMENT 3.0 units

Total Lecture: 54 hours

Advisory: Eligibility for ENGL 001A and READ 053

This course is an introduction to the basic principles of purchasing and supply chain management with an emphasis on understanding the purchasing and supply processes, organizational concepts, policy, relationships, and tools and techniques including cost/price analysis and value analysis, in a global environment. This course is a cross listing of MKT074. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 077 • QUALITY CUSTOMER SERVICE 3.0 units

Total Lecture: 54 hours

Acceptable for credit: California State University

This course provides an overview of the concepts and skills needed for success in delivering service to customers. It emphasizes creating a climate of service excellence by developing listening, verbal and non-verbal communicative skills; encouraging loyalty; dealing with difficult customers; and recovering and retaining customers. The course also covers the impact of multi-cultural factors in service delivery. *This course may also be offered via distance learning. Pass/No Pass Option.*

## 077A • MAXIMIZING SALES WITH SALESFORCE.COM 1.0 unit

Total Lecture: 18 hours

This course provides an overview of how to use Salesforce.com, one of the most popular tools used by sales representatives to manage customer relationships. *This course may be offered via distance learning. Pass/No Pass Option.*

# BUSINESS

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

## **077B • CUSTOMER SERVICE PHONE SKILLS** 0.5 unit

Total Lecture: 9 hours

This course helps students develop exceptional customer service phone skills. *Pass/No Pass Option.*

## **077C • 50 WAYS TO IMPROVE CUSTOMER SERVICE** 0.5 unit

Total Lecture: 9 hours

This course outlines 50 ways businesses can improve customer service. *Pass/No Pass Option.*

## **078A • BASIC BUSINESS CORRESPONDENCE** 3.0 units

Total Lecture: 54 hours

Acceptable for credit: California State University

This course offers practice in writing business letters and memoranda as well as class discussion on the style, structure, and aims of written business messages as they relate to a comprehension of the flow of business communications. Students will work to improve writing skills to aid in composing and proofreading business correspondence and focus on improving writing skills such as organization, clarity and efficiency. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **078B • BUSINESS COMMUNICATIONS** 3.0 units

Total Lecture: 54 hours

Acceptable for credit: California State University

This course develops writing skills to improve communication ability in the business environment. Topics covered include communication theory, business writing style and oral communication. Various forms of written communication are covered such as letters, email, memorandums, and reports. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **078C • BUSINESS REPORT WRITING** 3.0 units

Total Lecture: 54 hours

Advisory: BUS 078

Acceptable for credit: California State University

This course covers the practical aspects of report writing for business. It includes instruction in methods of collecting, organizing and interpreting data, techniques of primary and secondary research, and in writing informal and formal business reports which describe clearly, solve problems, present ideas persuasively, and evaluate alternatives. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **078D • GRANT WRITING** 1.0 unit

Total Lecture: 18 hours

Acceptable for credit: California State University

This course covers the practical aspects of grant writing. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **078E • PERSUASIVE BUSINESS WRITING** 1.0 unit

Total Lecture: 18 hours

Acceptable for credit: California State University

This course covers the practical aspects of persuasive business writing. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **078F • BUSINESS WRITING FOR THE WEB** 1.0 unit

Total Lecture: 18 hours

Acceptable for credit: California State University

This course covers the practical aspects of business writing for the Web. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **078G • BUSINESS WRITING FOR HUMAN RESOURCES** 1.0 unit

Total Lecture: 18 hours

Acceptable for credit: California State University

This course covers the practical aspects of business writing for human resources. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **078H • WRITING EFFECTIVE E-MAIL FOR BUSINESS** 1.0 unit

Total Lecture: 18 hours

This course covers the practical aspects of writing effective e-mails for business. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **079 • HUMAN RELATIONS APPLIED IN BUSINESS** 3.0 units

Total Lecture: 54 hours

Acceptable for credit: California State University

This course covers patterns of behavior, motivation, perception, value clarification, coping with change, and leadership styles in business organizations. The course also examines personal and interpersonal attitudes, strengthens communication skills, and fosters awareness of cultural pluralism. Case studies and group discussion assist students in dealing with human relations problems with an emphasis on interactions in the business organization environment. This course may also be offered via distance learning. *Pass/No Pass Option.*

## **082A • BUSINESS SPREADSHEETS USING EXCEL** 3.0 units

Total Lecture: 54 hours

Advisory: BUS 021, BUS 021L, CA 062B, Eligibility for ENGL 001A and READ 053.

Acceptable for credit: California State University

This course provides students with the fundamentals of how to use Excel for business spreadsheet applications. Examples of types of business applications covered: creating an income statement, analyzing a mortgage, formatting a sales report, charting sales data, performing cost-volume-profit analysis and analyzing a stock portfolio. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **083A • BUSINESS PRESENTATIONS USING POWERPOINT** 3.0 units

Total Lecture: 54 hours

Advisory: BUS 021, BUS 021L, CA 046D, Eligibility for ENGL 001A and READ 053

Acceptable for credit: California State University

This course provides students with the fundamentals of how to use PowerPoint for informative, sales and persuasive presentations. Techniques for enhancing and sharing presentations are also covered as well as strategies for delivering presentations to targeted audiences. This course may also be offered via distance learning. *Pass/No Pass Option.*

## **086 • BUILDING BUSINESS WEBSITES** 3.0 units

Total Lecture: 36 hours, Total Lab: 54 hours

Advisory: BUS 021 and BUS 021L

Acceptable for credit: California State University

This course is an introduction to planning, creating and managing business Web sites. The student will learn about the Web site development lifecycle. Students will also learn how to create Web sites, add graphic features to Web pages, create tables and frames, work with HTML forms, and publish and maintain Web sites. Sound, application (HTML) documents and structure will be explored. Students will develop their own business Web pages and present them to the class. Basic experience with the Windows operating system is assumed. *This course may also be offered via distance learning. Pass/No Pass Option.*

## **086A • BUILDING BUSINESS WEB SITES: BASICS** 1.0 unit

Total Lecture: 18 hours

Advisory: Eligibility for ENGL 001A and READ 053

Acceptable for credit: California State University

This course is an introduction to creating and managing business Web sites. The best business websites serve their customers with strong content, well-architected design, and a focus on usability, readability, and accessibility. This course may be offered via distance learning. *Pass/No Pass Option.*

## **203 • PURCHASING INTERNSHIP** 1.0 - 3.0 units

Total Arranged Lab: 48 - 144 hours

Advisory: Eligibility for ENGL 001A and READ 053

This course is intended for students who will complete a certificate in Purchasing. In this class, the student is introduced to the workplace, workload and environment of purchasing. The student is able to use information provided from other class work and develops a foundation for future employment. *Pass/No Pass Option.*

## **204 • PROJECT MANAGEMENT PRACTICUM** 1.0 unit

Total Arranged Lab: 48 hours

Advisory: Eligibility for ENGL 001A and READ 053

This course allows students to apply project management concepts to a real world project situation. With the assistance of a faculty advisor, each student develops a project that demonstrates his/her cumulative learning in project management. Course is completed in the semester when student will complete Project Management Certificate program. Grade Only.