

BUSINESS (BUS)

BUS C100 3 Units (54 lecture hours)

Introduction to Business

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU; UC.

An introductory course that defines and applies the fundamental principles of economics, management, ethics, leadership, marketing, management information systems (MIS), accounting, and finance to the current business environment. The course will help students select their field of business specialization and will provide the foundation for future study of business and management. It presents an in-depth examination of elements of contemporary business, from the Internet functions to the challenges of business on an international scale. Graded or Pass/No Pass option. **C-ID:** BUS 110.

BUS C101 3 Units (54 lecture hours)

Introduction to Project Management

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Introduction to Project Management is designed to provide students an overview of the concepts, tools, and techniques of formal project management. Concepts and methods learned are immediately usable in the workplace, leading to a greater retention of newly acquired skills, measurable project improvements, and the achievement of desired project results. The focus of the class is key concepts in each of the process and knowledge areas of project management to create a unique learning environment that prepares students to manage projects in a global, multicultural, and online environment. Graded or Pass/No Pass option.

BUS C110 3 Units (54 lecture hours)

Business Law/Legal Environment of Business

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU; UC: Credit Limitations: BUS C108 and BUS C110 combined: maximum credit, 1 course.

Fundamental legal principles pertaining to business transactions. Introduction to the legal process and law as an instrument of social and political control in society. Topics include sources of law and ethics, contracts, torts, agency, criminal law, business organizations, judicial and administrative processes, employment law, forms of business organizations, and domestic and international governmental regulations. This course meets the requirements for Business Law and the Legal Environment of Business. Graded or Pass/No Pass option. **C-ID:** BUS 120, BUS 125.

BUS C118 3 Units (54 lecture hours)

Introduction to International Business

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Provides an overview of international business. Explores political, financial, and legal environments of selected countries and their impacts on U.S. firms' international business activities. Emphasis is given to business practices and comparative cultural topics. Graded or Pass/No Pass option.

BUS C120 3 Units (54 lecture hours)

Personal Finance

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Personal Finance teaches students the fundamentals of financial planning as well as development of an understanding of the social, psychological, and physiological contexts that influence decision making. Personal Finance provides comprehensive coverage of the role of money in students' lives and personal financial planning in the areas of money management, stress management, healthcare, career planning, taxes, consumer credit, debt, insurance, investments, retirement planning, and estate planning. The course provides financial planning tools, enabling students to identify and evaluate choices that lead to long-term financial security and a healthy lifestyle and to develop an understanding of their connection with money and the consequences of their decisions. Graded or Pass/No Pass option.

BUS C139 3 Units (54 lecture hours)

Business Communication

Prerequisite(s): ENGL C100 with a minimum grade of C.

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Formerly MGMT C101. 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. Graded or Pass/No Pass option. **C-ID:** BUS 115.

BUS C141 3 Units (54 lecture hours)

Introduction to Entrepreneurship

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course facilitates the exploration of launching a business and becoming an entrepreneur. The course introduces the concepts and application of Human-Centered Design (HCD) to uncover the needs of current and future customers. Lean startup techniques will be examined to provide strategies for estimating costs and acquiring the initial funds for starting a business. These activities will prepare students to develop a summary business plan and for success in subsequent entrepreneurship coursework. Graded or Pass/No Pass option.

BUS C142 3 Units (54 lecture hours)**Entrepreneurial Marketing and Operations**

Advisory: BUS C141; students are encouraged to complete Introduction to Entrepreneurship before taking this course.

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

The course examines managing the marketing and operational aspects of a business start-up. This includes business development, marketing, and operations. Students will be introduced to concepts of organizational structures, strategic planning, marketing, supplier relationships, distribution channels, and resources needed to launch successfully. Additionally, the course will reinforce the entrepreneur mindset in support of personal and professional development. Graded or Pass/No Pass option.

BUS C143 3 Units (54 lecture hours)**Entrepreneurial Financial Strategies**

Advisory: BUS C141; students are encouraged to complete Introduction to Entrepreneurship before taking this course.

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course examines managing the financial aspects of a business start-up. This includes start-up cost, unit cost, operational costs, and a revenue estimate. Students will be introduced to concepts of an income statement, a balance sheet, the sales forecasting process, and financial risk analysis. The course provides a survey of start-up funding options. In addition, students will be introduced to technical aspects of business finance to build and strengthen financial competence. Graded or Pass/No Pass option.

BUS C150 3 Units (54 lecture hours)**Introduction to Marketing**

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course provides a practical introduction to contemporary marketing principles as applied in an increasingly Internet-driven marketplace. Topics include analyzing market characteristics and research, evaluating product and service strategies, devising value-added supply chain distribution approaches, and building strategic marketing plans. Graded or Pass/No Pass option.

BUS C281 1 Unit (60-75 other hours)**Work Based Learning**

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

The purpose of this course is to enhance each work-based learning participant's job skills by bridging the gap between educational theory and on-the-job practices through individualized performance objectives related to the student's career or occupational goal. NOTE: 75 hours of paid work or 60 hours of non-paid work in a field related to business for each one-semester credit is required. Student must be enrolled in a minimum of 7 units at Coastline College, including work-based learning. Graded or Pass/No Pass option.

BUS C282 2 Units (120-150 other hours)**Work Based Learning**

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

The purpose of this course is to enhance each work-based learning participant's job skills by bridging the gap between educational theory and on-the-job practices through individualized performance objectives related to the student's career or occupational goal. NOTE: 75 hours of paid work or 60 hours of non-paid work in a field related to business for each one-semester credit is required. Student must be enrolled in a minimum of 7 units at Coastline College, including work-based learning. Graded or Pass/No Pass option.

BUS C283 3 Units (180-225 other hours)**Work Based Learning**

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

The purpose of this course is to enhance each work-based learning participant's job skills by bridging the gap between educational theory and on-the-job practices through individualized performance objectives related to the student's career or occupational goal. NOTE: 75 hours of paid work or 60 hours of non-paid work in a field related to business for each one-semester credit is required. Student must be enrolled in a minimum of 7 units at Coastline College, including work-based learning. Graded or Pass/No Pass option.

BUS C284 4 Units (240-300 other hours)**Work Based Learning**

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

The purpose of this course is to enhance each work-based learning participant's job skills by bridging the gap between educational theory and on-the-job practices through individualized performance objectives related to the student's career or occupational goal. NOTE: 75 hours of paid work or 60 hours of non-paid work in a field related to business for each one-semester credit is required. Student must be enrolled in a minimum of 7 units at Coastline College, including work-based learning. Graded or Pass/No Pass option.