

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 C102 **3 Units (54 lecture hours)**

Advanced Project Management (PMP)

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Advanced Project Management (PMP) is designed to give students a solid foundation in 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 class focuses on key concepts in each of the process and knowledge areas of project management. This course also helps the student to prepare for the Project Management Professional (PMP) certification exam. Graded or Pass/No pass option.

BUS C103 **3 Units (54 lecture hours)**

Project Management Professional Certification Review

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course is designed to assist students in preparing for the PMP certification exam given by the Project Management Institute (PMI). The topics include the project management processes and skills and professional responsibility. The class will focus on learning the purpose for processes, inputs, tools, techniques, and outputs. The students will develop a study schedule, organize study groups, and create a plan with tasks that will guide them in preparing for the PMP exam. Techniques on exam taking, including study time management, will also be addressed to ensure success. 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.

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 C112 **3 Units (54 lecture hours)**

Legal Aspects of Entrepreneurship

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course provides an overview of legal issues associated with starting and managing a small or entrepreneurial business including business formation and structure, intellectual property, hiring and managing employees, business agreements, and other legal issues facing the business owner. Graded or Pass/No Pass option.

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 C124 **3 Units (54 lecture hours)**
Risk Management for Enterprises and Individuals
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

Risk Management for Enterprises and Individuals focuses on current as well as old and new risks for our times, treating them in a holistic, global, and integrated manner. Today the stakes are higher, decisions more complex, and consequences more severe and global. Knowledge and understanding of the risks at every phase in business and personal undertakings are critical. Tomorrow's leaders in business and individuals need to understand risks to make successful decisions. This course provides the background needed. Graded or Pass/No Pass option.

BUS C130 **3 Units (54 lecture hours)**
E-Commerce: Strategic Thinking and Management
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course provides a comprehensive introduction to e-Commerce/ e-Business. The course provides comprehensive coverage of a broad spectrum of e-Commerce essentials from a global perspective centering on four key areas of strategic planning, technology, management, marketing, and finance. The course focuses on the most recent developments in online behavior and on what students need to know about developing, managing, and maintaining a successful e-business. 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.

Introduction to Marketing provides a practical introduction to contemporary marketing principles as applied in an increasingly Internet-driven marketplace. Topics include analyzing market characteristics, evaluating product and service strategies, and building strategic marketing plans. Graded or Pass/No Pass option.

BUS C170 **3 Units (54 lecture hours)**
Entrepreneurship and Small Business Finance
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

Upon successful completion of this course, the student should be able to identify and evaluate the various sources available for funding a small business; demonstrate an understanding of financial terminology; read, prepare, and analyze a financial statement; and write a loan proposal. In addition, the student should be able to explain the importance of working capital and cash management. The student should also be able to identify financing needs, establish credit policies, and prepare sales forecasts. Graded or Pass/No Pass option.

BUS C180 **3 Units (54 lecture hours)**
Entrepreneurship and Small Business Plan
Advisory: BUS C222.

Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course focuses on the development of a comprehensive business plan applicable for the needs of an entrepreneurial venture by moving through several phases: generating ideas and recognizing opportunities, researching and gathering marketing data, assembling resources, launching the new venture, and enabling long-term success. Students will learn the individual components of a business plan that is comprised of marketing, management, operation, and finance. It is ideal for anyone who is ready to take the entrepreneurship challenge. Graded or Pass/No Pass option.

BUS C190 **3 Units (54 lecture hours)**
Investments
Advisory: BUS C120.

Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

Examination of various investment vehicles and portfolios. This course provides a comprehensive study of stocks, bonds, mutual funds, and related securities that include a detailed study of the nature of these securities and their markets. Emphasis is placed on personal investment objectives for growth, growth with income, and income with preservation of capital. Also covered are portfolio management and the effect of taxes on investment policy. Graded or Pass/No Pass option.

BUS C197 **3 Units (54 lecture hours)**
E-Commerce/Online Business
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

E-Commerce/Online Business designed for individuals, entrepreneurs, and small businesses who want to create a presence on the Internet by offering their products and/or services through online transactions. This is a hands-on course which includes setting up an e-Commerce business. Graded or Pass/No Pass option.

BUS C222 **3 Units (54 lecture hours)**
Entrepreneurship and Small Business Operations and Management
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

Provides a study of the practical problems encountered in finding, organizing, and operating small business enterprises. Included are topics related to initiating the business, developing strategies, marketing, and managing financial and administrative control. Graded or Pass/No Pass option.

BUS C281 **1 Unit (90 other hours)**
Work Based Learning

Prerequisite(s): Be employed or volunteer in a field related to Building Codes Technology for 5 hours per week per 1 unit of Work Based Learning.

Co-requisite(s): Be enrolled in a total of 7 units including Work Based Learning.

Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

To enhance each Work Based Learning participant's opportunity for success in the field of Business 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 in Business. Graded or Pass/No Pass option.

BUS C282 **2 Units (180 other hours)**
Work Based Learning

Prerequisite(s): Be employed or volunteer in a field related to Building Codes Technology for 5 hours per week per 1 unit of Work Based Learning.

Co-requisite(s): Be enrolled in a total of 7 units including Work Based Learning.

Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

To enhance each Work Based Learning participant's opportunity for success in the field of Business 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 in Business. Graded or Pass/No Pass option.

BUS C283 **3 Units (270 other hours)**
Work Based Learning

Prerequisite(s): Be employed or volunteer in a field related to Building Codes Technology for 5 hours per week per 1 unit of Work Based Learning.

Co-requisite(s): Be enrolled in a total of 7 units including Work Based Learning.

Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

To enhance each Work Based Learning participant's opportunity for success in the field of Business 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 in Business. 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.

To enhance each Work Based Learning participant's opportunity for success in the field of Business 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 in Business. Note: Student must be employed or volunteer in a field related to Business for 5 hours per week per 1 unit of Work Based Learning. Student must be enrolled in a total of 7 units including Work Based Learning. Graded or Pass/No Pass option.