

BUSINESS (BUS)

BUS-109		
Elementary Accounting	3 UNITS	
3.0 hours lecture		
A one-semester introduction to elementary accounting principles. Presentation includes journals, ledgers, work sheets and financial statement for the single proprietorship. The course is designed for the clerical employee. (May not be substituted for Business 120 where required. Not open to students with credit in Business 120.) (CSU)		
BUS-110		
Introduction to Business	3 UNITS	
3.0 hours lecture		
A survey in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and a global society. Demonstrates how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business' ability to achieve its organizational goals. (C-ID BUS 110) (CSU/UC)		
BUS-115		
Human Relations in Business	3 UNITS	
3.0 hours lecture		
Examines the human aspects of the organization with an emphasis on the role of the individual in the formal and informal structure of the organization. Learning styles, motivation theories, personality theories, communication, group dynamics, leadership, ethics and diversity within the organization will be covered. (CSU)		
BUS-118		
Retail Management	3 UNITS	
3.0 hours lecture		
A survey course in the management of retail businesses, including store operating practices, layout, inventory, buying, retail mathematics and supervision of personnel. (CSU)		
BUS-120		
Financial Accounting	4 UNITS	
4.0 hours lecture		
This course introduces the student to the accounting function and how it is used within our economic society. It views accounting as an information-generating system that communicates financial data to support end users in their economic decision-making. This course covers the accounting information system and the recording and reporting of business transactions with a focus on the accounting cycle, the application of generally accepted accounting principles, the classified financial statements, and statement analysis. It also covers issues related to asset, liability, and equity valuation, revenue and expense recognition, cash flow, internal controls and ethics. This course is designed for students with an understanding of computer applications in word processing and spreadsheets, basic math skills and the ability to write in a businesslike manner. (C-ID ACCT 110) (CSU/UC)		
BUS-121		
Managerial Accounting	4 UNITS	
Prerequisite: "C" grade or higher or "Pass" in BUS 120 or equivalent.		
4.0 hours lecture		
This course introduces the student to the concepts, methods, and procedures for the development and use of accounting information to support and assist management in their internal cost accounting processes and financial decision-making. The following areas are examined: cost terms and concepts, cost behavior, cost structure, product costing in a manufacturing environment (including activity based costing), cost-volume-profit analysis, budgeting, standard costing, differential analysis, capital budgeting, variable and absorption costing, and responsibility accounting. (C-ID ACCT 120) (CSU/UC)		
BUS-123A		
Accounting Internship	2 UNITS	
A work experience course to enable accounting students to gain practical experience in a finance or accounting organization and to apply knowledge gained in other business courses. (CSU) 10 hours work experience per week, 120 volunteer hours or 150 paid hours.		
BUS-123B		
Accounting Internship	2 UNITS	
A work experience course to enable accounting students to gain practical experience in a finance or accounting organization and to apply knowledge gained in other business courses. (CSU) 10 hours work experience per week, 120 volunteer hours or 150 paid hours.		
BUS-123C		
Accounting Internship	2 UNITS	
A work experience course to enable accounting students to gain practical experience in a finance or accounting organization and to apply knowledge gained in other business courses. (CSU) 10 hours work experience per week, 120 volunteer hours or 150 paid hours.		
BUS-123D		
Accounting Internship	2 UNITS	
A work experience course to enable accounting students to gain practical experience in a finance or accounting organization and to apply knowledge gained in other business courses. (CSU) 10 hours work experience per week, 120 volunteer hours or 150 paid hours.		
BUS-125		
Business Law: Legal Environment of Business	3 UNITS	
3.0 hours lecture		
Legal environment of business, sources of law, constitutional bases of regulation, critical legal thinking, social and ethical influences, corporate responsibility, judicial and administrative systems, contracts, torts, agency, business organizations, bankruptcy, securities regulation, regulation of property and protection of intellectual property interests, consumer protection, antitrust law, Internet and e-commerce. (C-ID BUS 120, 125) (CSU/UC)		

BUS-128**Business Communication 3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in ENG 120 OR ESL 122 or equivalent.

3.0 hours lecture

This course applies the principles of effective communication to the creation of effective 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. Since this course is designed for students who already have college-level writing skills, very little time will be devoted to the basics of writing or grammar. (C-ID BUS 115) (CSU)

BUS-131**Introduction to Transportation 3 UNITS**

3.0 hours lecture

A course on the selection of freight carriers and the monitoring of their performance. Use of tariffs, rates, shipping documents, and contracts for carriage. All modes of transportation are studied including: air, truck, rail, and ocean. Warehousing and materials handling are examined. (CSU)

BUS-133**Direct Mail Marketing 3 UNITS**

3.0 hours lecture

A course for those interested in mail order, direct mail catalogs, direct response advertising, and the use of direct marketing to supplement conventional marketing. The course will include study of mailing lists, customer data bases, customer profiling, media, creating and testing direct mail advertisements and packages, sales tracking and forecasting, and profitability analysis. The role of creative agencies, list brokers, letter shops, fulfillment houses, and telephone marketers will be examined. (CSU)

BUS-137A**Marketing Internship 3 UNITS**

A work experience course to enable marketing students to gain practical experience in a marketing company or a marketing-oriented department of an organization and to apply knowledge gained in other marketing courses. (CSU) 15 hours work experience per week, 180 volunteer hours or 225 paid hours.

BUS-137B**Marketing Internship 3 UNITS**

A work experience course to enable marketing students to gain practical experience in a marketing company or a marketing-oriented department of an organization and to apply knowledge gained in other marketing courses. (CSU) 10 hours work experience per week, 120 volunteer hours or 150 paid hours.

BUS-137C**Marketing Internship 3 UNITS**

A work experience course to enable marketing students to gain practical experience in a marketing company or a marketing-oriented department of an organization and to apply knowledge gained in other marketing courses. (CSU) 15 hours work experience per week, 180 volunteer hours or 225 paid hours.

BUS-137D**Marketing Internship 3 UNITS**

A work experience course to enable marketing students to gain practical experience in a marketing company or a marketing-oriented department of an organization and to apply knowledge gained in other marketing courses. (CSU) 15 hours work experience per week, 180 volunteer hours or 225 paid hours.

BUS-140**Entrepreneurship: Developing a Business Plan 3 UNITS**

3.0 hours lecture

This course is designed to help the student prepare a business plan suitable for submission to a bank or to investors. The student will prepare profit and loss statements, cash flow statements, and balance sheets; will determine financing, facilities, equipment and personnel requirements; and will develop a marketing and distribution strategy. (CSU)

BUS-141**Entrepreneurship: Managing a New Business 3 UNITS**

3.0 hours lecture

This course is a combination of academic and applied concepts of entrepreneurship. The course is designed to help the student apply theories of management, marketing, personnel, finance, cash flow, and production to problems encountered daily in managing a small business. The focus of the course will be on practical solutions to common business management problems with an emphasis on small businesses. (CSU)

BUS-142**Effective Sales - Skills of Personal Selling and Persuasion 3 UNITS**

3.0 hours lecture

This course emphasizes understanding and using persuasive communication skills in selling situations and in any business where one person wants to influence another person. (CSU)

BUS-144**Advertising 3 UNITS**

3.0 hours lecture

A basic course in the study of advertising, and its role within the larger framework of the marketing mix. Advertising agency structure, employment options, and the process and costs involved in agencies producing campaigns will be reviewed. Traditional versus online media vehicles will be reviewed and compared. Advertising strategy for social media networks will be explained. Copywriting, art and layout, mechanical production, and planning will be discussed. Successful advertising campaigns will be reviewed and evaluated as well as consumer buying behavior as it relates to advertising. (CSU)

BUS-146**Marketing 3 UNITS**

3.0 hours lecture

This course focuses on the function of marketing in an organization. It examines the essential elements of a marketing strategy; product, promotion, distribution and price; the effect of the business environment on marketing decisions; consumer behavior; identification of markets; and current issues in marketing, including new and traditional media options, market research strategy, and collaborative tools for group marketing efforts. (CSU)

BUS-147**Social Media and Internet Marketing 3 UNITS**

Recommended Preparation: "C" grade or higher or "Pass" in BUS 146 and CSIS 132 or equivalent.

3.0 hours lecture

This course will provide students with skills to achieve online marketing success in social media and integrate their Web presence with offline traditional marketing methods. The course will provide students with a basic working knowledge of methods used to help drive traffic to a web site, attract visitors and turn them into customers. Students will develop search engine optimization skills as well as explore search engine marketing, social media marketing, affiliate marketing, directory submission, and email marketing. Students will learn how to compete in new internet marketing channels, employ market research, acquire traffic, and track visitor trends. (CSU)

BUS-148**Customer Relations Management 1.5 UNITS**

1.5 hours lecture

This course is designed to provide the student with certain key skills and attitudes necessary to meet effectively the needs of customers. The student will be introduced to the concept of internal and external customers, customer satisfaction and customer retention. Topics will also include communicating with customers, developing a positive attitude, handling complaints and sales skills. (CSU)

BUS-149**Consumer Behavior 3 UNITS**

3.0 hours lecture

This course provides students with an introduction to the complexities involved in consumers selecting, purchasing, using and disposing of products and services in our marketplace. Students will investigate and learn about factors affecting consumer decisions such as personality, culture, attitudes, motivations, perceptions, and reference groups. Course emphasis will be on understanding the decision-making process and its application to the development of sound marketing strategy. (CSU)

BUS-152**Business Mathematics 2 UNITS**

2.0 hours lecture

This course is a comprehensive introduction to arithmetic applications used in business transactions, including: fractions, percentages, interest, discounts, banking, depreciation, payrolls, merchandising markup/markdowns, inventory, taxes, investments, and business statistics. (CSU)

BUS-155**Human Resources Management 3 UNITS**

3.0 hours lecture

Introduction to the management of human resources and an understanding of the impact and accountability to the organization of human resource activities. Global human resource strategies, social and organizational realities, legal implications affecting people at work, union/non-union practices, employee compensation and benefits, employee rights, and safety issues. (CSU)

BUS-156**Principles of Management 3 UNITS**

3.0 hours lecture

Planning, organizing, directing, and controlling for management. Interaction of the functions includes setting objectives, MBO, decision-making tools, alternative organization structures, leadership, motivation, communication, group dynamics, managements of stress and change, time management, ethics and diversity. A survey of the quantitative tools available to the manager is also made. (CSU)

BUS-158**Introduction to Hospitality and Tourism Management 3 UNITS**

3.0 hours lecture

Overview of the hospitality and tourism industry with a focus on basic management theories and principles as they apply to hospitality and tourism; basic structure, organization, and management of industry components and the services/products they deliver. (CSU)

BUS-159A**Management Internship 3 UNITS**

A work experience course to enable management students to gain practical experience in an organization and to apply knowledge gained in other business courses. (CSU) 15 hours work experience per week, 180 volunteer hours or 225 paid hours.

BUS-159B**Management Internship 3 UNITS**

A work experience course to enable management students to gain practical experience in an organization and to apply knowledge gained in other business courses. (CSU) 15 hours work experience per week, 180 volunteer hours or 225 paid hours.

BUS-159C**Management Internship 3 UNITS**

A work experience course to enable management students to gain practical experience in an organization and to apply knowledge gained in other business courses. (CSU) 15 hours work experience per week, 180 volunteer hours or 225 paid hours.

BUS-159D**Management Internship 3 UNITS**

A work experience course to enable management students to gain practical experience in an organization and to apply knowledge gained in other business courses. (CSU) 15 hours work experience per week, 180 volunteer hours or 225 paid hours.

BUS-160**Hospitality Managerial Accounting and Controls 3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in BUS 120 or equivalent.

3.0 hours lecture

Integrates the areas of managerial accounting and controls to applications in the hospitality industry. Topics include internal control and cost management, operations budgeting, occupancy projections and pricing decisions, credit policy and cash flow, and investment decision-making. (CSU)

BUS-166**Hospitality and Tourism Law 3 UNITS**

3.0 hours lecture

This course is designed to introduce the Hospitality and Tourism Management student to the legal principles and issues common to the hotel and travel industries. Students will gain a working knowledge of the laws and government regulations applicable to the hospitality and tourism industry. The student will be required to identify legal issues and learn how to evaluate those issues in a structured format. Attention will be given to statutory regulations of hotels and food service and other areas such as contracts, employment law, labor relations, product liability and insurance. (CSU)

BUS-176**Computerized Accounting Applications 2 UNITS**

Recommended Preparation: "C" grade or higher or "Pass" or concurrent enrollment in BUS/BOT 109 or BUS 120.

2.0 hours lecture

An introductory course of computerized accounting functions utilizing an integrated general ledger software package. This course is especially beneficial for students, teachers and professionals who are using, or who plan to use, computerized accounting packages in a business environment. (CSU)

BUS-195**Principles of Money Management for Success 3 UNITS**

3.0 hours lecture

This course explores the theories and techniques of managing personal income by setting goals, which will culminate in the development of a personal plan to manage their financial lives. Topics include financial planning, budgeting, institutional savings and checking services, investment analysis, retirement planning, consumerism, insurance, home ownership, credit management, taxes and estate planning. (CSU) (CSU-E)

BUS-197**Personal Ethics At Work 3 UNITS**

3.0 hours lecture

This course examines the ethical foundation for choices individuals make every day both in the workplace and in their private lives, the connection between economic and ethical obligations with examples related to privacy, reporting, whistle-blowing, workplace relationships, confidentiality, and intellectual property. (CSU)

BUS-229**Property and Liability Insurance 3 UNITS**

3.0 hours lecture

This course will provide knowledge of property and liability insurance as well as a review of insurance basics. Course content includes loss exposure, contract provisions, marketing, underwriting, claims, and risk management. (CSU)

BUS-231**Legal Office Procedures II 3 UNITS**

Prerequisite: A "C" grade or higher or "Pass" in BUS 228.

Recommended Preparation: Some form of professional note-taking skill recommended.

3.0 hours lecture

A continuation of Business 228, Legal Office Procedures I, with emphasis on completing and handling court documents and forms relating to civil procedures in various areas of the law operative in State and Federal Court. (CSU)

BUS-233**Personal Insurance 3 UNITS**

3.0 hours lecture

This course will provide knowledge of how to analyze personal loss exposures and personal insurance coverages including homeowners, personal liability, inland marine, auto, life, health, and government programs. (CSU)

BUS-234**Commercial Insurance 3 UNITS**

Recommended Preparation: Business 229 or equivalent insurance industry experience.

3.0 hours lecture

This course will provide knowledge of commercial property and casualty insurance loss exposures and coverages. Course content includes analyzing property, general liability, commercial automobile, workers compensation, inland marine, and crime forms and coverages. (CSU)

BUS-235**Delivering Insurance Services 3 UNITS**

3.0 hours lecture

This course will cover the fundamentals of continuous improvement in the delivering of insurance services. It will focus on customer relations and expectations through quality management. (CSU)

BUS-250**Introduction to International Business 3 UNITS**

3.0 hours lecture

An overview of international business designed to provide both beginners and experienced business people with a global perspective on international trade including foreign investments, impact of financial markets, international marketing, and the operation of multi-national corporations. Classes will feature expert guest lecturers who will present practical solutions to actual problems in international trade. (CSU)

BUS-258**The Cultural Dimensions in International Business 3 UNITS**

3.0 hours lecture

A course examining the cultural barriers encountered when engaging in international trade. Coping effectively with the challenges of a foreign assignment and specific information on working and negotiating with foreign nationals will be presented. (CSU)

BUS-259**Introduction to Global Trade Operations 3 UNITS**

3.0 hours lecture

This foundation course is designed to provide students with an introductory exposure to many of the essential elements of doing business in today's global context. Students will gain a general understanding of the globalization process and the global business environment, along with an introduction to theories, concepts, skills, and capabilities relevant to international trade. This course is macro in nature and focuses on international trade and the operational, theoretical aspects and how to apply them in global trade. The course surveys the global business environment, international supply chain management, international market entry, operational aspects of international trade including contracts, terms of trade, terms of payment, currency of payment. (CSU)

BUS-260**Global Trade Operations, Logistics 3 UNITS**

3.0 hours lecture

This course examines the global logistics systems involved in supply chain management and used in importing and exporting. Emphasis is given to the role of ocean, air, land, and multimodal transport infrastructures as key components of international supply chain management operations. Supporting international trade topics include logistics infrastructure and security, commercial terms of trade, commercial and transportation documents, insurance, packaging for export, and National Customs Clearance Systems. (CSU)

BUS-261**Global Trade Operations, Supply Chain Management 3 UNITS**

Recommended Preparation: MATH 096

3.0 hours lecture

The intent of this course is to provide students a general overview, as well as practical operations and supply chain management background and the skillset necessary to meet today's challenging global business environment. In this course, students will be exposed to the real-world applications as a motivation for learning operations and supply chain management. Operations and Supply Chain Management is concerned with the understating of Enterprise Competitive Positioning, Demand Forecasting, Operations Planning, Inventory Management, Make/Buy Decisions, concept of Quality and Quality Management, Vendor Qualification/Selection and Management, Warehousing and Distribution Functions, Logistics, Sustainability, and Supply Chain Measurement and Benchmarking. (CSU)

BUS-262**Global Trade Operations, Import Procedures 3 UNITS**

3.0 hours lecture

This course focuses on international trade strategies and techniques and presents an overview of importing terms. The concepts of management, finance, operations, law, communications, marketing, and ethics as they apply to imports are discussed. Topics include overseas purchasing, import operations, U.S. government regulations, finance, documentation, record keeping, international trade treaties, and global culture. Additionally, the class covers bilateral trade relations, unique country profiles, and product sourcing modalities. U.S. and World Customs duty rate structure and the role of customs brokers and freight forwarders are highlighted. International currency transactions, storage, distribution, and transportation are also discussed. (CSU)

BUS-263**Global Trade Operations, Marketing & Export Procedures 3 UNITS**

3.0 hours lecture

This course provides hands-on working knowledge in the business of global marketing and exports, its procedures and required documentation. The course covers the evaluation of a company's export readiness and potential marketing to the export transaction from inception to receipt of payment. Topics include: market research, identification of the best export markets, costing, quotations, letters of credit, major export products, international trade terms, transportation, sales contracts, documentation, and U.S. export controls. (CSU)

BUS-264**Global Leadership 3 UNITS**

3.0 hours lecture

This course will help students develop leadership skills and knowledge from a local and global perspective. Students will explore leadership theories and concepts, and the cultural nuances inherent in global workplaces. Topics include development of leadership theories, personal assessment, and differing values and ethics, communication styles, multiculturalism in leadership and the change process. This course is based on the premise that each student will face a variety of leadership challenges in a diverse business environment. Learning more about cross-cultural leadership will help every student meet their leadership challenges. (CSU)

BUS-265A**Internship in International Business 1 UNITS**

Work experience in a business organization engaged in international business. The intern spends between 60 and 75 hours per semester in on-the-job training. (CSU) 5 hours work experience per week, 60 volunteer hours or 75 paid hours.

BUS-265B**Internship in International Business 1 UNITS**

Work experience in a business organization engaged in international business. The intern spends between 60 and 75 hours per semester in on-the-job training. (CSU) 5 hours work experience per week, 60 volunteer hours or 75 paid hours.

BUS-265C**Internship in International Business 1 UNITS**

Work experience in a business organization engaged in international business. The intern spends between 60 and 75 hours per semester in on-the-job training. (CSU) 5 hours work experience per week, 60 volunteer hours or 75 paid hours.

BUS-265D**Internship in International Business 1 UNITS**

Work experience in a business organization engaged in international business. The intern spends between 60 and 75 hours per semester in on-the-job training. (CSU) 5 hours work experience per week, 60 volunteer hours or 75 paid hours.

BUS-266**Internship in International Business 2 UNITS**

Prerequisite: Limited to International Business majors who have completed at least 12 units in the major.

Work experience in a business organization engaged in international business. The intern spends between 120 and 150 hours per semester in on-the-job training. (CSU) 10 hours work experience per week, 120 volunteer hours or 150 paid hours.

BUS-267**Internship in International Business 3 UNITS**

Prerequisite: Limited to International Business majors who have completed at least 12 units in the major.

Work experience in a business organization engaged in international business. The intern spends between 180 and 225 hours per semester in on-the-job training. (CSU) 15 hours work experience per week, 180 volunteer hours or 225 paid hours.