

# BUSINESS (BUS)

## Division: Business and Computer Information Systems

### BUS 055 C Business English

3 Units

(Formerly MGT 055 C) Term hours: 54 lecture. This course includes instruction in techniques of basic grammar, punctuation, vocabulary, spelling, and capitalization. Emphasis on grammar as used in business communications.

### BUS 100 C Introduction to Business

3 Units

Formerly: MGT 161 C Term hours: 54 lecture. This course provides a survey of the principles and practices of American businesses in a global environment. Subject areas include business organization structure, management, human relations, marketing, accounting, finance, small business operations, and international business. Pass/No Pass/Letter Grade Option.(UC/CSU, AA GE,CSU GE,C-ID: BUS 110)

### BUS 101 C Personal Finance

3 Units

Formerly MGT 101 C Term hours: 54 lecture. This course focuses on the management of personal income and expenses through effective financial planning, budgeting and investing, showing students how to improve their standard of living and build wealth. Pass/No Pass/Letter Grade Option. (CSU)

### BUS 103 C Principles of Advertising

3 Units

Formerly MKT 103 C. Term hours: 54 lecture. This course focuses on advertising and promotion, the print media, copy and layout, radio and television commercials, the Internet and social media, and public relations with an emphasis on what advertising agencies do. (CSU)

### BUS 105 C Principles of Retailing

3 Units

(Formerly MKT 105 C) Term hours: 54 lecture. This course covers the principles of organizing and managing a retailing or E-tailing business, with emphasis on planning, site appeal, merchandise, pricing, and promotion, with an emphasis on customer service techniques. (CSU)

### BUS 111 C Business Communications

3 Units

**Prerequisite(s):** BUS 055 C Term hours: 54 lecture.

(Formerly MGT 111 C) The course includes instruction in the techniques of specific types of business communication media and in the general principles of effective communication. The elements and principles of written and spoken communications are covered with emphasis on the kind of writing and speaking that is conducted throughout a business career. The importance of communication is stressed. Applying skill and ingenuity in the use of the language is encouraged. Pass/No Pass/Letter Grade Option. (CSU)

### BUS 143 C Introduction to Legal Research

1 Unit

(Formerly MGT 143 C) Term hours: 18 lecture. This course provides an introduction to the nature and use of legal reference material with consideration given to a uniform system of citation. An exposure to legal reference material will include constitutions, statutes and codes, executive orders, administrative agency regulations and rulings, treaties, judicial reports, indexes, digests, citators, treatises, looseleaf services, periodicals, encyclopedias, procedure manuals, and form books. Pass/No Pass/Letter Grade Option. (CSU)

### BUS 151 C Business Mathematics

3 Units

(Formerly MGT 151 C) Term hours: 54 lecture. This course is an introduction to the fundamental operation of arithmetic as applied to business problems. Includes problems in simple and compound interest; bank and purchase discounts; payroll computations; sales and property taxes; depreciation; business financial statements; and distribution of ownership and profits. (CSU)

### BUS 199 C Management Independent Study

0.5-2 Units

**Prerequisite(s):** Approved Independent Study Learning Contract.

(Formerly MGT 199 C) Term hours: The number of hours of scheduled conferences or activity per week will be determined by the instructor. This course is designed for students who wish to gain experience in management activities or to increase knowledge and experience in applied areas of leadership. Students must obtain permission from instructor of subject area they will be working with and will be under direct supervision of that instructor. This course does not meet requirements of management classes. (CSU)

### BUS 201 C Small Business Promotion

3 Units

(Formerly MKT 201 C) Term hours: 54 lecture. This course focuses on the techniques used to promote a small business and develop its marketing strategy. Its emphasis is on creating a marketing plan and devising affordable and effective ways to communicate with customers through media and the Internet, sales promotion, public relations and publicity, brochures, direct mail, and other methods. (CSU)

### BUS 205 C Multicultural Markets in U.S.

3 Units

(Formerly MKT 205 C) Term hours: 54 lecture. This course provides comprehensive coverage of the multicultural marketing environment in the United States, taking into consideration the changing needs and growing influence of ethnic and racial minorities, women, and other groups. It explores the differences and commonalities that exist among groups and the role of businesses in providing goods and services to meet each group's needs. (CSU)

### BUS 208 C Principles of Selling

3 Units

(Formerly MKT 208 C) Term hours: 54 lecture This course includes instruction in the principles and practices of the fundamentals of selling in today's global marketplace. Students will learn to develop the techniques that lead to building customer relationships and to success in the sales profession. The areas of study include buying motives; product knowledge; all phases of the selling process; ways to utilize the Internet; and the many and varied career opportunities in the sales field. Pass/No Pass/Letter Grade Option. (CSU)

### BUS 210 C Consumer Behavior

3 Units

(Formerly MKT 210 C) Term hours: 54 lecture. This course provides a study of consumers and how and why they buy. It covers consumerism, needs and wants, culture, personality, family and lifestyle, and the psychology of advertising. (CSU)

### BUS 211 C Writing for Business

3 Units

**Prerequisite(s):** ENGL 100 C or ENGL 101 C or ESL 110 C with a grade of C or better.

(Formerly MGT 211 C) Term hours: 54 lecture. This course is an introduction to the communication skills and knowledge needed in today's organizations. It focuses on the writing process and communication fundamentals; ethical, legal, and multicultural issues; correspondence; employment communication; report writing; presentations; research methods; oral and nonverbal communication and ways to run effective meetings and conferences. Includes computer applications throughout the course. (CSU, C-ID: BUS 115)

### BUS 222 C Principles of Marketing

3 Units

(Formerly MKT 222 C) Term hours: 54 lecture. This course studies the marketing activities required to plan, price, promote, and distribute goods or services to potential customers. The areas of study include market research, consumer behavior, product development, advertising, sales, Internet marketing, wholesaling and retailing, and international trade. (CSU)

**BUS 224 C International Marketing****3 Units**

Formerly MKT 224 C Term hours: 54 lecture This course focuses on the opportunities and challenges of conducting business on an international scale. It provides comprehensive coverage of the global marketing environment; importing/exporting; foreign economic, political and legal systems; cultural differences; international finance; marketing research; and business plans. This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on a global perspective. (CSU)

**BUS 240 C Legal Environment of Business****3 Units**

(Formerly MGT 240 C) Term hours: 54 lecture. This course is an introduction to the legal environment in which a business firm operates. Topics include an introduction to the American legal system, contracts, torts, product liability, forms of business organization, trade regulation, labor law and diversity issues, environmental law, and international business law. Pass/No Pass/Letter Grade Option. (CSU, C-ID: BUS 120)

**BUS 261 C Small Business Management****3 Units**

(Formerly MGT 261 C) Term hours: 54 lecture. This course applies principles of management to small business enterprises, focusing on planning and start-up, financing, legal form, staffing, location and site evaluation, marketing, and franchising. Pass/No Pass/Letter Grade Option. (CSU)

**BUS 262 C Principles of Management****3 Units**

(Formerly MGT 262 C) Term hours: 54 lecture. This course focuses on the responsibilities and roles of managers, the types of decisions they make, and the steps involved in the management process. The major areas of study include the basic management functions of planning, organizing, directing, and controlling work activities. Pass/No Pass/Letter Grade Option. (CSU)

**BUS 265 C Social Responsibility of Bus.****3 Units**

(Formerly MGT 265 C) Term hours: 54 lecture. This course addresses the social responsibilities of businesses beyond making profits, focusing on their obligations to society, their communities, the natural environment, and other groups. The emphasis is on building positive relationships, managing natural resources in sustainable and non-polluting ways, and being responsive and accountable for their actions. Pass/No Pass/Letter Grade Option. (CSU)

**BUS 266 C Human Relations in Business****3 Units**

(Formerly MGT 266 C) Term Hours: 54 lecture. This course provides an introduction to the principles of human behavior and relationships in modern organizations. The emphasis is placed on leadership theory, communication; motivation; team-building and the development of a productive work environment. Pass/No Pass/Letter Grade Option. (CSU, AA GE)

**BUS 267 C Principles of Supervision****3 Units**

(Formerly MGT 267 C) Term hours: 54 lecture. This course presents the fundamental techniques a supervisor needs to know about motivating people, managing a job, and the development of situational leadership styles. (CSU)

**BUS 268 C Human Resources Management****3 Units**

(Formerly MGT 268 C) Term hours: 54 lecture. This course provides theories and practices relating to personnel administration, labor-management relations, employee selection, training, performance appraisal, discharge, hours of work and methods of payment, handling of personnel problems, benefit programs, affirmative action, and equal employment. (CSU)

**BUS 295 C Management Internship****3 Units**

(Formerly MGT 295 C) Term hours: 36 lecture and 60 laboratory. This course is designed to give the student credit for work experience at a related occupational worksite, while being concurrently enrolled in a vocational major. For each unit of credit, a minimum of 75 paid or 60 unpaid worksite internship hours is required. The internship allows students to apply knowledge gained in college courses to an actual work setting, sample career choices and improve job-readiness skills. Supplemental reading and course assignments required. Pass/No Pass/Letter Grade Option. (CSU)

**BUS 299 C Merch. and MKT-Indep. Study****1-3 Units**

**Prerequisite(s):** Approved Independent Study Learning Contract.

Formerly MKT 299 C Term hours: Lecture/discussion hours vary with credit given. The course is designed for students who wish to expand their knowledge in an area of merchandising/marketing through individual research and study. (CSU)