

# BUSINESS MANAGEMENT (BUS)

## **BUS 100 F Introduction to Business** **3 Units**

54 hours lecture per term. This course is an introduction to the trends and opportunities in today's dynamic global business environment surveying economics, global markets, social responsibility, ownership forms, entrepreneurship, management organization, marketing, accounting and financial management. (CSU) (UC) AA GE, CSU GE (C-ID: BUS 110)

## **BUS 101 F Personal Financial Management** **3 Units**

**Prerequisite(s):** MATH 020 F with a grade of C or better, or any previous algebra course or math skills clearance.

54 hours lecture per term. This course covers the proper management of personal incomes and expenditures, practice computational skills, preparation to reason quantitatively, and explain and apply mathematical reasoning concepts to solve problems experienced in daily or professional life-related to money/finance. This course also includes a study of inflation and business cycles; commercial and savings accounts; budgets, charge accounts, installment buying, and borrowing money; property, income, estate, inheritance, and gift taxes; life, health, accident, property and miscellaneous insurance; pension plans and Social Security; owning a home; investing in securities; and trust funds and wills. This course is an integrative approach to personal finance focusing on practical financial decision making as well as the social, psychological, and physiological contexts in which those decisions are made. Students will perform calculations to analyze their savings, investments, budgets and develop a plan to meet financial goals. (Degree Credit) (CSU) CSU GE, AA GE

## **BUS 106 F Business City Field Trip** **1 Unit**

18 hours lecture per term. This course features business-focused city tours to domestic and international locations and offers unique in-the-field learning opportunities. In this course, students travel to the designated location and will be lodged and participate in lectures, discussions with business executives of local firms, connect with locals to understand social and cultural norms and local practices and site visits to local and regional companies showcasing various industries including local culture, entrepreneurship, global import/export, and international business. The selected location, schedule, costs associated with the trip, and additional course travel details will be on the schedule and online at [buscis.fullcoll.edu](http://buscis.fullcoll.edu). (Degree Credit) (CSU)

## **BUS 108 F Living in an Online World** **3 Units**

54 hours lecture per term. This course considers human behavior in relation to the challenges and opportunities presented by an increasingly online society. It places special emphasis on critically evaluating and managing one's online presence within this environment in a healthy way throughout various life stages. This course explores various aspects of our lives: physical, mental, emotional, and social consequences and opportunities for individuals, companies, and societies that result from the global use of the Internet in everyday personal and business life. (Degree Credit) (CSU) AA GE, CSU GE

## **BUS 110 F Business English** **3 Units**

54 hours lecture per term. This course is an English review course intended for the business student. Practice is provided in essentials of grammar, punctuation, English usage, capitalization, number usage, sentence structure, and spelling. Principles of letter writing are introduced. (CSU)

## **BUS 111 F Business Communications** **3 Units**

**Prerequisite(s):** ENGL 060 F or ENGL 099 F or ESL 186 F, with a grade of Pass or a recommended score on the English Placement Test.

54 hours lecture per term. This course provides instruction and practice in writing in English usage, writing business letters, interoffice memoranda, and reports, Business English, mechanics, and appearance. Included are letters of inquiry, order and acknowledgement, sales, application, claims and adjustment and collection. One original research report is required. Meeting the needs of the readers underlies each section of study. (Degree Credit) (CSU) CSU GE, AA GE

## **BUS 112 F Public Speaking for Business** **4 Units**

**Advisory:** ENGL 100 F or ENGL 100HF or BUS 111 F, with a grade of C or better, or recommended score on the English Placement test.

72 hours lecture per term. This course is an introduction to public speaking and presentation methods. This course covers a variety of business-related public speaking styles and formats. Emphasis will be placed on preparing logical, well-organized, accurate verbal communication. Critical evaluation, reporting and listening skills will also be a focus. Students will learn how to use technology to create audio-visual aids, as well as speaker outlines/notes and audience handouts to assist in their presentations. Presentations topics will be related to business. (Degree Credit) (CSU) AA GE, CSU GE

## **BUS 115 F Professional Business Etiquette** **3 Units**

54 hours lecture per term. This course covers the business protocol and etiquette skills needed to be successful in the business workplace. This course teaches students to present with confidence and authority. Proper business protocol skills will be reviewed including proper introductions and handshakes, the proper etiquette for business dining, dressing for success, business meeting protocol, and technical etiquette skills, including business correspondence. Students will learn how to prepare for and execute an interview, starting with how to prepare a strong resume. (Degree Credit) (CSU)

## **BUS 131 F Principles of International Business** **3 Units**

54 hours lecture per term. This course provides an overview of the global business environment by examining the similarities and differences in comparison with the United States of doing business in various contemporary foreign cultural settings. It focuses on the differences of the economic, political, financial, and legal systems. It also discusses the ways of managing these differences through understanding the principles of marketing, exporting, financing, production, and human resource management in the context of a multicultural business environment. This course is recommended for all business management/international business majors. This course fulfills the Multicultural Educational Requirement for Graduation. (Degree Credit) (CSU) AA GE, CSU GE

## **BUS 132 F Principles of Import and Export** **3 Units**

54 hours lecture per term. This course provides a thorough and practical treatment of the importing and exporting activities involved in international trade. The course is designed to acquaint the student through a comprehensive approach to import/export as a continuous activity. It allows gaining firsthand how-to knowledge for those seeking to either get familiarized or work in the international trade industry, contemplating to start an import/export activity, or for managers wishing to expand their company's market opportunities. Special emphasis is placed on agencies involved, terms and conditions, documentation requirements and formalities, transportation, insurance, banking and finance, marketing, and sources of information. (CSU)

**BUS 151 F Business Mathematics****3 Units**

**Prerequisite(s):** MATH 020 F or any previous Algebra course with a grade of C or better or math skills clearance with a grade of C or Pass.

54 hours lecture per term. This course prepares students for mathematical concepts involving quantitative reasoning and analysis in management, finance, accounting, real estate, and other areas of business. This course content involves a thorough study of all aspects of business mathematics including basic computational skills, fractions, decimals, percentages, bank reconciliation, use of business formulas and equations, payroll, discounts, and markup/markdowns, simple and compound interest, present values analysis, annuities and sinking funds, credit, depreciation and inventory, payroll taxes, promissory notes, insurance, financial reports, and business statistics. (Degree Credit) (CSU) AA GE, CSU GE

**BUS 162 F Business Economics****3 Units**

54 hours lecture per term. This course covers economic principles and problems of today's business world are emphasized. An elementary and practical course intended to acquaint the student with the present-day operation of the American free enterprise system. Business terminology, price competition, labor problems, business cycles, national income, public and international finance, and government control are emphasized. This course provides an independent, business-related study of economics for the student of business management courses. (Degree Credit) (CSU) AA GE, CSU GE

**BUS 170 F Principles of E-Commerce****3 Units**

54 hours lecture per term. This course will provide a comprehensive introduction to the field of e-business and integration of the Internet into existing business, taking into consideration the four critical infrastructures: technology, capital, public policy and media. This course focuses on presenting a working definition and framework for the study and practice of electronic commerce, e-business and Internet integration strategies. (Degree Credit) (CSU)

**BUS 180 F Small Business Management****3 Units**

54 hours lecture per term. This course studies various small business enterprises including retail, wholesale, manufacturing, service, and home-based business. Factors in business success and advantages and disadvantages of business ownership are analyzed. This course covers the problems encountered in planning, starting and operating a small business, including financial sources, accounting information, marketing and other related information. (Degree Credit) (CSU)

**BUS 181 F The Entrepreneurial Mindset (formerly Business Plan Development)****3 Units**

54 hours lecture per term. This course is a study of social and business entrepreneurs throughout history and around the world. An exploration of the traits that enable entrepreneurs to thrive in vastly different culture and eras, and the important contributions made by these innovators. (Degree Credit) (CSU) AA GE

**BUS 182 F Mobile Applications for Business - APPs (formerly Doing Business Online)****3 Units**

**Advisory:** Familiarity with Adobe Dreamweaver and HTML

54 hours lecture per term. This course is designed to teach the fundamental use of mobile applications for business and provides a foundation for building mobile apps in popular platforms. Students learn about general mobility concerns, available platforms and devices, market share, possibilities for mobile business apps, as well as how to acquire, install, and use existing mobile apps. Mobile apps for marketing, productivity and e-commerce are covered. (Degree Credit) (CSU)

**BUS 183 F Entrepreneurship: Hornet Startup Lab****1 Unit**

Pass/No Pass or Letter Grade option. 54 hours lab per term. This is a hands-on course for students that have entrepreneurial ideas, but need the tools and knowledge necessary for startup development, prototyping, launch, and sustainability. Business leadership training, experience, knowledge and practical experience in entrepreneurship and business. Completion of a small business planning class is highly recommended before registering for this class. (Degree Credit) (CSU)

**BUS 185 F Creativity Matters!****3 Units**

54 hours lecture per term. This course will increase the degree to which students recognize and nurture their creative potential in business and life. The course focuses on four aspects of creativity: the creative person, the creative process, the creative product, and the creative environment. It further emphasizes the interactive nature of these elements and provides for individual application in personal and professional settings. (Degree Credit) (CSU) AA GE, CSU GE

**BUS 186 F Funding Special Projects and New Ventures****1 Unit**

18 hours lecture per term. This course provides a comprehensive overview of the funding process for special projects including entrepreneurship, education, travel, product development, etc. with particular reference to researching, writing, and managing of a range of funding types. This course covers the range of possible funding solutions including grants, giving institutions, government, corporate, foundations, and social fundraising/crowd funding. Emphasis is on developing competitive proposals, accurate budgets, and appropriate systems to manage the project. (CSU)

**BUS 187 F Innovation and New Product Development****3 Units**

54 hours lecture per term. This course leads to in-depth understanding of the requirements, issues (including ethics and sustainability), and tools involved in the planning and development of new products and services. This course addresses determination of new product development strategies based on market needs. Students examine variables including number and diversity of products, product innovations, product design, prototyping, and testing for form, function, and the marketplace. (Degree Credit) (CSU)

**BUS 188 F Introduction to the Internet of Things Product Development****3 Units**

54 hours lecture per term. This course explores the Internet of Things (IoT) which is the fast-growing network of physical objects or "things" embedded with electronics, software, sensors, and connectivity to enable it to achieve greater value and service by exchanging data with the manufacturer, operator and/or other connected devices. Each thing is uniquely identifiable through its embedded computing system but is able to inter-operate within the existing Internet infrastructure. This course will prepare student-entrepreneurs to dream, develop, install, configure and maintain these devices for new product development. (Degree Credit) (CSU)

**BUS 190 F Supply Chain Management Fundamentals****3 Units**

54 hours lecture per term. This course introduces students to the many functions and roles within supply chain management. It provides an overview of the basics of supply chain management's role within organizations. Key elements of this course include the definition of supply chain and the various flows within the supply chain (i.e., customer service, manufacturing, and service operations, order management, procurement, supply management, demand planning, inventory management, warehousing operations, and transportation operations). It also includes an explanation of how the supply chain supports organizations' strategic and financial goals. (Degree Credit) (CSU)

**BUS 191 F Warehousing Operations****3 Units**

54 hours lecture per term, This course introduces warehousing operations including the processes, procedures, tools, and equipment within a warehouse facility. Effective and strategic warehousing operations enable an efficient, effective, and comprehensive supply chain. Key elements of this course include an overview of warehousing, the role of warehousing in the supply chain, facility configuration, storage and handling techniques, performance metrics, customer service considerations, and safety concerns across various types of distribution facilities, including Occupational Health and Safety Administration (OSHA) guidelines. This course will explore the requirements for warehousing operations ranging from a simple, single storage facility to a total distribution or fulfillment network. (Degree Credit) (CSU)

**BUS 201 F Financial Investments****3 Units**

54 hours lecture per term. This course provides a comprehensive study of stocks, bonds, and related securities that includes a detailed study of the nature of these securities and their markets. Emphasis is placed on personal investment objectives for growth, growth with incomes, and income with preservation of capital together with taxes that affect investment policy. (Degree Credit) (CSU) AA GE

**BUS 211 F Critical Reasoning and Writing for Business (formerly Writing for Business)****3 Units**

**Prerequisite(s):** ENGL 100 F or ENGL 100HF, with a grade of C or better

54 hours lecture per term. This course refines communication skills and knowledge needed in organizations today. Emphasis will be placed on critical thinking and developing the ability to analyze, criticize and advocate ideas, to reason inductively and deductively and to reach well-supported factual or judgmental conclusions in writing. This course will include communication fundamentals; ethical, legal and multicultural issues; correspondence applications; employment communication; oral and non-verbal communication; report writing; management presentations; team/group building skills; research methods; critical thinking and running effective meetings and conferences. Computer-mediated applications will be presented throughout the course. (Degree Credit) (CSU) AA GE (C-ID: BUS 115)

**BUS 211HF Honors Critical Reasoning and Writing for Business (formerly Honors Writing for Business)****3 Units**

**Prerequisite(s):** ENGL 100 F or ENGL 100HF with a grade of C or better

54 hours lecture per term. This is an intermediary course to communication skills and knowledge needed in organizations. This course will include communication fundamentals; ethical, legal and multicultural issues; correspondence applications; employment communication; oral and nonverbal communication; report writing; management presentations; team/group building skills; research methods; critical thinking and running effective meetings and conferences. Computer-mediated applications will be presented throughout the course. As an Honors course, this class will use enhanced teaching methods such as a seminar approach, more research-based writing assignments, and assignments calling for a higher level of critical thinking. (Degree Credit) (CSU) AA GE (C-ID: BUS 115)

**BUS 224 F International Marketing****3 Units**

54 hours lecture per term. This course provides an analysis of worldwide marketing opportunities through a consideration of political, legal, economic, and cultural factors in the international context. Special emphasis will be placed on international market research, product development and positioning, pricing, distribution, and promotion. Recommended for students pursuing business management and international business degrees. (Degree Credit) (CSU)

**BUS 225 F International Management****3 Units**

54 hours lecture per term. This course provides practical knowledge with specific applications in international business management. Topics include import/export management, international financial management, foreign joint venture, foreign licensing and franchising, and counter trade. The course combines integrated text materials with carefully selected comprehensive case studies that are designed to demonstrate the practical experience of firms of all sizes as they come to grips with an increasingly competitive global environment. Recommended for students pursuing business management and international business degrees. (Degree Credit) (CSU)

**BUS 226 F International Finance****3 Units**

54 hours lecture per term. This course is designed to familiarize students with the basic tools and concepts of International Financial Management, including assessing the current economic environment, computing foreign exchange rates, analyzing foreign exchange risks, learning how to calculate time value of money of global assets, and considering current and prior issues impacting international finance. (Degree Credit) (CSU)

**BUS 228 F Study Abroad Experience****3 Units**

**Advisory:** A previous study abroad trip or experience living and traveling abroad.

54 hours lecture per term. This course will provide students with an opportunity to conduct a cross-cultural analysis between the US and their host country as a capstone to their previous study abroad experience. Topics will include understanding how cultural differences affect business, economy, and politics. Understanding how the experience creates global citizens and promotes peace and trade between cultures. Students will create tactics to add the experience to job prospects and career building. (Degree Credit) (CSU)

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

54 hours lecture per term. 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, environmental law, and international business law. (Degree Credit) (CSU) (UC Credit Limitation: BUS 240 F, BUS 240HF, BUS 245 F and BUS 246 F combined; maximum credit, one course) AA GE (C-ID: BUS 120)

**BUS 240HF Honors Legal Environment of Business****3 Units**

54 hours lecture per term. This Honors-enhanced 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, environmental law, and international business law. As an Honors course, students will conduct independent legal research and prepare class presentations of court cases and legal arguments. This class will use the Socratic method of instruction. (Degree Credit) (CSU) (UC Credit Limitation: BUS 240 F, BUS 240HF, BUS 241AF and BUS 241BF combined; maximum credit, one course) AA GE (C-ID: BUS 120)

**BUS 242 F International Business Law****3 Units**

54 hours lecture per term. This course provides an introduction to the legal and cultural issues raised in formulating an international business strategy and engaging in international business transactions. Topics include international contracting, export-import, licensing and technology transfer, and sales of services. This course fulfills the Multicultural Education Requirement for graduation. (Degree Credit) (CSU) AA GE

- BUS 245 F Business Law I (formerly BUS 241AF) 3 Units**  
54 hours lecture per term. This course is an introduction to business law principles and cases, including a review of the classes and sources of law, agencies for enforcement, court procedure, and civil and criminal liability. The major subject area studied is the law of contracts. A special study is made of sales of goods based upon the Uniform Commercial Code with emphasis placed on consumer protection. (Degree Credit) (CSU) (UC Credit Limitation) AA GE (C-ID: BUS 125)
- BUS 246 F Business Law II (formerly BUS 241BF) 3 Units**  
54 hours lecture per term. This course is a continuation of BUS 245 F with emphasis on business organization. Areas of study include commercial paper, agency employment, partnerships, corporations, antitrust, securities, and bankruptcy law. (Degree Credit) (CSU) (UC Credit Limitation)
- BUS 251 F Business Finance 3 Units**  
54 hours lecture per term. This is an introductory course to the field of finance, the focus is on the practical significance of the fundamental concepts of finance. The class will include the analysis of financial markets, financial statements, planning and control, working capital management, time value of money, valuation models, capital budgeting, dividend policy and mergers and acquisitions. (Degree Credit) (CSU)
- BUS 255 F Introduction to Business and Data Analytics 3 Units**  
54 hours lecture per term. This course is an introductory business course designed to give an understanding of the complete analytics cycle. From determining requirements to extracting and disseminating information, this course will cover the process, technologies, applications, tools, and skills required to analyze data so that informed and timely decisions can be made. Students will learn the methodologies, techniques, and tools most commonly used in data analytics. Other topics include methods and tools for visualization, inference, forecasting, optimization, simulation, and data mining. Tools will include Excel, Qualtrics Survey Software and Tableau. (Degree Credit) (CSU)
- BUS 262 F Principles of Management 3 Units**  
54 hours lecture per term. This course covers the principles, methods, and procedures essential to the successful management of human and financial resources. Planning, organizing, leading, controlling and the application of managerial skills are discussed. (Degree Credit) (CSU)
- BUS 263 F Leadership for Women in Business 3 Units**  
54 hours lecture per term. This course explores women's leadership, management, communication styles, and the vision and values women leaders bring to an effective environment in business. It is about balancing work/life and managing drive, ambition, adversity, commitment, networking, and achievement. It examines strategies for developing and encouraging skills that enable and allow women leaders and managers to succeed. (Degree Credit) (CSU)
- BUS 266 F Human Relations in Organizations (formerly Human Relations in Business) 3 Units**  
54 hours lecture per term. This course covers the major themes of human relations in organizations and the workplace from a psychological, sociological and physiological perspective. Students will develop critical thinking and ethical reasoning skills as students apply behavioral science theories and principles. Topics include values, perception, motivation, conflict management, teamwork, and leadership. (Degree Credit) (CSU) AA GE
- BUS 267 F Principles of Supervision 3 Units**  
54 hours lecture per term. This course is designed for first-line, new, or future managers covering the skills required to effectively supervise and manage employees in organizations. This class emphasizes the supervisors' need for a working understanding of the functions of management and the practical supervisory skills relating to employees, work teams, workplace diversity, ethics, and special concerns. Topics include the role and function of supervisors, recruitment and evaluation of workers, task delegation, motivation, employee discipline, training and professional development, conflict management, labor relations and legislation, communication, employee safety, and time management. (Degree Credit) (CSU)
- BUS 268 F Human Resource Management 3 Units**  
54 hours lecture per term. This course is an introduction to the formulation and implementation of human resource policy concerned with the major aspects of how an organization deals with its people: how it acquires them, utilizes them, rewards them, and separates them. Explores how the personnel functions integrate with the overall strategy of the firm in determining the success of the business. (Degree Credit) (CSU)
- BUS 271 F Leadership and Business Ethics 3 Units**  
54 hours lecture per term. This course focuses on leadership and ethics in business today. It addresses leadership models perspectives and practices, and the complexities and principles of ethical business issues. Leadership topics include leading and motivating individuals and work teams, workplace diversity, followership, self-assessment and skills development. Business ethics topics include ethical leadership and decision making, organizational value systems and identifying and developing tools needed to effectively deal with ethical dilemmas. (Degree Credit) (CSU)
- BUS 281 F The Business of Cannabis 3 Units**  
54 hours lecture per term. This course examines the fast-growing industry of cannabis and explores the planning, marketing, and running of a legal cannabis business in California. It is designed for anyone looking to learn about the cannabis industry and what to look for to start a business within the industry. Emphasis is placed on the analysis and practical application of dispensary business operations, legal issues and compliance, accounting, and security. Students will prepare a business and marketing plan for startup cannabis businesses. (Degree Credit) (CSU)
- BUS 290 F Managerial Communications 3 Units**  
54 hours lecture per term. This course covers a variety of communication challenges that typically arise in management and emphasizes the development of communication skills to successfully manage individuals and groups. Topics include leadership and management skills, developing work relationships, ethics, managing meetings, making presentations, interviewing, performance appraisals, negotiation, conflict resolution, using electronic communications technology, and group communication strategies. (Degree Credit) (CSU)
- BUS 295 F Business Internship (formerly BUS 061 F) 2-4 Units**  
54-216 hours of supervised employment, paid or unpaid internship per term. This course is designed to provide work experience directly related to the student's area of study in Business. This course offers career development opportunities for students and industry professionals who need to strengthen or broaden their skills to retain their current positions or wish to advance in their current careers. Course awards 1 unit per 54 hours of paid or unpaid internship. (Degree Credit) (CSU)

**BUS 296 F Business Internship II** **2-4 Units**

**Prerequisite(s):** BUS 295 F with a grade of C or better

18 hours lecture and 75-225 hours of supervised employment or 60-180 hours of unpaid internship per term. This course will further prepare students for the next level of career exploration. Topics will include networking, interviewing skills, and clarifying employer/client expectations. (Degree Credit) (CSU)

**BUS 297 F Business Internship III** **2-4 Units**

**Prerequisite(s):** BUS 296 F with a grade of C or better

18 hours lecture and 75-225 hours of supervised employment or 60-180 hours of unpaid internship per term. This course will further prepare students for the next level of career exploration. Topics will include networking, interviewing skills, and clarifying employer/client expectations. Course awards 1 unit per 75 hours of paid internship or 1 unit per 60 hours of unpaid internship. (Degree Credit) (CSU)

**BUS 298 F Advanced Topics in Business** **3 Units**

54 hours lecture per term. This course addresses current and emerging topics in management/business. Students research several management/business topics, integrate this research with material from other management and business courses, and recommend solutions, courses of action, or strategies for dealing with these issues. The topics addressed in this course will change over time as important issues in business, management, and/or society evolve. (Degree Credit) (CSU)