

# BUSINESS (BUSN)

## **BUSN 235A** **1 Hour**

### **Administrative Assistant Educational Planning**

Orientation and assessment to and for the NOCE Administrative Assistant Certificate program, overview of occupational options. Self-assessment of educational backgrounds and needs, referral to basic skills support to assist with successful completion of courses, overview in general of NOCE Student Services. *(Orientation)*

## **BUSN 350** **36 Hours**

### **Giving an Effective Presentation**

In today's world, it is easy to assemble a series of slides and deliver a speech and call it a business presentation - but there's much more to a presentation than just presenting - particularly if you want to get the results you expect. Almost all presentations are just that - presentations. In this workshop, you will learn how and why you should converse with rather than merely present to your audience; what is the best room layout and why; how to organize and prepare your presentation; what to do before, during and after your presentation; how and why you should or shouldn't use PowerPoint or other visual aids; how to and why eliminate jargon words and acronyms; how to and why you should refine and visualize your message; how to inspire and engage your audience; and much, much more. *(Fee-Based)*

## **BUSN 360** **3 Hours**

### **How to be an Effective Networker**

Do you find it hard to make conversation at business and social events? Networking can be the most efficient way to promote your business and find customers but you need to network effectively in order opportunity to learn the do's, don'ts and where's of effective networking from a published author and international trainer. This workshop is particularly valuable not only for professionals and business people who want to increase their confidence and networking skills, but for anyone who wants to build business and social relationships with others. *(Fee-Based)*

## **BUSN 370** **4 Hours**

### **Public Speaking Workshop - Transcend Your Fear**

For many, public speaking is the #1 fear, but it really doesn't have to be. Public speaking can be enjoyable for both the speaker and the audience. In this workshop, you will understand the root causes of fear, reasons for your fear and solutions to transcend your fear of public speaking. *(Fee-Based)*

## **BUSN 400** **18 Hours**

### **Starting a Small Business: Be Your Own Boss**

You will learn the role of entrepreneurial businesses in the United States and the impact on our national and global economy. This course will guide you to analyze the skills, commitment, and challenges necessary to successfully operate a small business. Topics also include entrance strategies and best practices. *(Fee-Based)*

## **BUSN 405** **18 Hours**

### **Writing a Winning Business Plan**

In this course you will learn to assess the strengths and weaknesses of a business concept and learn the elements of a winning business plan. Developing a competitive advantage, developing a mission statement, and forms of business ownership will also be covered. *(Fee-Based)*

## **BUSN 410** **24 Hours**

### **Financing Your Small Business**

Individuals will learn to identify and evaluate the various sources available for funding a small business venture and how to work with financial statements. Additionally, you will learn about capital and cash management, how to establish credit policies, and the importance of location. *(Fee-Based)*

## **BUSN 415** **24 Hours**

### **Small Business Marketing Strategies**

This course is designed to cover key marketing concepts and methods relevant for start-up and early-stage entrepreneurs. Marketing and pricing strategies, cost effective marketing, knowing your customer and effective advertising techniques will be covered. *(Fee-Based)*

## **BUSN 420** **24 Hours**

### **Legal Issues for Small Business**

This course provides information regarding legal issues for small businesses. You will learn the basic elements small businesses. You will learn the basic elements required for a valid contract, employment laws, intellectual property, ethics, and government regulations. Best practices and resources for start-up and existing small businesses will also be a focus. *(Fee-Based)*

## **BUSN 425** **4 Hours**

### **How To Sell on eBay**

Everyone has lots of stuff in closets, drawers and garages. Some even pay for storage areas to hold this stuff. Why not make some money by selling your things on eBay? This class will show you how. We will discuss organization, categorization and writing posts. *(Fee-Based)*

## **BUSN 430** **2 Hours**

### **How To Buy on eBay**

With the economy the way it is, everyone is trying to save money wherever possible. This course will teach you how to buy on eBay and get the same items you normally purchase in stores for less - sometimes for pennies on the dollar. Items may still have original sealed packaging. *(Fee-Based)*

## **BUSN 435** **36 Hours**

### **Payroll Accounting, Introduction**

This course provides an introduction to payroll procedures for bookkeeping and accounting. Topics include federal and State laws, paying different types of employees, employment records, payroll recordkeeping, and payroll State forms. Students will also learn to perform basic payroll functions. *(Fee-Based)*

## **BUSN 440** **8-15 Hours**

### **Fundamentals of Project Management**

This class is designed for individuals interested in learning how to use project management techniques to lead teams and complete projects efficiently. You will learn the tools and techniques of project management including the product initiation stage. *(Fee-Based)*

## **BUSN 445** **15 Hours**

### **Project Planning and Scheduling Techniques**

This course covers project management techniques to help individuals successfully execute projects on time and meet organizational and customer expectations. Topics include creating time estimates, assigning responsibilities for time management, and creating a management plan. *(Fee-Based)*

<b>BUSN 450</b> <b>Project Cost Management</b> This course covers simplified techniques to monitor and control the cost of a project. You will learn how proper cost management helps you complete a project on time and meet customer and organization expectations. Topics include cost estimation methods, forecasting methods, and identification of resources. <i>(Fee-Based)</i>	<b>8 Hours</b>	<b>BUSN 478</b> <b>Ceramic: Building Skills for Art and Business</b> Students will learn and refine ceramic art skills with the goal of producing quality pieces that can be sold through a home-based business. Learn ceramic hand-building, decorating and firing techniques, and how to sell ceramic pieces, including the concepts of pricing, promotion, and identifying marketplace options for product sales. Materials are supplied by students. <i>(Apportionment)</i>	<b>36 Hours</b>
<b>BUSN 455</b> <b>Team Building for Project Managers</b> This class covers the basic principles of team building, leadership techniques, and management techniques for project teams. Topics include motivating teams, building loyalty in teams, conflict resolution, and the responsibilities of a project leader. Learn how to lead successful project teams. <i>(Fee-Based)</i>	<b>15 Hours</b>	<b>BUSN 480</b> <b>Needlecraft: Building Skills for Art and Business</b> Students will develop and refine the skills needed to create quality needlecraft pieces that can be sold through their own home-based business. Learn techniques for knitting, crochet, needlepoint, and cross-stitch, and the concepts of pricing, promotion, and identifying appropriate marketplace options for product sales. Materials are supplied by students. <i>(Apportionment)</i>	<b>36 Hours</b>
<b>BUSN 460</b> <b>Twittering Your Way to Business Success</b> Learn basic tools to build your followers on Twitter. You will be guided through a series of steps to find followers, build quality followers, maintain your followers by adding value to your tweets, and updating your followers on Twitter, your friends on Facebook and your network on LinkedIn and more. <i>(Fee-Based)</i>	<b>6 Hours</b>	<b>BUSN 482</b> <b>Quilting: Building Skills for Art and Business</b> Learn and refine skills for creating quality quilts and quilted items that can be sold through a home-based business. Course topics include hand and machine sewing techniques and methods for securing income from quilting, including commissioned and consignment sales, and the concepts of pricing, promotion, and identifying marketplace options. Materials are supplied by students. <i>(Apportionment)</i>	<b>36 Hours</b>
<b>BUSN 465</b> <b>Introduction to Scrum: An Agile Process</b> Agile Scrum is a project management tool. This course covers the fundamental concepts for agile principles and the Scrum process. <i>(Fee-Based)</i>	<b>9 Hours</b>	<b>BUSN 484</b> <b>Craft Artistry: Building Skills for Art and Business</b> Learn artistic techniques and refine creative art skills with the goal of creating quality craft pieces, such as seasonal and gift products, that can be sold through a home-based business. Methods for selling artistic creations are covered, including concepts of pricing, promotion, and identifying marketplace options for product sales. Materials are supplied by students. <i>(Apportionment)</i>	<b>36 Hours</b>
<b>BUSN 470</b> <b>Starting a Home-based Business</b> Learn the key elements to starting a home-based business and becoming self-employed. This course provides students with an introduction to starting a home-based business, including marketing, finance, self-management skills, risk management and available resources. <i>(Apportionment)</i>	<b>24 Hours</b>	<b>BUSN 486</b> <b>Drama: Performing as an Art and a Career</b> In this course students will develop and refine acting skills with the goal of securing work as a paid professional. Study includes fundamentals of performance, script analysis, characterization, acting styles, stage and camera terminology, the business of stage, film and television, union and non-union, and positive communication skills. <i>(Apportionment)</i>	<b>36 Hours</b>
<b>BUSN 472</b> <b>Improve Brain Power for the Workplace</b> Learn how to improve your memory, concentration, confidence and listening skills which can enhance study skills and help you succeed in the workplace. This course covers how the brain learns and remembers, causes of memory loss, and various brain exercises, including computer-based programs, that preserve and improve brain health. <i>(Apportionment)</i>	<b>90 Hours</b>	<b>BUSN 490</b> <b>Machine Shorthand Speed Building 1</b> This course promotes further development of speed and accuracy in taking dictation on the steno machine. Students will develop sufficient skills to take new material dictation at 160 words per minute (wpm) through 230 wpm for one minute at 98% accuracy. This class meets the state of California licensing requirements. <i>(Fee-Based)</i>	<b>48 Hours</b>
<b>BUSN 474</b> <b>Creative Writing: Building Skills for Career</b> In this course students will develop and refine professional creative writing skills and create written pieces such as short stories, essays and articles that can be sold for income. Students will learn how to publish their literary works, including marketing to publishers and agents and promoting the published manuscript. <i>(Apportionment)</i>	<b>30 Hours</b>	<b>BUSN 492</b> <b>Machine Shorthand Speed Building 2</b> <b>Advisory:</b> Completion of BUSN 490 Machine Shorthand Speed Building 1. This course promotes further development of speed and accuracy in taking dictation on the steno machine. The student will develop sufficient skills to take new material dictation at 160 words per minute (wpm) through 200 wpm for five minutes with 98% accuracy. This class meets the State of California licensing requirements. <i>(Fee-Based)</i>	<b>48 Hours</b>
<b>BUSN 476</b> <b>Painting Arts: Building Skills for Art and Business</b> In this course students will develop and refine skills for creating quality paintings that can be sold through their own home-based business. Learn a variety of media, including techniques in drawing, brush strokes, color mixing and application, and methods for promoting and selling paintings in various marketplace settings. Materials are supplied by students. <i>(Apportionment)</i>	<b>36 Hours</b>		

**BUSN 494 48 Hours****Machine Shorthand Speed Building 3***Advisory: Completion of BUSN 492 Machine Shorthand Speed Building 2.*

This course promotes further development of speed and accuracy in taking dictation on the steno machine. The student will develop sufficient skills to take new material dictation at 180 wpm to 200 wpm for ten minutes with 98 percent accuracy. This course meets the requirements of the Court Reporter's Board and the National Court Reporter's Association for speed level on question and answer and trial testimony. *(Fee-Based)*

**BUSN 496 48 Hours****Machine Shorthand Speed Building 4**

*Advisory: Completion of Machine Shorthand Speed BUSN 490 Machine Shorthand Speed Building 1, BUSN 492 Machine Shorthand Speed Building 2 or BUSN 494 Machine Shorthand Speed Building 3.*

This course promotes further development of speed and accuracy in taking dictation on the steno machine. The student will develop sufficient skills to take new material from 160 words per minute (wpm) to 220 wpm sustained dictation with 98% accuracy. This course meets the requirements of the Court Reporter's Board and the National Court Reporter's Association for speed level on question and answer and trial testimony. *(Fee-Based)*

**BUSN 500 6 Hours****Auto Wholesale Home-based Business**

Supplement your income \$3,000 to \$5,000 with your DMV auto dealer license home-based business. Students will learn six to eight techniques to create profit and generate cash flow. Dealers obtain automobiles and parts at wholesale and are sales-tax exempt. They are not required to register inventory vehicles. List of 400+ dealer only auctions also included in course. DMV approved. *(Fee-Based)*

**BUSN 510 15 Hours****Business Etiquette**

In today's media-infused world, our face-to-face interactions have become even more crucial to our success. Displaying good business etiquette behavior will mean clients are more likely to trust and want to do business with you. Our business etiquette training course provides adults with the skills you need to quickly adapt, integrate and succeed in diverse business environments. Learn about networking for success, dining in style, email, phone, and letter etiquette, as well as dressing for success. *(Fee-Based)*

**BUSN 645 24 Hours****Customer Service**

This course covers the key elements of outstanding customer service. The student will be introduced to the concepts of internal and external customers, customer satisfaction and retention. Topics will also include communicating with customers, developing a positive attitude, handling complaints and sales skills. *(Apportionment)*

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