

Business Education Division

Degrees, Certificates & Awards

Associate in Arts: International Business

Associate in Arts: Business Administration: Emphasis in Small Business Development

Associate in Arts: Business Administration: Emphasis in Management

Associate in Arts: Business Administration: Pre-Transfer

Associate in Arts: Marketing

Associate in Arts: Finance

Associate in Science: Accounting

Associate in Science: Real Estate

Certificate of Achievement: International Business

Certificate of Achievement: Business Administration: Emphasis in Small Business Development

Certificate of Achievement: Business Administration: Emphasis in Management

Certificate of Achievement: Marketing

Certificate of Achievement: Finance

Certificate of Achievement: Real Estate

Certificate of Achievement: Accounting/Assistant Bookkeeper, Level IV

Skills Competency Award: Accounting Information Systems, Level I

Skills Competency Award: Accounting Information Systems, Level II

Skills Competency Award: Accounting Information Systems, Level III

Skills Competency Award: Bookkeeping

Skills Competency Award: Business Administration, Level I

Skills Competency Award: Business Administration, Level II

Skills Competency Award: Entrepreneurship

Skills Competency Award: Entrepreneurship: Web Design, Level I

Skills Competency Award: Entrepreneurship: Web Design, Level II

Skills Competency Award: International Marketing Communication

Skills Competency Award: Sales and Marketing

Skills Competency Award: Web Marketing and Media Design

Department Award: Accounting/Assistant Bookkeeper, Level I

Department Award: Accounting/Assistant Bookkeeper, Level II

Department Award: Accounting/Assistant Bookkeeper, Level III

Program Description

The Business Division offers opportunities to explore and to prepare for many different types of careers in business. Service organizations, wholesale and manufacturing industries, hospitals, schools, hotels, restaurants, banks and research firms all require personnel with business and management skills. Technological changes, such as computer operations and creative financing, demand that employees have an even broader business background than only a few years ago.

The division offers courses in all facets of business: accounting; business administration; computer applications; finance (both personal and business); information systems; law; management; marketing and real estate. Students may take either individual courses or enroll in a degree or certificate program. Those who are presently employed may combine their learning and working experience by taking work experience classes in their major area of business.

Courses are offered in a variety of formats—semester, summer session, short modules and online—to accommodate student interests and commitments.

The following departments are in the Business Division:

1. Accounting Education
2. Business Administration (includes Business Law, Management and Real Estate)
3. Finance, International Business and Marketing
4. *Computer Applications and Office Management
5. *Computer Information Systems
6. *Professional Development Studies

**These Departments have separate listings in this Catalog.*

Division Offices

Division: Business Education

Dean: Erika Endrijonas (A-218, ext. 2721)

Planning a Program of Study

In order to plan the best possible program of study to meet individual needs, students are strongly encouraged to contact the Department Chairperson of the program in which they are interested or the counselor assigned to the Business Division. These persons are eager to assist students—and they welcome the opportunity to be helpful.

Students with limited exposure to business should consider taking other business classes, such as Introduction to Accounting (ACCT 110), Business Math (BUS 103), Introduction to Management (MGMT 101) and courses which do not fulfill lower division transfer requirements for the Business major.

Specific program requirements are outlined by each department. The Associate Degree requires completion of both department and college requirements, including General Education courses.

Certificate of Achievement, Skills Competency Award and Departmental Award programs of study are designed for completion in one to two years and do not require the completion of general education courses. The Certificate of Achievement is awarded upon finishing a program with an average grade of "C".

Students are advised to contact the Department Chairperson of the program in which they are interested to receive information on departmental requirements. Brochures outlining requirements are available in the Counseling Center, and students are encouraged to refer to them. The counselors for the Business Division can also be contacted for current information on program requirements.

Preparation for Transfer

Students intending to transfer to another institution with the goal of earning a Bachelor's Degree in Business Administration, Management, Accounting, Business Economics, or Business Economics (with emphasis in Accounting) are urged to satisfy their general education requirements, as well as complete lower division major core requirements in business: ACCT 230 and 240; BLAW 101 or 110; CIS 101 and 102; ECON 101 and 102; BUS 101; and math.

Course requirements for transfer vary depending upon the college or university a student wishes to attend.

Students are urged to make early contact with the Transfer Center and their intended four-year institution to secure appropriate articulation and transfer admission requirements which vary among colleges and universities.

Division Resources

Cooperative Work Experience

Students interested in credit for Work Experience should enroll in BUS 290, CIS 290, COMP 290, FIN 290 or RE 290. Structured on-the-job work experience is combined with classroom instruction to enable the student to acquire skills and aptitudes necessary to progress in one's chosen occupation. A student may enroll each semester, but evidence of new or expanded responsibilities or learning opportunities must be provided by the student and the student's work supervisor. Satisfactory completion of specific job-oriented learning objectives and class attendance are essential requirements of the program.

Computer Resources

The Business Division has four microcomputer labs that are used either as a central part of some courses or as a supplement to other courses.

Dual Enrollment

Students eligible for ninth (9th) grade or higher may concurrently enroll in up to nine (9) units of college-level courses under this program. Second-semester seniors may concurrently enroll in up to twelve (12) units. Course prerequisites apply. Refer to the Dual Enrollment section of this *Catalog*.

Honors & Awards

The Business Division selects one outstanding student each year in each of the six departments as Outstanding Student, plus the Outstanding Accounting Student. The selections are made by the faculty of the departments, and selections are based solely on academic excellence. No applications by students are required.

Special Courses

BUS 299 (Independent Study). Each department offers a special opportunity to do independent research under the supervision of a departmental instructor. From 1 to 4 units of credit may be earned per course to a maximum of six (6) units from Santa Barbara City College.

Seminars

The various departments, on occasion, offer short-term programs that last from one Saturday to six weeks in length. Such courses are offered in conjunction with the I.R.S. (Internal Revenue Service—Income Tax Preparation), S.C.O.R.E. (retired senior executives organization), county government and the Santa Barbara Chamber of Commerce.

Students are encouraged to attend and participate in these series, and unit credit is sometimes offered for these programs.

Tutorial Opportunities

Several departments offer tutorial help for certain courses. Tutors are provided for Accounting students and are available to help students five days a week. Outstanding students in Business and Accounting are selected to serve as paid tutors.

Accounting Education

Degrees, Certificates & Awards

Associate in Science: Accounting

Certificate of Achievement: Accounting/Assistant Bookkeeper, Level IV

Skills Competency Award: Accounting Information Systems, Level I

Skills Competency Award: Accounting Information Systems, Level II

Skills Competency Award: Accounting Information Systems, Level III

Skills Competency Award: Bookkeeping

Department Award: Accounting Assistant/Bookkeeper, Level I

Department Award: Accounting Assistant/Bookkeeper, Level II

Department Award: Accounting Assistant/Bookkeeper, Level III

Program Description

Accounting courses provide the essential foundation needed to succeed in these career areas:

- Management: general management, financial management, budget management, assets management, controller, treasurer
- Private Accounting: general financial accounting, accounting information systems design, cost accounting, budgeting, taxation, internal auditing, data processing
- Public Accounting — CPAs: auditing, tax compliance and tax planning services, management advisory services, computerized accounting systems
- Government Accounting
- Accounting Education: teaching, research, consulting

Those interested in preparing for immediate employment or advancement should consider . . .

1. The Skills Competency Award in Bookkeeping that prepares students for working in the areas of entry-level bookkeeper (for small business, sole proprietorship) or accounting clerk (accounts payable or accounts receivable, under supervision of an accounting supervisor).
2. The Accounting Assistant/Bookkeeper Certificate that prepares students to be full-charge bookkeepers in businesses that have computerized or manual accounting systems; or
3. The Associate Degree in Accounting that prepares students for advanced academic work in accounting (transfer to four-year institutions), or for employment and/or promotion to more responsible positions in accounting or business.

Department Offices

Division: Business Education

Dean: Erika Endrijonas (A-218, ext. 2721)

Faculty & Offices

Department Co-Chairs: Michael Kulper (BC-206, ext. 2686); Al Vera-Graziano (BC-207, ext. 2499)

Emeritus Faculty

John E. O'Dea
Merle Taylor

Requirements for A.S. Degree: Accounting

The Associate Degree will be awarded upon completion of department and college requirements.

Department Requirements (52-56 units)

ACCT 110 — Introduction to Accounting	4
ACCT 150 — Intro to Accounting Software & Systems	4
ACCT 230 — Financial Accounting	5
ACCT 240 — Managerial Accounting	4
BUS 101 — Introduction to Business	3
COMP 101 — Microsoft Office	4
COMP 271 — Business Communication	3
ECON 101 — Microeconomics	3
ENG 110 — Composition & Reading or	
ENG 110H — Composition & Reading, Honors	3
FIN 202 — Managerial Finance	3
MATH 107# — Intermediate Algebra or	
MATH 111# — Intermediate Algebra for Math, Science & Business Majors	4-5

Any math course higher than Intermediate Algebra will also satisfy this requirement.

Controlled Electives: Choose at least 6 units from following electives:

BLAW 101 — Business Law or	
BLAW 110 — Legal Environment of Business	4
BUS 103 — Business Mathematics	3
ECON 102 — Macroeconomics	3
MGMT 102 — Leadership in Organizations	3

Controlled Electives: Choose at least 6 units from following electives:

ACCT 130 — Payroll Accounting	4
IBUS 102 — International Business	3
CIS 101 — Introduction to Computers & Information Systems	4
ECON 106 — International Economics	3

College Requirements

For complete information, see “Graduation Requirements” in the *Catalog Index*.

Requirements for Department Award: Accounting Assistant/Bookkeeper, Level I

Department Requirements (18 units)

ACCT 110 — Introduction to Accounting	4
ACCT 230 — Financial Accounting	5
BUS 103 — Business Mathematics	3
COMP 151AB — Beginning Computer Keyboarding	3
COMP 171 — Business English	3

A student must receive a “C” or better in each course. If two or more years have elapsed since ACCT 230 was taken, the candidate must pass a proficiency and currency test to earn the department award. A minimum of 6 units must be taken at SBCC. Please note that Accounting 110 is required for the Level I Department Award. The course is not eligible for waiver as a result of completing ACCT 230.

Satisfactory completion of Level I earns Accounting Assistant/Bookkeeper (Level I) Department Award and should enable holder to perform as an:

1. Entry-level Accounting Assistant/Bookkeeper, under supervision, for small proprietorships; or
2. Entry-level Accounting Clerk, under supervision, for medium or large proprietorships.

Requirements for Department Award: Accounting Assistant/Bookkeeper, Level II

Department Requirements (33 units) — Level I Department Award must be earned before Level II Department Award can be issued.

ACCT 240 — Managerial Accounting	4
CIS 101 — Introduction to Computers & Information Systems	4
COMP 101 — Microsoft Office	4
COMP 271 — Business Communication	3

Optional:

ACCT 130** — Payroll Accounting	4
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****Satisfactory completion of this course earns designation of "Payroll Specialist." (See Level III.)**

A student must receive a "C" or better in each course. If two or more years have elapsed since ACCT 230 was taken, the candidate must pass a proficiency and currency test to earn the department award. A minimum of 6 units must be taken at SBCC.

Satisfactory completion of Level II earns Accounting Assistant/Bookkeeper (Level II) Department Award and should enable holder to perform as an:

1. Entry-level Accounting Assistant/Bookkeeper, under supervision, for small partnerships or corporations; or
2. Entry-level Accounting Clerk or Accounting Data Processor, under supervision, for medium or large proprietorships, partnerships or corporations; or
3. Student of intermediate accounting, managerial accounting, cost accounting, fund accounting, and/or tax accounting.

Requirements for Department Award: Accounting Assistant/Bookkeeper, Level III

Department Requirements (41 units) — Level II Department Award must be earned before Level III Department Award can be issued.

ACCT 150 — Intro to Accounting Software & Systems4

COMP 109 — Microsoft Excel.....4

Optional:

ACCT 130** — Payroll Accounting.....4

****Satisfactory completion of this course earns designation of "Payroll Specialist."**

A student must receive a "C" or better in each course. A minimum of 6 units must be taken at SBCC.

Satisfactory Completion of Level III earns Accounting Assistant/Bookkeeper (Level III) Department Award.

Depending on practical experience, should enable holder to perform as an:

1. Accounting Assistant/Bookkeeper, under minimum or little supervision (depending on experience), for proprietorships, small partnerships, or small corporations, using manual or computerized accounting systems; or
2. Accounting Clerk or Accounting Data Processor, under minimum or little supervision (depending on experience), for small proprietorships, partnerships or corporations.

Requirements for Certificate of Achievement: Accounting Assistant/ Bookkeeper, Level IV

Department Requirements (48 units) — Level III Department Award must be earned before Level IV Certificate of Achievement can be issued.

COMP 111 — Microsoft Access.....4

MGMT 101 — Introduction to Management3

A minimum of 6 units must be taken at SBCC

Depending on practical experience, this certificate should enable holder to perform as a:

1. Full-Charge Bookkeeper (depending on experience) for proprietorships, small partnerships or small corporations, using manual or computerized accounting systems; or
2. Accounting Clerks Supervisor (depending on experience) or Accounting Data Processors Supervisor (depending on experience) for proprietorships, small partnerships or small corporations.

Requirements for Skills Competency Award: Bookkeeping

Department Requirements (13 units)

ACCT 110 — Introduction to Accounting4

BUS 103 — Business Mathematics.....3

COMP 151AB — Beginning Computer Keyboarding3

COMP 171 — Business English.....3

Students must complete the above courses with a grade of "C" or higher or credit in all courses.

Requirements for Skills Competency Award: Accounting Information Systems, Level I

Department Requirements (12 units)

ACCT 110 — Introduction to Accounting4

CIS 101 — Introduction to Computers
& Information Systems4

CIS 105 — Introduction to Operating Systems.....4

Students must complete the above courses with a grade of "C" or higher or credit in all courses.

Requirements for Skills Competency Award: Accounting Information Systems, Level II

Department Requirements (12 units)

ACCT 170 — Accounting with MS Great Plains Dynamics	2.5
ACCT 230 — Financial Accounting	5
CIS 107 — Database Systems	4
COMP 170 — Introduction to Great Plains	0.5

Students must complete the above courses with a grade of "C" or higher or credit in all courses.

Requirements for Skills Competency Award: Accounting Information Systems, Level III

Department Requirements (8 units)

ACCT 240 — Managerial Accounting	4
ACCT 270/CIS 270 — Accounting Information Systems	4

Students must complete the above courses with a grade of "C" or higher or credit in all courses.

Business Administration

(Business Law, Management, Real Estate)

Degrees & Certificates

Associate in Arts: Business Administration – Emphasis in Small Business Development

Associate in Arts: Business Administration – Emphasis in Management

Associate in Arts: Business Administration – Pre-Transfer

Associate in Science: Real Estate

Certificate of Achievement: Business Administration – Emphasis in Small Business Development

Certificate of Achievement: Business Administration – Emphasis in Management

Certificate of Achievement: Real Estate

Skills Competency Award: Business Administration, Level I

Skills Competency Award: Business Administration, Level II

Skills Competency Award: Entrepreneurship

Skills Competency Award: Entrepreneurship: Web Design, Level I

Skills Competency Award: Entrepreneurship: Web Design, Level II

Program Description

This department offers occupational and professional programs in business which meet the needs of students planning to obtain immediate employment, retrain, earn an A.A. Degree, transfer to a four-year college or university, or take courses to enhance their understanding of the environment in which they work and live.

Business Administration courses (Business Administration, Business Law, Legal Environment of Business, Management, Business Mathematics) give students general business knowledge in managerial controls, economics of business, human resources (personnel), labor relations, business risks, interaction of government and business law, production and distribution. They provide the foundations for areas of specialization, such as accounting, finance, or marketing management.

Management courses prepare a student to be a small business entrepreneur, or lead toward a career in management of a larger firm. These courses may provide an existing manager with new insights and training, or may offer new career possibilities to the younger student, or a chance to change careers to the older student.

The Real Estate Program is designed to prepare students for professional certification as real estate salespeople and real estate brokers. All courses are taught by practicing real estate professionals with strong academic backgrounds, extensive practical experience and local community service. These courses are valuable for real estate investors, developers, appraisers, escrow officers and property managers. Attractive opportunities for careers in these areas exist in Santa Barbara. All of the Real Estate courses are designed to satisfy California's real estate licensing requirements. Courses satisfying California's continuing education requirements for real estate professionals are offered through SBCC's Continuing (Adult) Education Program.

Department Offices

Division: Business Education

Department Chair: Bonnie Chavez (BC-219, ext. 2508)

Dean: Erika Endrijonas (A-218, ext. 2721)

Faculty & Offices

Bonnie Chavez, *Chair* (BC-219, ext. 2508)

Daniel Wrentmore (BC-215, ext. 2840)

Emeritus Faculty

James E. Foxx

Robert Hilgerman

Requirements for A.A. Degree: Business Administration — Pre-Transfer

The Associate Degree will be awarded upon completion of department and college requirements.

Department Requirements (26 units)

ACCT 230 — Financial Accounting5

ACCT 240 — Managerial Accounting4

BLAW 101 — Business Law *or*

BLAW 110 — Legal Environment of Business4

BUS 101 — Introduction to Business3

CIS 101 — Intro to Computers and Information Systems ...4

ECON 101 — Microeconomics3

ECON 102 — Macroeconomics3

Optional:

BUS 290 — Work Experience in Business Admin. 1-4

**Note: Each required course must be completed with a minimum grade of "C"*

College Requirements

For complete information, see "Graduation Requirements" in the *Catalog* Index.

Requirements for A.A. Degree: Business Administration — Emphasis in Management

The Associate Degree will be awarded upon completion of department and college requirements.

Department Requirements (25 units)

Students interested in an A.A. Degree in Business Administration: Emphasis in Management need to complete the departmental requirements, as well as the college requirements which can be found in the *Catalog* Index.

ACCT 230 — Financial Accounting5

BLAW 110 — Legal Environment of Business4

BUS 101 — Introduction to Business3

BUS 103 — Business Mathematics3

CIS 101 — Introduction to Computers & Information Systems4

MGMT 101 — Introduction to Management3

MGMT 102 — Leadership in Organizations3

Optional:

BUS 290 — Work Experience in Business Admin. 1-4

**Note: Each required course must be completed with a minimum grade of "C"*

College Requirements

For complete information, see "Graduation Requirements" in the *Catalog* Index.

Requirements for A.A. Degree: Business Administration — Emphasis in Small Business Development

The Associate Degree will be awarded upon completion of department and college requirements.

Department Requirements (20 units)

ACCT 110 — Introduction to Accounting4

BLAW 101 — Business Law4

BUS 101 — Introduction to Business3

MKT 220/CIS 220 — Intro to Electronic Commerce3

BUS 208/PRO 208 — Business Plan Development2

MKT 101 — Intro to Marketing *or*

MKT 203 — Marketing Communications3

Optional Courses:

ACCT 150 — Intro to Accounting Software & Systems4

ACCT 160 — Accounting with Quickbooks3

BUS 103 — Business Mathematics3

BUS 290 — Work Experience in Business Admin. 1-4

**Note: Each required course must be completed with a minimum grade of "C".*

College Requirements

For complete information, see "Graduation Requirements" in the *Catalog Index*

Requirements for A.S. Degree: Real Estate

The Associate Degree will be awarded upon completion of department and college requirements

Department Requirements (27 units)

ACCT 230 — Financial Accounting	5
BLAW 101 — Business Law	4
RE 101 — Real Estate Principles	3
RE 102 — Real Estate Practices	3
RE 203 — Real Estate Finance	3
RE 204 — Legal Aspects of Real Estate	3
RE 205 — Real Estate Appraisal (Residential)	3
RE 207 — Property Management	3

Optional:

RE 290 — Work Experience in Real Estate	1-4
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**Note: Each required course must be completed with a minimum grade of "C".*

College Requirements

For complete information, see "Graduation Requirements" in the *Catalog Index*.

Requirements for Certificate of Achievement: Business Administration — Emphasis in Management

Department Requirements (25 units)

ACCT 230 — Financial Accounting	5
BLAW 110 — Legal Environment of Business	4
BUS 101 — Introduction to Business	3
BUS 103 — Business Mathematics	3
CIS 101 — Introduction to Computers & Information Systems	4
MGMT 101 — Introduction to Management	3

MGMT 102 — Leadership in Organizations	3
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Optional:

BUS 290 — Work Experience in Business Admin	1-4
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**Note: Each required course must be completed with a minimum grade of "C".*

Requirements for Certificate of Achievement: Business Administration — Emphasis in Small Business Development

Department Requirements (20 units)

ACCT 110 — Introduction to Accounting	4
BLAW 101 — Business Law	4
BUS 101 — Introduction to Business	3
MKT 220/CIS 220 — Intro to Electronic Commerce	3
BUS 208/PRO 208 — Business Plan Development	2
MKT 101 — Introduction to Marketing <i>or</i> MKT 203 — Marketing Communications	3

Optional Courses:

ACCT 150 — Introduction to Accounting Software & Systems	4
ACCT 160 — Accounting with Quickbooks	3
BUS 103 — Business Mathematics	3
BUS 290 — Work Experience in Business Admin	1-4

**Note: Each required course must be completed with a minimum grade of "C".*

Requirements for Certificate of Achievement: Real Estate

Department Requirements (27 units)

ACCT 230 — Financial Accounting	5
BLAW 101 — Business Law	4
RE 101 — Real Estate Principles	3
RE 102 — Real Estate Practices	3
RE 203 — Real Estate Finance	3
RE 204 — Legal Aspects of Real Estate	3
RE 205 — Real Estate Appraisal (Residential)	3
RE 207 — Property Management	3

Optional:

BUS 290 — Work Experience in Business Admin..... 1-4

**Note: Each required course must be completed with a minimum grade of "C".*

Requirements for Skills Competency Award: Business Administration, Level I

Department Requirements (12-13 units)

BUS 101 — Introduction to Business 3
 MGMT 101 — Introduction to Management..... 3
 BUS 204/PRO 204 — Small Business Management 2

Plus 3 units of controlled electives selected from the following:

ACCT 110 — Introduction to Accounting 4
 BLAW 110 — Legal Environment of Business 4
 CIS 101 — Intro to Computers & Information Systems 4
 COMM 151 — Intercultural Communication 3
 COMM 161 — Business and Professional Communication .. 3
 CS 101 — Computer Concepts 3
 ECON 101 — Microeconomics 3
 ECON 102 — Macroeconomics 3
 FIN 202 — Managerial Finance..... 3
 MGMT 109 — Human Resource Management 3

Students must complete the above courses with a grade of "C" or higher or credit in all courses.

Requirements for Skills Competency Award: Business Administration, Level II

Skills Competency Award Requirements:

Students must complete the above courses with a grade of "C" or higher or credit in all courses. In addition, in order to receive the Level II Skills Competency Award, students must have successfully completed the requirements specified in the SCA in Business Administration, Level I.

Department Requirements (24-26 units)

BUS 103 — Business Mathematics 3
 MGMT 102 — Leadership in Organizations..... 3
 MGMT 104 — Strategic Business Planning..... 3

Plus 3 units of controlled electives selected from the following (cannot be the same as those controlled electives selected to complete the SCA in Business Administration, Level I):

ACCT 110 — Introduction to Accounting 4
 BLAW 110 — Legal Environment of Business 4
 CIS 101 — Intro to Computers and Information Systems..... 4
 COMM 151 — Intercultural Communication 3
 COMM 161 — Business and Professional Communication .. 3
 CS 101 — Computer Concepts 3
 ECON 101 — Microeconomics 3
 ECON 102 — Macroeconomics 3
 FIN 202 — Managerial Finance..... 3
 MGMT 109 — Human Resource Management 3

Requirements for Skills Competency Award: Entrepreneurship

Department Requirements (16 units)

BUS/PRO 201 — Introduction to Entrepreneurship..... 2
 BUS/PRO 202 — Entrepreneurship: Opportunity Analysis.... 2
 BUS/PRO 203 — Developing Customers Markets 2
 BUS/PRO 204 — Small Business Management..... 2
 BUS/PRO 205 — Managing the Numbers..... 2
 BUS/PRO 206 — Managing Capital..... 2
 BUS/PRO 207 — Legal Aspects of Entrepreneurship 2
 BUS/PRO 208 — Business Plan Development 2

Students must complete the above courses with a grade of "C" or higher or pass in all courses.

Requirements for Skills Competency Award: Entrepreneurship Web Design, Level I

Department Requirements (17 units)

BUS/PRO 201 — Introduction to Entrepreneurship..... 2
 BUS/PRO 202 — Entrepreneurship: Opportunity Analysis.... 2
 BUS/PRO 203 — Developing Customers Markets 2
 BUS/PRO 204 — Small Business Management..... 2
 GDP 110 — Media Design..... 3
 MAT 131 — Digital Imaging I 3
 MAT 153 — Web Design I 3

Students must complete the above courses with a grade of "C" or higher or pass in all courses

Requirements for Skills Competency Award: Entrepreneurship Web Design, Level II

Department Requirements (17 units)

BUS/PRO 205 — Managing the Numbers	2
BUS/PRO 206 — Managing Capital.....	2
BUS/PRO 207 — Legal Aspects of Entrepreneurship	2
BUS/PRO 208 — Business Plan Development	2
MAT 116 — Flash I.....	3
MAT 154 — Web Design II: Integration.....	3
MAT/MKT 164 — Online and Mobile Marketing.....	3

Students must complete the above courses with a grade of "C" or higher or pass in all courses

Finance, International Business & Marketing

Degrees & Certificates

Associate in Arts: Finance

Associate in Arts: International Business

Associate in Arts: Marketing

Certificate of Achievement: Finance

Certificate of Achievement: International Business

Certificate of Achievement: Marketing

Skills Competency Award: Sales & Marketing

Skills Competency Award: International Marketing
Communication

Skills Competency Award: Web Marketing & Media
Design

Program Description

This department offers personal and professional, transferable and degree programs in finance. Students interested in the financial services industry should consider the course of study described for the Finance Certificate. Additional courses in personal money management and real estate investment offer opportunities for personal development. These programs have been designed in consultation with leading local professionals. Commercial and investment banks, savings and loans, credit unions, thrifts and finance companies are looking for

candidates with these skills.

The International Business Program provides an introduction to the central aspects of international business. Topics include the economic, political and social environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, law and personnel; and the principles associated with the international exchange of goods, services and investments. Unique applied short courses are offered in the spring in international business law and basics of importing and exporting.

Marketing courses are designed to lead people to job opportunities in the fields of advertising, marketing, retail sales, wholesaling and international marketing. Concepts of planning and developing products and services are emphasized, along with studies of packaging, distribution and government regulations.

Department Offices

Division: Business Education

Department Chair: Winford (Peter) Naylor
(BC-210, ext. 2350)

Dean: Erika Endrijonas (A-218, ext. 2721)

Faculty & Offices

Peter Naylor, *Chair* (BC-210, ext. 2350)

Julie Brown (BC- 211, ext. 3599)

Requirements for A.A. Degree: Finance

The Associate Degree will be awarded upon completion of department and college requirements.

For success in business, a liberal education is invaluable. Particularly important are communication (written, oral, and behavioral), quantitative (mathematics and statistics), and computer skills (word processing, spreadsheets, presentations and database management).

Designed to equip the student with the specific techniques of business financial management — anticipation of cash needs, acquisition of financial resources, and allocation of cash in the company. Financial statement analysis, financing business activity, capital budgeting, and working capital management are emphasized.

Department Requirements (37-42 units)

ACCT 230 — Financial Accounting	5
BLAW 101 — Business Law or	
BLAW 110 — Legal Environment of Business.....	4
ECON 101 — Microeconomics.....	3
FIN 101 — Introduction to Finance and Banking.....	3
FIN 201 — Investments & Securities Analysis	3
FIN 202 — Managerial Finance.....	3

Support Courses: Select 16-21 units from the following (may be double-counted in applicable general education areas):

ANTH 103 — Introduction to Cultural Anthropology or	
GEOG 102 — Cultural Geography or	
PHIL 102 — Comparative World Religions or	
PHIL 102H — Comparative World Religions, Honors	3
COMM 161 — Business & Professional Communication.....	3
ERTH 141/141L — Physical Geography and Lab or	
GEOG 101/101L — Physical Geography and Lab	4
MATH 107+ — Intermediate Algebra or	
MATH 111+ — Intermediate Algebra for Math, Science & Business Majors.....	4-5
PHIL 101 — Introduction to Ethics or	
PHIL 101H — Introduction to Ethics, Honors	3-4
POLS 104 — American Government: Policy Issues/Process.....	3

+ An assessment score higher than MATH 107 or 111 will also satisfy this requirement.

Optional:

BUS 290 — Work Experience in Business Admin.....	1-4
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College Requirements

For complete information, see “Graduation Requirements” in the *Catalog* Index.

**Requirements for A.A. Degree:
International Business**

The Associate Degree will be awarded upon completion of department and college requirements.

Department Requirements (24-26 units)

ACCT 230 — Financial Accounting or	5
FIN 202 — Managerial Finance.....	3
IBUS 211 — Legal Environment of International Business ..	3

IBUS 102 — International Business	3
IBUS 201 — International Human Resource Management.....	3
ECON 106 — International Economics	3
FIN 211 — Skills in Trade Finance	3
MKT 209 — International Marketing.....	3
MKT 212 — Supply Chain Logistics	3

Recommended Support Courses (may be double-counted in applicable general education areas):

ANTH 103 — Introduction to Cultural Anthropology or	
GEOG 102 — Cultural Geography or	
PHIL 102 — Comparative World Religions or	
PHIL 102H — Comparative World Religions, Honors	3
COMM 151 — Intercultural Communication.....	3
COMM 161 — Business & Professional Communication.....	3
ERTH 141/141L — Physical Geography and Lab or	
GEOG 101/101L — Physical Geography and Lab	4
MATH 107+ — Intermediate Algebra or	
MATH 111+ — Intermediate Algebra for Math, Science & Business Majors	4-5
PHIL 101 — Introduction to Ethics or	
PHIL 101H — Introduction to Ethics, Honors	3-4
POLS 104 — American Government: Policy Issues / Process	3

+ An assessment score higher than MATH 107 or 111 will also satisfy this requirement.

Optional:

BUS 290 — Work Experience in Business Admin.....	1-4
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College Requirements

For complete information, see “Graduation Requirements” in the *Catalog* Index.

Requirements for A.A. Degree: Marketing

The Associate Degree will be awarded upon completion of department and college requirements.

Department Requirements (24 units)

MKT 101 — Introduction to Marketing.....	3
MKT 203 — Marketing Communications.....	3
MKT 205 — Consumer Selling Strategies.....	3
MKT 215 — Gender Issues & Marketing.....	3
MKT 220/CIS 220 — Intro to Electronic Commerce.....	3

Electives (9 units) selected from the following:

IIBUS 102 — International Business.....	3
COMP 101 — Microsoft Office.....	4
COMP 111 — Microsoft Access.....	4
FP 276 — Production II: Commercial Applications.....	3
GDP 114 — Graphic Design I.....	3
MAT 131 — Digital Imaging I.....	3
MAT 153 — Web Design I.....	3
MKT 120 — Relationship Selling.....	3
MKT 125 — Principles of Customer Service.....	3
MKT 209 — International Marketing.....	3

**Note: Each required course must be completed with a minimum grade of "C".*

College Requirements

For complete information, see "Graduation Requirements" in the *Catalog* Index.

Requirements for Certificate of Achievement: Finance**Department Requirements (21 units)**

ACCT 230 — Financial Accounting.....	5
BLAW 101 — Introduction to Business Law <i>or</i> BLAW 110 — Legal Environment of Business.....	4
ECON 101 — Microeconomics.....	3
FIN 101 — Introduction to Finance and Banking.....	3
FIN 201 — Investments & Securities Analysis.....	3
FIN 202 — Managerial Finance.....	3

Requirements for Certificate of Achievement: International Business**Department Requirements (24-26 units)**

ACCT 230 — Financial Accounting <i>or</i> FIN 202 — Managerial Finance.....	3-5
IIBUS 211 — Legal Environment of International Bus.....	3
IIBUS 102 — International Business.....	3
IIBUS 201 — International Human Resource Management.....	3
ECON 106 — International Economics.....	3
FIN 211 — Skills in Trade Finance.....	3
MKT 209 — International Marketing.....	3
MKT 212 — Supply Chain Logistics.....	3

Requirements for Certificate of Achievement: Marketing**Department Requirements (24 units)**

MKT 101 — Introduction to Marketing.....	3
MKT 203 — Marketing Communications.....	3
MKT 205 — Consumer Selling Strategies.....	3
MKT 215 — Gender Issues & Marketing.....	3
MKT 220/CIS 220 — Intro to Electronic Commerce.....	3

Electives (9 units) selected from the following:

IIBUS 102 — International Business.....	3
COMP 101 — Microsoft Office.....	4
COMP 111 — Microsoft Access.....	4
FP 276 — Production II: Commercial Applications.....	3
GDP 114 — Graphic Design I.....	3
MAT 131 — Digital Imaging I.....	3
MAT 153 — Web Design I.....	3
MKT 120 — Relationship Selling.....	3
MKT 125 — Principles of Customer Service.....	3
MKT 209 — International Marketing.....	3

**Note: Each required course must be completed with a minimum grade of "C".*

Requirements for Skills Competency Award: Sales & Marketing

Department Requirements (16 units)

BUS 101 — Introduction to Business	3
COMP 103 — Internet & E-mail	1
COMP 171 — Business English	3
MKT 101 — Introduction to Marketing	3
MKT 203 — Marketing Communications	3
MKT 205 — Consumer Selling Strategies	3

Optional:

BUS 290 — Work Experience in Business Admin	1-4
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Students must complete the above courses with a grade of "C" or higher or credit in all courses.

Requirements for Skills Competency Award: International Marketing Communication

Department Requirements (10.5 units)

IBUS 102 — International Business	3
COMM 151 — Intercultural Communication	3
IBUS 109 — Basics of Importing and Exporting	1.5
MKT 209 — International Marketing	3

Students must complete the above courses with a grade of "C" or higher or credit in all courses.

Requirements for Skills Competency Award: Web Marketing & Media Design

Department Requirements (12 units)

GDP 110 — Media Design	3
MAT 131 — Digital Imaging I	3
MAT 153 — Web Design I	3
MKT 220/CIS 220 — Intro to Electronic Commerce	3

Students must complete the above courses with a grade of "C" or higher or credit in all courses.

Accounting Courses

ACCT 110 — Introduction to Accounting

(4) F, S — CSU

Skills Advisories: MATH 4 and eligibility for ENG 110 or ENG 110H

Basic theory of accounts. Principles of sole proprietorship, including concepts of how to keep manual or computerized financial records for small businesses.

ACCT 130 — Payroll Accounting

(4) S — CSU

Prerequisites: ACCT 110 or ACCT 230

Skills Advisories: MATH 4 and eligibility for ENG 110 or ENG 110H

Study and application of payroll accounting concepts and procedures, and related internal controls. Specialized areas of study involve federal and state payroll taxes and withholding on wages and tips; preparation and filing of governmental forms and reports; analysis and recordkeeping systems and procedures; automated payroll accounting systems.

ACCT 150 — Introduction to Accounting Software and Systems

(4) F — CSU

Prerequisites: ACCT 110 or ACCT 230

Skills Advisories: MATH 4 and eligibility for ENG 110 or ENG 110H

Review of computer application software programs used in financial and managerial accounting. Topics include general and special journal subsidiary ledgers, invoicing, report generation and analysis, and development of computer-based spreadsheets.

ACCT 160 — Accounting with QuickBooks

(3) F, S — CSU

Prerequisites: ACCT 110 or ACCT 230

Skills Advisories: MATH 100

Review and application of accounting principles using QuickBooks computer software. Topics include setting up business books and working with inventory, accounts receivable, accounts payable, payroll, financial statements and reports.

ACCT 170 — Accounting with MS Great Plains Dynamics

(2.5) F, S — CSU

Prerequisites: ACCT 110 or ACCT 230

Co-requisites: COMP 170

Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H

Introduction to Microsoft Great Plains Dynamics, a computerized accounting application which is widely used by small, medium and large-sized businesses as well as many accounting firms. Topics include computerized general ledger and payroll accounting, accounting applications for accounts receivable and accounts payable, fixed assets accounting, income tax preparation, inventory procedures, financial statements, and computerized accounting simulation.

ACCT 215 — Fundamentals of Income Tax

(3) F — CSU

Skills Advisories: Math 4 and eligibility for ENG 110 or ENG 110H

Study and application of federal income tax law as it relates to individuals and small business (proprietorships). Partnerships, corporation and fiduciary tax principles with applications covered to a lesser extent. Differences between federal and state laws noted.

ACCT 230 — Financial Accounting

(5) F, S — CSU, UC

Skills Advisories: Math 4 and eligibility for ENG 110 or ENG 110H

Course Advisories: ACCT 110

Analysis and ethical application of financial accounting concepts, principles and procedures for corporations, partnerships and proprietorships engaged in manufacturing, merchandising or service operations. Specialized areas of study include preparation, use and analysis of financial statements and reports (cash flows, financial position, results of operations, changes in equity); internal control systems analysis and design; stocks and bonds (financing and investments); retained earnings; cash, inventories and receivables; property and equipment; intangibles and natural resources; current, and long-term liabilities (leases, mortgages, etc.). (CAN BUS 2 or CAN BUS SEQ A [with ACCT 240])

ACCT 240 — Managerial Accounting

(4) F, S — CSU, UC

Prerequisites: ACCT 230

Skills Advisories: Math 4 and eligibility for ENG 110 or ENG 110H

Study and application of managerial accounting concepts, ethics and procedures. Specialized areas of study include costing systems analysis and design; cost behavior analysis; cost-volume-profit analysis; standard costing; just-in-time inventories and total quality control; flexible manufacturing systems; activity-based costing; static and flexible budgets; cost variance analysis; control of decentralized operations; transfer prices and pricing; relevant costs for optimal decision-making; capital budgeting; product and department cost allocation for service and manufacturing operations, including activity-based costing. (CAN BUS 4 or CAN BUS SEQ A [with ACCT 230])

ACCT 270/CIS 270 — Accounting Information Systems

(4) F, S — CSU

Prerequisites: ACCT 230

Skills Advisories: Math 4 and eligibility for ENG 110 or ENG 110H

Course Advisories: CIS 107

Every aspect of accounting has been changed by information technology and the Internet. Accounting information systems (AIS) is an important part of this new vision of the accounting profession. Course provides students with a basic understanding and use of information technologies, and how AIS gathers and transforms data into useful decision-making information.

Business Administration Courses

BUS 101 — Introduction to Business

(3) F, S — CSU, UC

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Examines the nature of economic activity in the American free enterprise system. Includes the effects of societal norms and political systems on the American free enterprise system and the distribution and utilization of resources. Provides the student with a broad understanding of the basic principles and practices of business, including social responsibility and ethics, government regulation, culture, globalization, entrepreneurship, economic systems, management, marketing, accounting and finance.

BUS 103 — Business Mathematics**(3) F, S — CSU***Skills Advisories: Math 1*

Arithmetic approach used to solve business problems dealing with interest, depreciation, percentage, discounts, pricing merchandise, bank discounts, stocks and bonds, partial payments payroll, small loans and installment purchases.

BUS 201/PRO 201 — Introduction to Entrepreneurship**(2) F, S — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101.*

The role of entrepreneurial businesses in the United States and the impact on the national and global economies. Students identify and develop a current business start-up concept in a field of their choice; identify characteristics necessary for a successful entrepreneur; and evaluate the skills and commitment necessary to successfully operate an entrepreneurial venture. The challenges and rewards of entrepreneurship as a career choice are also addressed.

BUS 202/PRO 202 — Entrepreneurship: Opportunity Analysis**(2) F, S — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101 and/or BUS 201/
PRO 201.*

Opportunity analysis helps to identify and qualify opportunities, gather facts for data-based decisions, ask pertinent questions, and improve decision-making to initiate new ventures. Upon successful completion of this course, the student should be able to identify and assess opportunities, either internally or externally, for new initiatives, enterprises or economic ventures.

BUS 203/PRO 203 — Developing Customers/Markets**(2) F, S — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H
or ENG 110GB
Course Advisories: BUS 101*

Examines key marketing variables, including market analysis, branding, strategic positioning, market segmentation, and the strategic and tactical execution of a marketing plan. Students develop marketing strategies to improve sales performance, close rates, customer loyalty and retention, and competitive advantage.

BUS 204/PRO 204 — Small Business Management**(2) F, S — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101*

The principles needed to operate and manage a small business. Designed for those who may eventually own their business. Emphasis on developing skills for managing, operating and controlling systems such as quality control, inventory management, planning and scheduling, project management and human resource management.

BUS 205/PRO 205 — Managing the Numbers**(2) F, S — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H
or ENG 110GB
Course Advisories: BUS 101*

Introduces small business accounting and financial statement literacy required to measure and analyze performance and improve decision-making. Includes an overview of the record-keeping process, the use of manual and computerized applications, such as QuickBooks, and internal control procedures necessary to safeguard and protect business assets.

BUS 206/PRO 206 — Managing Capital
(2) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 110GB

Course Advisories: BUS 101

Explores the financial issues that affect the creation of an entrepreneurial venture, including financing/funding, cash flow management, forecasting and debt management. Students investigate methods for raising start-up capital and operating funds through a variety of sources, including SBA loans, bank financing, personal financing, business angels, venture capital funds and institutional investors.

BUS 207/PRO 207 — Entrepreneurship Law
(2) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 110GB

Course Advisories: BUS 101

Examines the legal and tax implications involved in the creation of a new business, including forms of business ownership, employment law, contracts, commercial leases, reporting requirements, intellectual property and bankruptcy.

BUS 208/PRO208 — Business Plan Development
(2) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Course Advisories: BUS 101

Students develop an original idea for a new venture and write a market-ready, comprehensive business plan to accomplish it. Examines a variety of entrepreneurial issues in the business planning process, including concept testing, product development, marketing, management, financing and ongoing operations.

BUS 290 — Work Experience in Business Administration

(1-4) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H
75 hours of work experience = 1 unit of credit

Consists of supervised employment for students whose career objectives, course of study and employment complement each other. Students must accomplish specific course objectives. Class meetings on campus are scheduled each semester.

BUS 299 — Independent Study in Business Administration

(1-4) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101

Limitation on Enrollment: Student must have completed 12 units at SBCC with a G.P.A. of 2.5 and a minimum of 6 units with a G.P.A. of 3.0 in the Business Department.

May be taken for one to three units of credit. Each unit of credit requires that the student devote approximately three hours per week to the study.

Designed to offer the individual student an opportunity to develop his/her unique talent and interest in the area of business. Designed primarily as a follow-up to a business course where a student can do more intensive study in an area covered more lightly in the previous course. The guidelines are formulated by the student under the direction of a selected instructor. The undertaking of the student requires a certain level of maturity and self-discipline.

Business Law Courses

BLAW 100 — Contract Law
(1.5) F, S

Study of contract law, including general rules and law of sales. Article 2 of the *Uniform Commercial Code* is emphasized.

BLAW 101 — Business Law
(4) F, S — CSU, UC*

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101

Study of the law concerned with business and business relationships, including a survey of the American legal system, crimes, torts, contracts and agency. (*UC transfer limit: BLAW 101, 102, 110 combined: maximum credit, one course) (CAN BUS 8)

BLAW 102 — Business Law

(3) F, S — CSU, UC*

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BLAW 101 or BLAW 110

Study of the law concerning business organization, negotiable instruments, personal property, real property, wills, estates and trusts, insurance, etc. (*UC transfer limit: BLAW 101, 102, 110 combined: maximum credit, one course)

BLAW 110 — Legal Environment of Business

(4) F, S — CSU, UC*

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101

Study of the law concerned with the courts, business enterprises, ethics, the Constitution, torts, crimes, contracts, commercial paper, real/personal property, secured transactions, security regulations, bankruptcy, employment, antitrust, administrative and international law. (*UC transfer limit: BLAW 101, 102, 110 combined: maximum credit, one course) (CAN BUS 12)

Management Courses

MGMT 101 — Introduction to Management

(3) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101

Introduces students to the basic management functions of planning, organizing, leading and controlling. Included are the role of manager as decision-maker; planning process requirements for top, middle and operational managers; organizational design and structure; communication channels; motivational theories and their applications; managing a diverse workforce; human relations and interaction; and the role of manager as change agent and transformational leader.

MGMT 102 — Leadership in Organizations

(3) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101

Overview of leadership in organizations at the individual and group levels, providing for the preparation and practice of effective leadership in various group and organizational environments.

MGMT 109 — Human Resource Management
(3) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101

Overview of the major functions of human resource management, with specific attention focused on employee selection, training, development, appraisal and compensation as the primary responsibilities of the human resources manager.

Marketing Courses

MKT 101 — Introduction to Marketing

(3) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101

Examines the critical role of marketing in a customer-driven business, as well as the role of marketing in business, work and everyday life. It considers marketing concepts involved in identifying market opportunities, developing new goods or services, and the delivery of products to the consumer. Topics include marketing research, customer-driven marketing, marketing strategies, and other elements of promotion. Marketing computer simulation used.

MKT 120 — Relationship Selling

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Theories, principles and techniques of creating relationships within the process of selling. Study areas include application of current theories within the fields of psychology and technology for obtaining increased buyer-seller relationship utility in the marketplace.

MKT 125 — Principles of Customer Service

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Introduction to the theories, principles and practices of customer service. Analysis of creating complementary relationships that focus on participatory partnering and reciprocity conducted.

**MKT 135/JOUR 135 — Public Relations
(3) F, S — CSU**

Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 110GB

Survey of public relations history, theories and practices, focusing on applications to business, public and nonprofit agencies and institutions. Practical approach to using the media, creating press releases, organizing and executing campaigns, and promoting favorable relations with various segments of the public.

**MKT 164/MAT 164 — Online and Mobile Marketing
(3) — CSU**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Introduction to those components needed to develop effective online and search engine marketing (SEM) strategies. Emerging digital media and mobile advertising campaign development are emphasized. Includes search engine optimization (SEO), paid placement ads, keyword identification, placement strategies, SEM research and management tools, and applications in mobile marketing and video advertising.

**MKT 203 — Marketing Communications
(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: MKT 101*

Introductory study of how businesses use marketing to communicate through advertising and public relations. Topics include identifying target markets, selecting types of media, evaluating and developing ads, and implementation of public relations programs.

**MKT 205 — Consumer Selling Strategies
(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: MKT 101*

Study of the principles of sales and customer service. Examines how the differences between buyers and sellers impact sales, purchasing and service decisions. Also briefly reviews the use of marketing research methods.

**MKT 209 — International Marketing
(3) S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: MKT 101*

Theory and practice of marketing on an international scale. Presents information on the global nature of the marketing process and its impact upon the effectiveness of firms entering a different market. Special emphasis is placed upon economic and business systems throughout the world. Provides information about the Pacific Rim and EC markets and their development.

**MKT 212 — Supply Chain Logistics
(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 103.
Course Advisories: IBUS 102*

The key elements of international logistics, including definitions, regulations, documentations, transportation, warehousing and pricing, as well as emerging issues of the industry in today's economy. Includes practical exercises and lectures.

**MKT 215 — Gender Issues in Marketing
(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: MKT 101*

Survey of gender-related issues and images, positive and negative, that impact commerce and marketing services in the contemporary global economy.

**MKT 220/CIS 220 — Introduction to Electronic Commerce
(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101 and COMP 103*

Survey of electronic commerce and the use of the Internet to conduct business. Introduces such major components as marketing, communications, cyberlaw, operations and technical issues. Includes an interdisciplinary exploration of the issues, trends, opportunities and technologies which shape electronic commerce.

Supervision Courses

SUPV 101 — Introduction to Supervision (3) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101

Introductory course in supervision designed for first-time supervisory and mid-management personnel.

Topics include functions, delegations, decision-making and communication in supervision. Staffing, directing, controlling and labor relations also discussed.

Real Estate Courses

RE 101 — Real Estate Principles (3) F, S — CSU

Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H

Introductory course. Provides the student with the knowledge of principles useful to consumers and investors. Required for the salesperson's examination after January 1, 1986.

RE 102 — Real Estate Practices (3) F, S — CSU

Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H
Course Advisories: RE 101

Fundamental real estate practices affecting the ownership and transfer of real property interests; operating a real estate business; techniques and procedures of real property transactions; buying and leasing real property for residency and investment. One of eight required courses for those who wish to take the California Real Estate Broker's Examination.

RE 203 — Real Estate Finance (3) F, S — CSU

Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H
Course Advisories: RE 101

Analysis of money markets, interest rates and real estate financing. Guidelines for financing real property, including residential, multi-family, commercial and special-purpose property. One of eight required courses for those who wish to take the California Real Estate Broker's Examination.

RE 204 — Legal Aspects of Real Estate (3) F, S — CSU

Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H
Course Advisories: RE 101

Applied study of California real estate for knowledge of procedures for transfer, use and acquisition of property. Elements of contracts, leases and escrow instructions covered. One of eight required courses for those who wish to take the California Real Estate Broker's Examination.

RE 205 — Real Estate Appraisal (Residential) (3) F, S — CSU

Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H
Course Advisories: RE 101

Methods and procedures for determining value and depreciation of real property; factors which affect loan, market and insurance values of residential property. One of eight required courses for those who wish to take the California Real Estate Broker's Examination.

RE 207 — Property Management (3) F, S — CSU

Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H
Course Advisories: RE 101

Practical introduction to the responsibilities of real property management. Review of market conditions. Details of management techniques, including planning, tenant selection, leases, maintenance, records, client relations and related laws. One of eight courses required for the California Real Estate Broker's license.

RE 290 — Work Experience in Real Estate (1-4) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H
75 hours of work experience = 1 unit of credit.

Consists of supervised employment for students whose career objectives, course of study and employment complement each other. Students must accomplish specific course objectives. Class meetings on campus are scheduled each semester.

Finance Courses

FIN 010 — Financial Basics

(1) F

Practical money management for students living independently. Topics include career guidance, college financing, budgeting, money, bank accounts, credit cards and debt management.

FIN 100 — Personal Money Management

(3) F, S — CSU

Skills Advisories: MATH 4 and eligibility for ENG 110 or ENG 110H

Thorough introduction to all areas of personal financial planning, including financial goal-setting, budgeting, consumer credit, taxes, insurance, investing, housing, retirement and estate planning. Emphasis on planning and budgeting to satisfy immediate needs and achieve long-term goals.

FIN 101 — Introduction to Finance and Banking

(3) F, S — CSU

Skills Advisories: MATH 100 and eligibility for ENG 110 or ENG 110H

Central concepts of finance are developed: money and economic activity, interest rates and valuation, securities and investments, bank regulation and management. Professionals discuss commercial and real estate loans, loan administration, the cashier's office and trusts.

FIN 201 — Investments: Securities Analysis and Portfolio Construction

(3) F, S — CSU

Skills Advisories: MATH 100 and eligibility for ENG 110 or ENG 110H

Course Advisories: BUS 101

General techniques and concepts of personal investing are examined. Topics include the economic function of financial markets, investment opportunities, securities markets, methods of fundamental and technical analysis, and sources of investment information. Students apply these techniques to stocks and bonds.

FIN 202 — Managerial Finance

(3) F, S — CSU

Skills Advisories: MATH 100 and eligibility for ENG 110 or ENG 110H

Course Advisories: BUS 101

Designed to equip the student with the specific techniques of business financial management — anticipation of cash needs, acquisition of financial resources, and allocation of cash in the company. Financial statement analysis, financing business activity, capital budgeting and working capital management are emphasized.

FIN 203 — Management of Financial Institutions

(3) — CSU

Skills Advisories: MATH 4 and eligibility for ENG 110 or ENG 110H

Course Advisories: BUS 101 or IBUS 102

Analysis of the crucial issues of bank management: asset and liability management, liquidity planning, investment strategies, credit administration and bank regulation.

FIN 204 — Real Estate Investment

(3) — CSU

Skills Advisories: MATH 100 and eligibility for ENG 110 or ENG 110H

Course Advisories: BUS 101

Thorough development of the principles and practices of real estate investment. Special topics include financial analysis, commercial leases, property exchange, taxation and depreciation.

FIN 211 — Skills in Trade Finance

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 103

Course Advisories: IBUS 102

Understanding the process of international trade finance and the core skills needed to participate in various trade finance situations. The emphasis is on practical information regarding risk management, transactions structure and finance. Includes presentations, class exercises and field trips.

**FIN 290 —Work Experience in Finance
(1-4) F, S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
75 hours of work experience = 1 unit of credit.*

Consists of supervised employment for students whose career objectives, course of study and employment complement each other. Students must accomplish specific course objectives. Class meetings on campus are scheduled each semester.

International Business Courses

**IBUS 102 — International Business
(3) F, S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101*

The extension of basic management principles to the international arena. The environment of international business, including politics, culture and economics, are emphasized. The structure of multinational companies, international trade and international finance also receive attention. Topics include global strategic planning, global organization, global production, marketing, human resources strategies, political risk and negotiation, and international financial management. Students apply these concepts to doing business in Europe, Japan, North America and elsewhere.

**IBUS 109 — Basics of Importing and Exporting
(1.5) F, S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101 or IBUS 102*

Practical introduction to the conduct of importing and exporting. Topics include logistics, documents, contract administration, terminology, quality control and payment procedures.

**IBUS 110 — International Business Law
(1.5- S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101 or IBUS 102*

Introduction to international business law. Topics include contracts, documents, carriage, trade finance, marketing, licensing, regulations and political risk.

**IBUS 201— International Human Resource Management
(3)— CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: IBUS 102*

The functions of personnel management applied to international business. The first half of the course develops management tasks. Topics include organization, recruitment, training, evaluation, compensation, repatriation and labor relations. The second half of the course focuses on organizational behavior and structure.

**IBUS 211 — Legal Environment of International Business
(3) F, S - CSU, UC**

Skills Advisories: Eligibility for ENG 110 or ENG 110H and ENG 103.

Course Advisories: IBUS 102

Introduction to international business law and conflict resolution. Topics include contracts, documents, carriage, trade finance, marketing, licensing, regulations and political risks, as well as negotiations, mediation and arbitration methods.