

Business Administration

(Business Law, Management, Real Estate)

Degrees and 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, and Entrepreneurship) 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 students to be entrepreneurs, 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. .

Program Student Learning Outcomes

Business Administration Degree: Pre-Transfer

1. Meet the requirements for successful transfer to a UC/CSU program in Business Economics and/or Business Administration.
2. Analyze the external environment of business as a means of assessing the threats and opportunities confronting businesses in the 21st century.
3. Define, analyze and devise solutions for complex business problems and issues by using logical reasoning patterns.
4. Demonstrate a comprehension of the legal and ethical issues confronting today's contemporary organizations.

Business Administration — Emphasis in Management: Degree and Certificate

1. Explain general management functions, roles and responsibilities required to effectively manage today's contemporary organizations.
2. Recognize the ethical issues facing managers and apply decision-making techniques and ethical reasoning to resolve 21st century ethical dilemmas.
3. Work effectively in teams and appreciate the meaning of mutual responsibility.
4. Access and interpret information, respond and adapt to a dynamic business environment, make complex decisions, solve problems, and evaluate outcomes.

Real Estate Degree and Certificate

1. Analyze common real estate problems, apply appropriate solutions, and interpret outcomes.
2. Meet career preparation goals, as well as prepare for a state licensing exam.
3. Explain the process for making home purchase or sale decisions and completing real estate transactions.
4. Students' will demonstrate mastery of program-specific concepts and skills. (e.g., understand theory and application in real estate finance, investments, property management and financial institutions).

Department Offices

Division: Business Education

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

Dean: Diane Hollems

Faculty and Offices

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

Daniel Wrentmore (BC-215, ext. 2840)

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 Business.....4
 BUS 101 — Introduction to Business3
 CIS 101 — Intro to Computers and Information Systems4
 ECON 101 — Microeconomics.....3
 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 Small Business Development

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

Department Requirements (19 units)

ACCT 110 — Introduction to Accounting4
 BLAW 101 — Business Law.....4
 BUS 101 — Introduction to Business3
 MKT 220/CIS 220 — Intro to Electronic Commerce.....3
 BUS 208 — Business Plan Development.....2
 MKT 101 — Intro to Marketing *or*
 MKT 203 — Marketing Communications.....3

Optional Courses:

ACCT 150 — Intro to Accounting Software and Systems4
 ACCT 160 — Accounting with Quickbooks3
 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".*

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 Accounting5
 BLAW 101 — Business Law4
 RE 101 — Real Estate Principles3
 RE 102 — Real Estate Practices3
 RE 203 — Real Estate Finance3
 RE 204 — Legal Aspects of Real Estate3
 RE 205 — Real Estate Appraisal (Residential)3
 RE 207 — Property Management3

Optional:

RE 290 — Work Experience in Real Estate 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 Certificate of
Achievement: Business Administration
— Emphasis in Management**

Department Requirements (25 units)

ACCT 230 — Financial Accounting5
 BLAW 110 — Legal Environment of Business4
 BUS 101 — Introduction to Business3
 BUS 103 — Business Mathematics3
 CIS 101 — Introduction to Computers and
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”.*

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

Department Requirements (19 units)

ACCT 110 — Introduction to Accounting4
 BLAW 101 — Business Law4
 BUS 101 — Introduction to Business3
 BUS 208 — Business Plan Development 2
 MKT 220/CIS 220 — Intro to Electronic Commerce3
 MKT 101 — Introduction to Marketing or
MKT 203 — Marketing Communications3

Optional Courses:

ACCT 150 — Introduction to Accounting
Software and 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”.*

**Requirements for Certificate of
Achievement: Real Estate**

Department Requirements (27 units)

ACCT 230 — Financial Accounting5
 BLAW 101 — Business Law4
 RE 101 — Real Estate Principles3
 RE 102 — Real Estate Practices3
 RE 203 — Real Estate Finance3
 RE 204 — Legal Aspects of Real Estate3
 RE 205 — Real Estate Appraisal (Residential)3

RE 207 — Property Management3

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 — Managing Entrepreneurial Operations2

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 and Information Systems..... 4
 COMM 151 — Intercultural Communication 3
 COMM 161 — Business and Professional Communication **or**
 COMM 162 — Mediated 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
 BUS 208 — Business Plan Development 2
 MGMT 102 — Leadership in Organizations..... 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 **or**
 COMM 162 — Mediated 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 201 — Introduction to Entrepreneurship/Innovation..... 2
 BUS 202 — Start-Up to Expansion: Analysis and
 Assessment 2
 BUS 203 — Marketing Plan Development 2
 BUS 204 — Managing Entrepreneurial Operations..... 2
 BUS 205 — Entrepreneurial Accounting 2
 BUS 206 — Entrepreneurial Finance..... 2
 BUS 207 — Entrepreneurship Law 2
 BUS 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 201 — Introduction to Entrepreneurship and Innovation.....	2
BUS 202 — Start-Up to Expansion: Analysis and Assessment.....	2
BUS 203 — Marketing Plan Development.....	2
BUS 204 — Managing Entrepreneurial Operations.....	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 205 — Entrepreneurial Accounting.....	2
BUS 206 — Entrepreneurial Finance.....	2
BUS 207 — Entrepreneurship Law.....	2
BUS208 — 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.

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 — Introduction to Entrepreneurship
and Innovation
(2) F, S — CSU**

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

Provides students with a comprehensive overview of the vital importance of entrepreneurship in the 21st century global economy and the critical role that innovation and creativity play in the entrepreneurial process. Students examine and reflect on their own entrepreneurial potential and evaluate the challenges and rewards of entrepreneurship.

BUS 202 — Start-Up to Expansion: Analysis and Assessment

(2) F, S — CSU

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

Course Advisories: BUS 101 or BUS 201.

Enables entrepreneurs to explore their personal interests, various business opportunities, and ascertain whether their goals and skills are well suited for developing a new/existing business venture. A significant amount of time is devoted to analyses of industries, markets, competitors and customers.

BUS 203 — Marketing Plan Development

(2) F, S — CSU

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

Course Advisories: BUS 202

Project-based “crash course” in which students develop a marketing plan. Students examine key marketing factors, including strategic positioning, market segmentation, product design, distribution strategy, logistics management, promotion, internet marketing, pricing and customer relationship management.

BUS 204 — Managing Entrepreneurial Operations

(2) F, S — CSU

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

Course Advisories: BUS 101 and 203 and MGMT 101

Explores issues facing the entrepreneur in day-to-day operations of a newly-formed/existing business and provides applied problem-solving techniques. Students examine core operations management concepts involving strategy, project management, forecasting, inventory management, materials requirement planning, scheduling, supply chain management, quality control and human resource management.

BUS 205 — Entrepreneurial Accounting

(2) F, S — CSU

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

Course Advisories: BUS 101 and COMP 134A

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 — Entrepreneurial Finance

(2) F, S — CSU

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

Course Advisories: BUS 101 and BUS 205 and COMP 134A

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 — 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 — Business Plan Development**(2) F, S — CSU**

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 202 and BUS 203 and BUS 205 and BUS 206

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 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)

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)

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.

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

Provides the student with introductory 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.