

Finance, International Business and Marketing

Degrees and 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 and Marketing

Skills Competency Award: International Marketing
Communication

Skills Competency Award: Web Marketing and
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.

Program Student Learning Outcomes

Marketing Degree

1. Recognition and appreciation of diversity which exists in the discipline of marketing.
2. Understanding that market segmentation is present in local, regional, national and global customer target recognition.
3. Identifying that the fundamental basis of marketing is to create and implement form, time, place and ownership utility.
4. Demonstrate that risk and reward are present in all marketing product, price, distribution and promotion activities.
5. Identifying that the marketing concept is present in all successful nonprofit and profit-making marketing activities in organizations.

Department Offices

Division: Business Education

Department Chair: Julie Brown
(BC-211, ext. 3599)

Dean: Diane Hollems

Faculty and Offices

Peter Naylor (BC-210, ext. 3599)

Julie Brown, *Chair* (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 (37-43 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 and Securities Analysis.....	3
FIN 202 — Managerial Finance.....	3
<i>Support Courses: Select 16-22 units from the following (may be double-counted in applicable general education areas):</i>	
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 and Professional Communication or	
COMM 162 — Mediated Business and Professional Communications.....	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 and 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
<i>+ An assessment score higher than MATH 107 or 111 will also satisfy this requirement.</i>	

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 and Professional Communication or	
COMM 162 — Mediated Business and Professional Communications.....	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 and Business Majors	4-5
PHIL 101 — Introduction to Ethics <i>or</i>	
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.	
<i>Optional:</i>	
BUS 290 — Work Experience in Business Admin.....	1-4

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 and Marketing	3
MKT 220/CIS 220 — Intro to Electronic Commerce.....	3
<i>Electives (9 units) selected from the following:</i>	
IIBUS 102 — International Business	3
COMP 101 — Introduction to Computer Applications	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 and 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
IBUS 211 — Legal Environment of International Bus.....	3
IIBUS 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

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 and Marketing.....	3
MKT 220/CIS 220 — Intro to Electronic Commerce.....	3

Electives (9 units) selected from the following:

IBUS 102 — International Business.....	3
COMP 101 — Introduction to Computer Applications.....	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 and Marketing

Department Requirements (16 units)

BUS 101 — Introduction to Business.....	3
COMP 103 — Internet Communications.....	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 and 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.

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.

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.