

Business Administration

(Business Law, Entrepreneurship, Management, Real Estate)

Degrees and Certificates

Associate in Arts: Business Administration –
Emphasis in Entrepreneurship

Associate in Arts: Business Administration –
Emphasis in Management

Associate in Arts: Business Administration

Associate in Science: Real Estate

Certificate of Achievement: Business Administration –
Emphasis in Entrepreneurship

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 meets 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, Real Estate, 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

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. 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)

College Requirements

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

Requirements for A.A. Degree: Business Administration

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

Department Requirements (26 units)

ACCT 230 — Financial Accounting	5
ACCT 240 — Managerial Accounting	4
BLAW 101 — Business Law <i>or</i>	
BLAW 110 — Legal Environment of Business.....	4
BUS 101 — Introduction to Business	3
CIS 101 — Intro to Computers and Information Systems	4
ECON 101 — Microeconomics.....	3
ECON 102 — Macroeconomics	3

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”*

College Requirements

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

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

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

Department Requirements (22.5 units)

BUS 101 — Introduction to Business	3
ENT 201— Intro to Entrepreneurship and Innovation	2
ENT 202 — Start-Up to Expansion: Analysis & Assess.....	2
ENT 203 — Marketing Plan Development.....	2
COMP 139 — Social Networking for Business.....	0.5
ENT 204 — Managing Entrepreneurial Operations <i>or</i>	
CIS 247 — Managing Info Sys for Entrepreneur	2
MKT 220 — Introduction to Electronic Commerce <i>or</i>	
CIS 220 — Introduction to Electronic Commerce.....	3
ENT 205 — Entrepreneurial Accounting.....	2

ENT 206 — Entrepreneurial Finance2
 ENT 207 — Entrepreneurship Law.....2
 ENT 208 — Business Plan Development.....2

**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)

ACCT 230 — Financial Accounting5
 BLAW 110 — Legal Environment of Business.....4
 BUS 101 — Introduction to Business3
 BUS 103 — Business Mathematics.....3
 CIS 101 — Introduction to Computers and Information Systems.....4
 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.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 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 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 Business.....4
 BUS 101 — Introduction to Business3
 BUS 103 — Business Mathematics.....3
 CIS 101 — Introduction to Computers and Information Systems.....4
 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 Entrepreneurship

Department Requirements (22.5 units)

BUS 101 — Introduction to Business3
 ENT 201— Intro to Entrepreneurship and Innovation2

ENT 202 — Start-Up to Expansion: Analysis & Assess.....	2
ENT 203 — Marketing Plan Development.....	2
COMP 139 — Social Networking for Business.....	0.5
ENT 204 — Managing Entrepreneurial Operations <i>or</i>	
CIS 247 — Managing Info Sys for Entrepreneur.....	2
MKT 220 — Introduction to Electronic Commerce <i>or</i>	
CIS 220 — Introduction to Electronic Commerce.....	3
ENT 205 — Entrepreneurial Accounting.....	2
ENT 206 — Entrepreneurial Finance	2
ENT 207 — Entrepreneurship Law.....	2
ENT 208 — Business Plan Development.....	2

**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:

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".*

Requirements for Skills Competency Award: Business Administration, Level I

Department Requirements (11-12 units)

BUS 101 — Introduction to Business	3
MGMT 101 — Introduction to Management	3
ENT 204 — Managing Entrepreneurial Operations.....	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 and Information Systems ...	4
COMM 151 — Intercultural Communication	3
COMM 161 — Business and Professional Communication <i>or</i>	
COMM 162 — Mediated Business and Professional Communication.....	3
CS 101 — Computer Concepts.....	4
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 (22-24 units)

BUS 103 — Business Mathematics.....	3
ENT 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 <i>or</i>	
COMM 162 — Mediated Business and Professional Communication.....	3

CS 101 — Computer Concepts.....	4
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)

ENT 201 — Introduction to Entrepreneurship/Innovation.....	2
ENT 202 — Start-Up to Expansion: Analysis and Assessment.....	2
ENT 203 — Marketing Plan Development.....	2
ENT 204 — Managing Entrepreneurial Operations.....	2
ENT 205 — Entrepreneurial Accounting.....	2
ENT 206 — Entrepreneurial Finance.....	2
ENT 207 — Entrepreneurship Law.....	2
ENT 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)

ENT 201 — Introduction to Entrepreneurship/Innovation.....	2
ENT 202 — Start-Up to Expansion: Analysis and Assessment.....	2
ENT 203 — Marketing Plan Development.....	2
ENT 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)

ENT 205 — Entrepreneurial Accounting.....	2
ENT 206 — Entrepreneurial Finance.....	2
ENT 207 — Entrepreneurship Law.....	2

ENT 208 — Business Plan Development.....	2
MAT 116 — Flash I: Interactive Fundamentals.....	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) — CSU, UC

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Hours: 54 lecture*

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) — CSU

*Skills Advisories: MATH 1
Hours: 54 lecture*

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 290 — Work Experience in Business Administration (1-4) — CSU

*Skills Advisories: Eligibility for ENG 110 or ENG 110H
Hours: 60-300 lab*

Supervised employment for students whose career objectives, course study and employment complement each other. One unit of credit is earned for each 75 hours of supervised on-the-job experience. Students must accomplish specific course objectives. Class meetings on campus are scheduled each semester.

BUS 299 — Independent Study in Business Administration

(1-4) — 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 GPA of 2.5 and a minimum of 6 units with a GPA 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.

Hours: 48-192 lab

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)

Hours: 27 lecture

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) — CSU, UC*

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

Hours: 72 lecture

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) — CSU, UC*

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Course Advisories: BLAW 101 or BLAW 110

Hours: 54 lecture

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) — CSU, UC*

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Course Advisories: BUS 101

Hours: 72 lecture

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)

Entrepreneurship Courses

ENT 201 — Introduction to Entrepreneurship and Innovation

(2) — CSU

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

Course Advisories: BUS 101

Hours: 36 lecture

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.

**ENT 202 — Start-Up to Expansion:
Analysis and Assessment**

(2) — CSU

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

Course Advisories: BUS 101 and ENT 201.

Hours: 36 lecture

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.

**ENT 203 — Marketing Plan Development
(2) — CSU**

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

Course Advisories: ENT 202

Hours: 36 lecture

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.

**ENT 204 —
Managing Entrepreneurial Operations
(2) — CSU**

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

Course Advisories: BUS 101 and ENT 203 and MGMT 101

Hours: 36 lecture

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.

**ENT 205 — Entrepreneurial Accounting
(2) — CSU**

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

Course Advisories: BUS 101 and COMP 134A

Hours: 36 lecture

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.

**ENT 206 — Entrepreneurial Finance
(2) — CSU**

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

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

Hours: 36 lecture

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.

**ENT 207 — Entrepreneurship Law
(2) — CSU**

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

Course Advisories: BUS 101

Hours: 36 lecture

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.

**ENT 208 — Business Plan Development
(2) — CSU**

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: ENT 202 and ENT 203 and
ENT 205 and ENT 206
Hours: 36 lecture

Students develop and write a comprehensive market-ready business plan for a new/existing venture. Course examines a variety of entrepreneurial issues in the business planning process including concept testing, product development, marketing, management, financing and ongoing operations.

Management Courses

**MGMT 101 — Introduction to Management
(3) — CSU**

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101
Hours: 54 lecture

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) — CSU**

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101
Hours: 54 lecture

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) — CSU**

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101
Hours: 54 lecture

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) — CSU**

Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101
Hours: 54 lecture

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) — CSU**

Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H
Hours: 54 lecture

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) — CSU**

Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H
Course Advisories: RE 101
Hours: 54 lecture

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) — CSU***Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H**Course Advisories: RE 101**Hours: 54 lecture*

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) — CSU***Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H**Course Advisories: RE 101**Hours: 54 lecture*

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) — CSU***Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H**Course Advisories: RE 101**Hours: 54 lecture*

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) — CSU***Skills Advisories: MATH 1 and eligibility for ENG 110 or ENG 110H**Course Advisories: RE 101**Hours: 54 lecture*

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) — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H**75 hours of work experience = 1 unit of credit.**Hours: 60-300 lab*

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.