

# Business Administration

**(Business Law, Entrepreneurship, Management, Real Estate)**

## Degrees, Awards 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

Associate in Science (AS-T): Business Administration for Transfer

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 AA 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, management and marketing.

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 for 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.

**Business Administration—Emphasis in Entrepreneurship: Degree and Certificate**

1. Access and interpret information (legal, financial, operational, market) necessary to develop a new business venture.
2. Assess the risks associated with developing a new business venture.
3. Develop a market ready business plan.

**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

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

Melissa Moreno, *Dean* (Wake Campus Rm. 1, ext. 8292)

**Faculty and Offices**

Bonnie Chavez (BC-219, ext. 2508)

Daniel Wrentmore (BC-215, ext. 2840)

**Scheinfeld Center for Entrepreneurship and Innovation**

*Scheinfeld.sbcc.edu*

Under the aegis of the Business Administration Department, the Scheinfeld Center for Entrepreneurship and Innovation is where students from any discipline can acquire the skills, gain the tools and access the mentorship needed to start or grow a unique business. The Scheinfeld Center offers a hands-on academic program where students build their own business in a series of entrepreneurship courses. The center also offers a personalized internship

program, the Enlightened Entrepreneurship Speaker Series, a regional pitch competition, and the Enterprise Launch work experience program where students develop a product or service in a single semester. The Scheinfeld Center provides free Small Business Development Center (SBDC) consulting to students and the community. The Scheinfeld Center is located in BC-220 and is open Monday through Friday, 9 a.m. to 5 p.m.

**College Requirements**

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

**Requirements for AA 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 AA Degree: Business Administration—Emphasis in Entrepreneurship**

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

**Department Requirements (28.5-29.5 units)**

BUS 101 — Introduction to Business .....	3
ENT 201— Intro to Entrepreneurship and Innovation .....	2
ENT 202 — Entrepreneurship: Idea to Business Model.....	3

ENT 203 — Marketing Plan Development.....3  
 COMP 139 — Social Networking for Business.....0.5  
 ENT 204 — New Venture Management **or**  
     CIS 247 — Managing Info Sys for Entrepreneur ..... 2-3  
 MKT 220 — Introduction to Electronic Commerce **or**  
     CIS 220 — Introduction to Electronic Commerce.....3  
 ENT 205 — Financial Management for Startups.....3  
 ENT 206 — Enterprise Launch.....3  
 ENT 207 — Entrepreneurship Law.....3  
 ENT 208 — Business Plan Development.....3

*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 AA 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 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 and Information Systems.....4  
 MGMT 101 — Introduction to Management .....3  
 MGMT 102 — Leadership in Organizations .....3

*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 AS 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

*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 AS-T Degree: Business Administration for Transfer**

The Business Administration program gives 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.

The Associate in Science Degree in Business for Transfer provides students with the foundational knowledge in business to make a successful transition to a Baccalaureate Degree in Business program at any of the CSU campuses.

**Degree Requirements**

Complete 60 CSU-transferable units including general education, major requirements and CSU-transferable electives as follows:

**I. General Education**

*Complete one of the following patterns:*

- Intersegmental General Education Transfer Curriculum “IGETC” for CSU (34-40 semester units)
- California State University General Education Breadth pattern (39 semester units)

## II. Major

Complete 30-31 units as outlined below with a “C” or better in each course. Pass/No Pass grading is not permitted in a course within a student’s major area of study. The courses completed for the major may also be used to fulfill general education areas on the IGETC or the CSU GE Breadth.

### Required Core Courses (19 units)

ACCT 230 — Financial Accounting .....	5
ACCT 240 — Managerial Accounting.....	4
BLAW 101 — Business Law <b>or</b> .....	4
BLAW 110 — Legal Environment of Business.....	4
ECON 101* — Microeconomics .....	3
ECON 102* — Macroeconomics .....	3

*List A: Select one course from the following (4-5 units)*

PSY 150* — Statistics for the Behavioral Sciences <b>or</b> .....	4
MATH 117* — Elementary Statistics <b>or</b> .....	4
MATH 117H* — Elementary Statistics, Honors .....	4
MATH 130* — Calculus for Biol Sciences, Social Sciences & Business I <b>or</b> .....	5
MATH 150* — Calculus with Analytic Geometry I .....	5

*List B: Select two courses from the following (7 units)*

### Any course not taken in List A

CIS 101 — Introduction to Computers and Information Systems <b>or</b> .....	4
CS 101 — Computer Concepts <b>or</b> .....	4
COMP 101 — Introduction to Computer Applications .....	4
BUS 101 — Introduction to Business <b>or</b> .....	3
COMP 271 — Business Communications.....	3

*All of these courses fulfill an IGETC and/or a CSU GE Breadth pattern requirement. Visit [www.assist.org](http://www.assist.org) or <http://articulation.sbcc.edu/> for IGETC and CSU GE Breadth requirements.*

## III. CSU-Transferable Electives

Complete as many units as needed to reach a total of 60 CSU-transferable units (for a list of SBCC transferable courses to CSU, visit [www.assist.org](http://www.assist.org)).

### Additional Graduation Requirements for AS-T in Business Administration:

- Maintain a cumulative CSU-transferable GPA of 2.0.
- Residency Requirements: Candidates for an Associate Degree are expected to complete 15 semester units in residence at SBCC. Candidates for an Associate Degree are also expected to complete at least 20% of the department major requirements in residence at SBCC.

### 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 and Information Systems.....	4
MGMT 101 — Introduction to Management .....	3
MGMT 102 — Leadership in Organizations .....	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”.*

### Requirements for Certificate of Achievement: Business Administration — Emphasis in Entrepreneurship

#### Department Requirements (28.5-29.5 units)

BUS 101 — Introduction to Business .....	3
ENT 201— Intro to Entrepreneurship and Innovation .....	2
ENT 202 — Entrepreneurship: Idea to Business Model.....	3
ENT 203 — Marketing Plan Development.....	3
COMP 139 — Social Networking for Business.....	0.5
ENT 204 — New Venture Management <b>or</b>	
CIS 247 — Managing Info Sys for Entrepreneur .....	2

MKT 220 — Introduction to Electronic Commerce **or**  
 CIS 220 — Introduction to Electronic Commerce.....3  
 ENT 205 — Financial Management for Startups.....3  
 ENT 206 — Enterprise Launch.....3  
 ENT 207 — Entrepreneurship Law.....3  
 ENT 208 — Business Plan Development.....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 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

*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  
 ENT 204 — New Venture Management .....3

*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 — Communication in Organizations **or**

COMM 162 —  
 Mediated Communication in Organizations.....3  
 CS 101 — Computer Concepts .....4  
 ECON 101 — Microeconomics.....3  
 ECON 102 — Macroeconomics .....3  
 FIN 202 — Managerial Finance.....3

*Students must complete the above courses with the grade of “C” or higher or pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.*

**Requirements for Skills Competency Award:  
 Business Administration, Level II**

**Skills Competency Award Requirements:**

Students must have successfully completed the requirements specified in the SCA in Business Administration, Level I (12-13 units).

**Department Requirements (24-26 units)**

BUS 103 — Business Mathematics.....3  
 ENT 208 — Business Plan Development.....3  
 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 — Communication in Organizations **or**  
 COMM 162 — Mediated Comm. in Organizations..... 3  
 CS 101 — Computer Concepts .....4  
 ECON 101 — Microeconomics.....3  
 ECON 102 — Macroeconomics .....3  
 FIN 202 — Managerial Finance.....3

*Students must complete the above courses with the grade of “C” or higher or pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.*

**Requirements for Skills Competency Award:**

**Entrepreneurship**

**Department Requirements (23 units)**

ENT 201 — Introduction to Entrepreneurship/Innovation.....	2
ENT 202 — Entrepreneurship: Idea to Business Model.....	3
ENT 203 — Marketing Plan Development.....	3
ENT 204 — New Venture Management.....	3
ENT 205 — Financial Management for Startups.....	3
ENT 206 — Enterprise Launch.....	3
ENT 207 — Entrepreneurship Law.....	3
ENT 208 — Business Plan Development.....	3

*Students must complete the above courses with the grade of “C” or higher or pass in all courses. Candidates for a Skills Competency Award are required to complete at least 60% of the department requirements through SBCC.*

**Requirements for Skills Competency Award:**

**Entrepreneurship Web Design, Level I**

**Department Requirements (20 units)**

ENT 201 — Introduction to Entrepreneurship/Innovation.....	2
ENT 202 — Entrepreneurship: Idea to Business Model.....	3
ENT 203 — Marketing Plan Development.....	3
ENT 204 — New Venture Management.....	3
GDP 110 — Media Design.....	3
MAT 131 — Digital Imaging I.....	3
MAT 153 — Web Design I.....	3

*Students must complete the above courses with the grade of “C” or higher or pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.*

**Requirements for Skills Competency Award:**

**Entrepreneurship Web Design, Level II**

**Department Requirements (21 units)**

ENT 205 — Financial Management for Startups.....	3
ENT 206 — Enterprise Launch.....	3
ENT 207 — Entrepreneurship Law.....	3
ENT 208 — Business Plan Development.....	3
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 the grade of “C” or higher or pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.*

**Program Cost and Outcome**

For planning purposes, the webpages below provide information on the cost of attendance, program length (assuming a student attends full-time), financing options and historical student completion rates:

*Business Administration: Emphasis in Management*  
[www.sbcc.edu/financialaid/gainfulemployment/Business%20Administration%20Emphasis%20in%20Management.htm](http://www.sbcc.edu/financialaid/gainfulemployment/Business%20Administration%20Emphasis%20in%20Management.htm)

*Business Administration: Emphasis in Small Business Development*  
[www.sbcc.edu/financialaid/gainfulemployment/Business%20Administration%20Emphasis%20in%20Small%20Business%20Development.htm](http://www.sbcc.edu/financialaid/gainfulemployment/Business%20Administration%20Emphasis%20in%20Small%20Business%20Development.htm)

*Real Estate*  
<http://www.sbcc.edu/financialaid/gainfulemployment/Real%20Estate.htm>

**Business Administration Courses**

**BUS 101 — Introduction to Business**

**(3) — CSU, UC**

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

*Hours: 54 lecture*

Examines economic activity in the American free enterprise system. Provides students with a broad understanding of: social responsibility and ethics, government regulations, business law, globalization, technology and e-commerce, economic and financial systems, securities markets, 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 110H or 110GB*  
*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 110H or 110GB*  
*Course Advisories: BUS 101*

*Limitation on Enrollment: 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 110H or 110GB*  
*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 110H or 110GB*  
*Course Advisories: BLAW 101 or 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 110H or 110GB*  
*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 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 — Entrepreneurship: Idea to Business Model**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or 110H or 110GB*  
*Course Advisories: BUS 101 and ENT 201*  
*Hours: 54 lecture*

Participants explore various business opportunities, and analyze them using business modeling tools to

ascertain the market potential of a new venture. A significant amount of time is devoted to analyses of industries, markets, competitors and customers.

**ENT 203 — Marketing Plan Development**

**(3) — CSU**

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

*Course Advisories: ENT 202*

*Hours: 54 lecture*

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

**ENT 204 — New Venture Management**

**(3) — CSU**

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

*Course Advisories: BUS 101*

*Hours: 54 lecture*

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

**ENT 205 — Financial Management for Startups**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or 110H or 110GB; proficiency in MATH 100*

*Course Advisories: BUS 101*

*Hours: 54 lecture*

Explores the financial issues that affect the creation of a startup, including business accounting and financial statement literacy, and forecasting techniques.

Students investigate various sources and methods for raising startup capital.

**ENT 206 — Enterprise Launch**

**(3) — CSU**

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

*Course Advisories: BUS 101*

*Hours: 54 lecture*

Students engage in the rapid development of a product or service in a single semester by creating a prototype,

obtaining customer feedback and validation, and making early sales.

**ENT 207 — Entrepreneurship Law**

**(3) — CSU**

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

*Course Advisories: BUS 101*

*Hours: 54 lecture*

Examines the legal implications involved in the creation of a startup. Specific legal considerations concerning business entity formation, intellectual property, cyber law, employment law, contracts, tax law and bankruptcy.

**ENT 208 — Business Plan Development**

**(3) — CSU**

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

*Course Advisories: ENT 202 and 203 and 204 and 205*

*Hours: 54 lecture*

Students develop and write a comprehensive market-ready business plan for a startup. Examines a variety of entrepreneurial issues in the business planning process, including: customer validation, product development, marketing, management, financing and ongoing operations.

## Management Courses

**MGMT 101 — Introduction to Management**

**(3) — CSU**

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

*Course Advisories: BUS 101*

*Hours: 54 lecture*

Examines the basic management functions of planning, organizing, leading and controlling. Included is an examination of key management concepts involving strategic planning, decision-making, organizational behavior, ethics and social responsibility, team building, diversity and the role of manager as leader.

**MGMT 102 — Leadership in Organizations**

**(3) — CSU**

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

*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.



## Real Estate Courses

### RE 101 — Real Estate Principles

(3) — CSU

*Skills Advisories: MATH 1 and Eligibility for ENG 110 or 110H or 110GB*

*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 110H or 110GB*

*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 110H or 110GB*

*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 110H or 110GB*

*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 110H or 110GB*

*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 110H or 110GB*

*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 110H or 110GB*  
*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.

## Supervision Courses

### SUPV 101 — Introduction to Supervision

(3) — CSU

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

*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.