

Finance, International Business and Marketing

Degrees, Certificates and Awards

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: International Marketing: Fashion and Beauty

Skills Competency Award: Web Marketing and Media Design (in conjunction with Multimedia Arts & Technologies Department)

Skills Competency Award: Public Relations (in conjunction with Journalism Department)

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

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.

Department Offices

Division: Business Education

Julie Ann Brown, *Chair* (BC-308, ext. 3599)

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

Faculty and Offices

Susan Block (BC-208, ext. 3793)

Julie Ann Brown (BC-308, ext. 3599)

Peter Naylor (BC-210, ext. 2350)

Jill Scala (BC-115, ext. 3793)

Requirements for AA 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 — Investing: Securities Analysis.....3
 FIN 202 — Managerial Finance.....3

*ACCT 210 will also satisfy this requirement.

Support Courses: Select 16-27 units from the following (may be double-counted in applicable general education areas):

ANTH 103 — Introduction to Cultural Anthropology **or**
 GEOG 102 — Human Geography **or**
 PHIL 102 — Comparative World Religions **or**
 PHIL 102H — Comparative World Religions, Honors3
 COMM 161 — Communication in Organizations **or**
 COMM 162 — Mediated Comm. in Organizations3
 EARTH 141/141L — Physical Geography and Lab **or**
 GEOG 101/101L — Physical Geography and Lab4
 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

+ An assessment score higher than MATH 104 or 107 or 111 will also satisfy this requirement.

Optional:

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

College Requirements

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

Requirements for AA Degree: International Business

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

Department Requirements (21 units)

IBUS 102 — Introduction to International Business3
 IBUS 109 — Basics of Importing and Exporting.....3

IBUS 201 — International Human Resource Management.....3
 IBUS 211 — Legal Environment of International Business ..3
 MKT 164 — Online and Mobile Marketing **or**.....3
 MAT 164 — Online and Mobile Marketing **or**.....3
 MKT 212 — Supply Chain Logistics **or**.....3
 FIN 211 — Skills in Trade Finance **or**.....3
 COMM 151 — Intercultural Communication **or**.....3
 ECON 106 — International Economics3
 MKT 209 — International Marketing3
 MKT 220 — Introduction to Electronic Commerce **or**.....3
 CIS 220 — Introduction to Electronic Commerce.....3

College Requirements

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

Requirements for AA 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 164 — Online and Mobile Marketing **or**
 MAT 164 — Online and Mobile Marketing3
 MKT 203 — Marketing Communications.....3
 MKT 205 — Consumer Selling Strategies.....3
 MKT 215 — Segmentation and Target Marketing3
 MKT 220/CIS 220 — Intro to Electronic Commerce.....3

Electives (6 units) selected from the following:

IBUS 102 — Introduction to International Business3
 COMP 101 — Introduction to Computer Applications4
 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 Service3
 MKT 135 — Public Relations **or**.....3
 JOUR 135 — Public Relations3
 MKT 209 — International Marketing3

**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 — Business Law or	
BLAW 110 — Legal Environment of Business.....	4
ECON 101 — Microeconomics.....	3
FIN 101 — Introduction to Finance and Banking.....	3
FIN 201 — Investing: Securities Analysis.....	3
FIN 202 — Managerial Finance.....	3

**ACCT 210 (1) will also satisfy this requirement.*

Optional

BUS 290 — Work Experience in Business Admin.....	1-4
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Students must complete all department requirements with a cumulative GPA of 2.0 or better.

Requirements for Certificate of Achievement: International Business

Department Requirements (21 units)

IBUS 102 — Introduction to International Business	3
IBUS 109 — Basics of Importing and Exporting.....	3
IBUS 201 — International Human Resource Management.....	3
IBUS 211 — Legal Environment of International Business ..	3
MKT 164 — Online and Mobile Marketing or	3
MAT 164 — Online and Mobile Marketing or	3
MKT 212 — Supply Chain Logistics or	3
FIN 211 — Skills in Trade Finance or	3
COMM 151 — Intercultural Communication or	3
ECON 106 — International Economics	3
MKT 209 — International Marketing.....	3
MKT 220 — Introduction to Electronic Commerce or	3
CIS 220 — Introduction to Electronic Commerce.....	3

Students must complete all department requirements with a cumulative GPA of 2.0 or better.

Requirements for Certificate of Achievement: Marketing

Department Requirements (24 units)

MKT 101 — Introduction to Marketing.....	3
MKT 164 — Online and Mobile Marketing or	
MAT 164 — Online and Mobile Marketing	3
MKT 203 — Marketing Communications.....	3
MKT 205 — Consumer Selling Strategies.....	3
MKT 215 — Segmentation and Target Marketing	3
MKT 220/CIS 220 — Intro to Electronic Commerce.....	3

Electives (6 units) selected from the following:

IBUS 102 — Introduction to 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
MKT 135 — Public Relations or	3
JOUR 135 — Public Relations	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: Complete all department requirements with a "C" or better in each course. Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through SBCC.*

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 (12 units)

IBUS 102 — Introduction to International Business	3
COMM 151 — Intercultural Communication	3
IBUS 109 — Basics of Importing and Exporting.....	3
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: International Marketing: Fashion and Beauty

Department Requirements (9 units)

IBUS 271 — International Fashion and Beauty Product Development.....	3
IBUS 273 — Global Fashion and Beauty Industry Marketing	3
IBUS 275 — Global Fashion Trends in Retail and E-tail	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.

Requirements for Skills Competency Award: Public Relations

Department Requirements (15-15.5 units)

COMM 171 — Mass Media and Society	3
COMP 139 — Social Networking for Business and	0.5
COMP 271 — Business Communication or	3
COMM 161 — Communication in Organizations.....	3
JOUR 101 — Reporting/Writing I	3

JOUR 135/MKT 135 — Public Relations.....	3
MKT 101 — Introduction to Marketing.....	3

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

Program Cost and Outcome

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

Finance Courses

www.sbcc.edu/financialaid/gainfulemployment/Finance.htm

International Business Courses

www.sbcc.edu/financialaid/gainfulemployment/International%20Business.htm

Marketing Courses

www.sbcc.edu/financialaid/gainfulemployment/Marketing.htm

Finance Courses

FIN 010 — Financial Basics

(1)

Hours: 18 lecture

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) — CSU/UC

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

Hours: 54 lecture

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) — CSU**

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

Hours: 54 lecture

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 — Investing: Securities Analysis
(3) — CSU**

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

Hours: 54 lecture

Techniques and concepts of investing, including the economic function of financial markets, investment risk and return, bonds and portfolio management, equity investing and fundamental analysis.

**FIN 202 — Managerial Finance
(3) — CSU**

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

Hours: 54 lecture

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 100 and Eligibility for ENG 110 or 110H

Hours: 54 lecture

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 110H

Course Advisories: BUS 101

Hours: 54 lecture

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 110H

Hours: 54 lecture

Understanding the process of international trade finance and the core skills needed to participate in various trade finance situations. 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) — CSU**

Skills Advisories: Eligibility for ENG 110 or 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

International Business Courses

**IBUS 102 — Introduction to International Business
(3) — CSU**

Skills Advisories: Eligibility for ENG 110 or 110H

Hours: 54 lecture

Basic management principles for 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.

IBUS 109 — Basics of Importing and Exporting

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Hours: 54 lecture

Practical importing and exporting: logistics, documents, contract administration, terminology, quality control and payment procedures. Students develop a research document for an international marketing plan.

IBUS 110 — International Business Law

(1.5) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Course Advisories: BUS 101 or IBUS 102

Hours: 27 lecture

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 110H

Course Advisories: IBUS 102

Hours: 54 lecture

Examines 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 210 — International Trade Skills for Global Business Professionals

(3) — CSU

Skills Advisories: Eligibility for ENG 100

Hours: 54 lecture

Provides a detailed overview of the skills required for a career as a global business professional. Also, designed as a preparatory course for those wishing to apply for the NASBITE Certified Global Business Professional (CGBP) designation (www.NASBITE.org).

IBUS 211 — Legal Environment of International Business

(3) — CSU, UC

Skills Advisories: Eligibility for ENG 110 or 110H

Hours: 54 lecture

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.

IBUS 271 — International Fashion and Beauty Product Development

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Hours: 54 lecture

Study of fashion and beauty product development. Covers entire product life cycle. Once a product is approved for consumer use, product developers are responsible for its successful public launch. They create and deliver presentations and campaigns to effectively market new items. Product developers plan, prepare and present their new creations.

IBUS 273 — Global Fashion and Beauty Industry Marketing

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Hours: 54 lecture

Global trends in beauty, unlike any other period of time, now cross borders and boundaries via international travel and technology. Understanding the roles of segmentation and consumer behavior in this industry and social era of business is necessary for profitability and long-term relationship connections.

IBUS 275 — Global Fashion Trends in Retail and E-tail

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Hours: 54 lecture

Traditional and e-commerce global fashion and beauty industry. Online shopping has streamlined this process for increased utility for all business channel members. The universal principles of retailing from the first exchange process to the latest e-commerce are discussed as well as the empowerment of the consumer via social media platforms.

Marketing Courses

MKT 101 — Introduction to Marketing

(3) — CSU

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

Examines the critical role of marketing in customer-driven marketplaces. Topics include marketing research, customer-driven marketing, marketing strategies of for-profit businesses, as well as not-for-profit businesses, and institutions. Includes advertising as well as the other elements of promotion. Course material is reinforced with the use of marketing computer simulation.

MKT 120 — Relationship Selling

(3) — CSU

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

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 110H
Hours: 54 lecture

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) — CSU

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

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 103
Hours: 54 lecture

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 200A — Social Media and Self-Branding (3) — CSU

Skills Advisories: Eligibility for ENG 100 and 103
Hours: 54 lecture

Social media and self-branding are critical to organizational success in real and digital marketing exchanges. Using social media to convert potential customers into advocates or users.

MKT 201A — Marketing Strategy and Positioning (3) — CSU

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

Understand customer and product profitability and how to position your firm and product for growth. Takes an in-depth look at pricing, competitive dynamics, comparative advantage and how to integrate marketing strategy into your overall plan. Understand customer and product profitability and how to position your firm and product for growth.

MKT 203 — Marketing Communications

(3) — CSU

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

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) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Course Advisories: MKT 101

Hours: 54 lecture

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) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Course Advisories: MKT 101

Hours: 54 lecture

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) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Hours: 54 lecture

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 — Segmentation and Target Marketing

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Course Advisories: MKT 101

Hours: 54 lecture

Demographics and target marketing are the fundamental concepts by which all ideas begin their developmental process on the way to market launch. Understanding the components of demographics, psychographics, geographics and benefit segmentation have, through technology, allowed all-size target markets to potentially be served with achievable profitability.

MKT 220/CIS 220 — Introduction to Electronic Commerce

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Course Advisories: BUS 101 and COMP 103

Hours: 54 lecture

Survey of electronic commerce and the use of the Internet to conduct business. Includes an interdisciplinary exploration of the issues, trends, opportunities and technologies which shape electronic commerce.