

# BUSINESS (BUS)

## BUS G100 3 Units (54 lecture hours)

### Introduction To Business

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU; UC.

A survey in business providing a multi-disciplinary examination of how culture, society, economic systems, legal systems, political systems, financial institutions, and human behavior interact to affect a business organization's policies and practices within the U.S. and global society. Demonstrates how certain influences impact the primary areas of business and affect the ability of a business to achieve its organizational goals. Such influences include organizational structure and design, leadership, human resource management, organized labor practices, marketing, organizational communication, technology, entrepreneurship, legal affairs, accounting, financial practices, and stocks and securities markets. Graded. **C-ID:** BUS 110.

## BUS G101 3 Units (54 lecture hours)

### The Mindset of Business Success

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This course enables students to understand and utilize the thought processes of successful entrepreneurs and business people. Students will engage in experimental learning through the process of identifying business problems and finding solutions of business value. Fundamental concepts include recognizing business opportunities, building a brand, networking, and putting ideas into action. A variety of inspirational entrepreneurship case studies and hands-on business exercises will be used to reinforce the concepts. Graded or Pass/No Pass option.

## BUS G108 3 Units (54 lecture hours)

### Legal Environment of Business

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU; UC.

This course provides an introduction to the principles of law and federal and state judicial systems that influence and reflect the ethical, social, and political environments in which business operates. Areas of constitutional law, administrative law, agency law, employment law, antitrust law, environmental law, and international law will be explored. Additional topics include contracts, torts, crimes, forms of business organization, ethics, product liability, government regulations, and securities regulation. Graded or Pass/No Pass option. **C-ID:** BUS 120.

## BUS G121 3 Units (54 lecture hours)

### Personal Finance

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU.

An introductory course in financial affairs involving management of expenditures. The course includes the budgeting process, using consumer loans and credit, savings on taxes, decisions on transportation and home buying, insurance planning, investments, financial planning, career planning, retirement, and estate transfer decisions. Graded.

## BUS G130 3 Units (54 lecture hours)

### Introduction to Business Writing

**Advisory:** ENGL G099.

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This course provides a basic understanding of business communication and develops confidence and skill in writing effective business letters, memos, electronic communications, and reports. Particular focus will be placed on forming a solid foundation for writing business documents, eliminating "writer's block," improving writing techniques, increasing editing and proofreading skills, and developing actual practice in writing, positive, negative, neutral, and persuasive communications. Graded or Pass/No Pass option.

## BUS G139 3 Units (54 lecture hours)

### Business Communication

**Prerequisite(s):** ENGL G100 or achieve qualifying score on English Placement.

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU.

This course focuses on the development and refinement of the written and oral communication skills that are necessary for success in today's dynamic business environment. Emphasis will be placed on solving simple-to-complex business problems through critical thinking, research, analysis, and evaluation. Students will communicate these results through effective planning, organizing, outlining, drafting, revising, and finalizing business documents. Oral presentation skills, employment preparation and job-search techniques are also covered. Graded. **C-ID:** BUS 115.

## BUS G153 1.5 Units (27 lecture hours)

### Writing an Effective Business Plan

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This course is designed to guide the student in the planning, preparation, and the completion of a successful business plan. The student will develop the tools and confidence in the writing of their own business plan which will serve as a guide in promoting growth, profitability, and social responsibility in achieving their business goals. Suitable for any current business owner or entrepreneur, business, management, or marketing student. This class is critical for contemporary business leaders and owners to understand how to develop a strong business plan that will be used to secure the business and provide a guideline for future growth and profitability. Graded or Pass/No Pass option.

## BUS G158 1.5 Units (27 lecture hours)

### Raising Money to Start or Grow a Business

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This course is designed to help enable those who will be launching their own businesses to get funding they need to succeed. This course includes understanding new business financing needs and the various options available to prospective business owners including a practical guide to drafting financial documents needed to obtain funding. Funding topics include crowdsourcing, bootstrapping, loans, and equity financing. Graded or Pass/No Pass option.

**BUS G159** **1.5 Units (27 lecture hours)**

**Legal/Regulatory Essentials for Starting a Business**

**Grading Mode:** Standard Letter, Pass/No Pass

**Transfer Credit:** CSU.

This course provides an overview of legal issues associated with starting a small business including business formation and structure, intellectual property and patents, hiring and managing employees, business agreements and other legal issues facing the new business owner. Graded or Pass/No Pass option.

**BUS G192C** **1-4 Units (60-300 other hours)**

**Cooperative Work Experience - Occupational**

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU.

Formerly: Cooperative Work Experience. This course will enable students to earn college credit(s) on-the-job by learning or improving knowledge or skills related to their educational or occupational goals. Occupational Cooperative Work Experience is discipline-specific in that students' job and learning objectives relate to the Work Experience course. Students can work in either paid or unpaid (Internship) positions. Student may earn up to 4 CWE units per semester, maximum of 16 CWE combined units while at GWC. Units are awarded upon achievement of approved learning objectives and completion of required hours worked. Each unit of credit requires paid employees to document 75 hours (volunteers or unpaid employees - 60 hours) during the semester. Student must have: 1. Consent of academic program faculty and department; 2. Consent of CWE Program Coordinator or designee; 3. Job assignment directly related to college major or career goal. Graded.

**BUS G210** **3 Units (54 lecture hours)**

**Securities and Investments**

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU.

This course covers principles of investments, risk/reward analysis, characteristics of stocks and bonds, overview of investment alternatives, and roles of mutual and money market funds. Course content includes strategies for constructing investment portfolios. Graded.