

# BUSINESS (BUS)

## BUS A100 3 Units (54 lecture hours)

### Introduction to Business

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU; UC.

A survey of the many dimensions of business with a focus on careers: organization, management, marketing, legal aspects, international business, business climate, financial operations, the banking system, and investments. This course may also be offered online. **C-ID:** BUS 110

## BUS A100H 3 Units (54 lecture hours)

### Introduction to Business Honors

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU; UC.

A survey of the many dimensions of business with a focus on careers: organization, management, marketing, legal aspects, international business, business climate, financial operations, the banking system, and investments. **C-ID:** BUS 110

## BUS A101 3 Units (54 lecture hours)

### Social Media for Business

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

**Transfer Credit:** CSU.

This course is designed to understand social media concepts and strategies to promote an idea or business. This course includes a review of basic marketing concepts, social media methods and the development of a social media strategy. Graded or Pass/No Pass option.

## BUS A110 3 Units (54 lecture hours)

### Business Law

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU; UC.

Focuses on the legal and regulatory environment of business and management, including the legal system and methods of resolving disputes. The court system, trials and appeals, the Constitution, crimes and torts, contracts, product liability, employment, antitrust, law and ethics, corporate social responsibility, stakeholder relationships, ethical decision making, sole proprietorships, partnerships, limited partnerships, limited liability partnerships, limited liability companies, corporations, corporate structure and governance and international perspectives will be examined. Case studies will be presented. This course may also be offered online. **C-ID:** BUS 125.

## BUS A110H 3 Units (54 lecture hours)

### Business Law Honors

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU; UC.

Focuses on the legal and regulatory environment of business and management, including the legal system and methods of resolving disputes. The court system, trials and appeals, the Constitution, crimes and torts, contracts, product liability, employment, antitrust, law and ethics, corporate social responsibility, stakeholder relationships, ethical decision making, sole proprietorships, partnerships, limited partnerships, limited liability partnerships, limited liability companies, corporations, corporate structure and governance and international perspectives will be examined. Case studies will be presented. This course may also be offered online.

## BUS A118 3 Units (54 lecture hours)

### Introduction to International Business

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU

Provides an overview of international business. Explores political, financial, and legal environments of selected countries and their impacts on firms' international business activities. Emphasis is given to business practices and comparative cultural topics. This course may also be offered online.

## BUS A118H 3 Units (54 lecture hours)

### Introduction to International Business Honors

**Grading Mode:** Standard Letter

**Transfer Credit:** CSU

Provides an overview of international business. Explores political, financial, and legal environments of selected countries and their impacts on firms' international business activities. Emphasis is given to business practices and comparative cultural topics.

## BUS A120 3 Units (54 lecture hours)

### Personal Financial Success

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

**Transfer Credit:** CSU; UC.

Personal financial planning addressing the fundamentals of career planning, budgeting, investments, housing, insurance, taxation, estate planning, retirement planning, consumer credit, and spending. Graded or Pass/No Pass option.

## BUS A134 2 Units (36 lecture hours)

### Excel 1

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

**Transfer Credit:** CSU

Topics include spreadsheet concepts, model building, formula development, formula functions, charts, and list functions. Provides preparation for students seeking Microsoft Office Specialist (MOS) core certification. Same as CIS A134. Students completing BUS A134 may not receive credit for CIS A134. This course may also be offered online. Graded or Pass/No Pass option.

**BUS A138** **3 Units (54 lecture hours)**  
**Business English**  
**Grading Mode:** Standard Letter, Pass/No Pass  
**Transfer Credit:** CSU

Principles of editing written communication applicable to business. Emphasis on fundamentals of grammar and sentence structure. Recommended for all business majors. This course may also be offered online. Graded or Pass/No Pass option.

**BUS A139** **3 Units (54 lecture hours)**  
**Business Communication**  
**Prerequisite(s):** ENGL A100 or ESL A100.

**Grading Mode:** Standard Letter  
**Transfer Credit:** CSU.

Designed to develop writing skills necessary for effective business communications. Emphasizes skill in applying, planning, writing, and verbalizing business communication techniques. Students will need a fundamental knowledge of English and the mechanics of writing. This course may also be offered online. **C-ID:** BUS 115.

**BUS A141** **3 Units (54 lecture hours)**  
**Introduction to Entrepreneurship**  
**Grading Mode:** Standard Letter, Pass/No Pass  
**Transfer Credit:** CSU.

This course helps students explore, identify, and develop feasible business opportunities and innovations. Students will determine the feasibility of opportunities through evaluating the marketplace, the product/service, profitability, financial requirements, and possible outcomes. Students could start and operate a business where a business plan is not required. This course may also be offered online. Graded or Pass/No Pass option.

**BUS A148** **1.5 Units (27 lecture hours)**  
**Project Management for Business/Marketing/Entrepreneurship**  
**Grading Mode:** Standard Letter, Pass/No Pass  
**Transfer Credit:** CSU.

Project management is a vital set of skills for all types of organizations looking to bringing a vision to reality. A project could be developing a new product, creating an advertising campaign, initiating an accounting software upgrade, moving business locations, setting up a brand new office, developing a new mobile application and more. Entrepreneurs to large businesses need people who are able to guide others through a process from start to finish. If you have the attitude, aptitude, and skill set, you will always be needed in bringing vision to life to any organization. This course provides an introduction and hands-on experience in establishing the necessary plans to guide a project from start to finish. You will create a project scope, communication plans, schedules, and risk/mitigation analysis to assist others in finishing a project within budget, time, and scope. In the end, you will have the necessary skill set to manage a small project. Graded or Pass/No Pass option. This course may also be offered online.

**BUS A171** **1.5 Units (27 lecture hours)**  
**Data Visualization: Harnessing the Power of Big Data for Business/Marketing/Entrepreneurship**  
**Grading Mode:** Standard Letter, Pass/No Pass  
**Transfer Credit:** CSU.

This course provides an introduction as well as hands-on experience in data visualization. The course introduces students to design principles for creating meaningful displays of quantitative and qualitative data to facilitate business and marketing decision-making. Graded or Pass/No Pass option.

**BUS A185** **3 Units (54 lecture hours)**  
**Public Relations**  
**Advisory:** ENGL A100.

**Grading Mode:** Standard Letter  
**Transfer Credit:** CSU.

Introduction to the basic principles, components, and techniques of effective public relations. Topics include publicity and promotion, advertising, media and community relations, and approaches to problem solving. Same as CMST A185. Students completing BUS A185 may not receive credit for CMST A185.

**BUS A186** **3 Units (54 lecture hours)**  
**Not for Profit Management**  
**Grading Mode:** Standard Letter, Pass/No Pass  
**Transfer Credit:** CSU.

A course utilizing the many dimensions of business in conjunction with regulatory issues required for the challenges and opportunities of Not-for-Profit entities with a focus on communication and critical thinking skill development for leaders. Explores areas of strategic planning, financial management, capacity building, program evaluation, data management and analysis, legal and ethical issues of compliance, fundraising, governance practices, and volunteer and board development in their relation to the accountability, transparency, and persuasiveness of a Not-for-Profit entity. Topics will also include community outreach, endowments and grants, reporting obligations and other legal considerations. Graded or Pass/No Pass option.

**BUS A187** **3 Units (54 lecture hours)**  
**Not for Profit Marketing**  
**Grading Mode:** Standard Letter, Pass/No Pass  
**Transfer Credit:** CSU.

A survey of the major marketing and branding topics especially for Not-for-Profit entities and new to mid-level professionals. Explores external communications, message development, and conveying the message and mission of the Not-for-Profit. Topics will include communication across a variety of platforms, social and digital media, public events, and one-on-one networking, and fundraising. Graded or Pass/No Pass option.

<b>BUS A200</b> <b>Business Finance</b> <b>Advisory:</b> ACCT A101 or ACCT A101H.	<b>3 Units (54 lecture hours)</b>	<b>BUS A240</b> <b>Entrepreneurship</b> <b>Grading Mode:</b> Standard Letter, Pass/No Pass <b>Transfer Credit:</b> CSU	<b>3 Units (54 lecture hours)</b>
<b>Grading Mode:</b> Standard Letter <b>Transfer Credit:</b> CSU.		This course examines essential activities required for launching a new business venture. Some of the topics students are exposed to include: feasibility analysis, components of a business plan, business model, intellectual property, marketing, ethics, taxes, break-even analysis, and etc. This course may also be offered online. Graded or Pass/No Pass option.	
Provides students with the fundamentals of financial management. The course addresses financial organizations, financial analysis and planning, working capital, the budgeting process, sources of financing, mergers and acquisitions, and cash flow analysis.			
<b>BUS A210</b> <b>Securities Investment</b> <b>Grading Mode:</b> Standard Letter, Pass/No Pass <b>Transfer Credit:</b> CSU	<b>3 Units (54 lecture hours)</b>		
Basic concepts of investing in stocks and bonds with emphasis on market mechanics, types of orders, role of market professionals, margin accounts, selling short, commissions, and choosing a broker. Comprehensive study of approaches to price patterns, value investing, and the development of a rational investment philosophy. Graded or Pass/No Pass option.			
<b>BUS A212</b> <b>Practical Investment Management</b> <b>Grading Mode:</b> Standard Letter, Pass/No Pass <b>Transfer Credit:</b> CSU	<b>3 Units (54 lecture hours)</b>		
Modern stock and bond portfolio management practices and techniques. Focus is on risk management strategies, ethical issues, and industry standards as they relate to conflicts of interest, performance measurement, and presentation of results. Graded or Pass/No Pass option.			
<b>BUS A234</b> <b>Excel 2</b> <b>Advisory:</b> BUS A134 or CIS A134.	<b>2 Units (36 lecture hours)</b>		
<b>Grading Mode:</b> Standard Letter, Pass/No Pass <b>Transfer Credit:</b> CSU.			
Create templates and macros using Visual Basic for Applications to automate Excel tasks, formula auditing, data validation, complex problem solving, importing data, routing changes, PivotCharts, PivotTables, and trendlines. Provides preparation for students seeking Microsoft Office Specialist (MOS) certification. Same as CIS A234. Students completing BUS A234 may not receive credit for CIS A234. This course may also be offered online. Graded or Pass/No Pass option.			
<b>BUS A239</b> <b>Professional Communication</b> <b>Grading Mode:</b> Standard Letter, Pass/No Pass <b>Transfer Credit:</b> CSU.	<b>3 Units (54 lecture hours)</b>		
Study of communication functions, choices, and roles for professionals in business. Practice in using verbal, nonverbal, and writing skills to communicate one-on-one, electronically, and in groups. Same as MGMT A239. Students completing BUS A239 may not receive credit for MGMT A239. This course may also be offered online. Graded or Pass/No Pass option.			