Business

Overview

Cosumnes River College's business programs are designed to provide an entrance into an exciting career. Many opportunities are available which can lead to immediate employment and/or career advancement. CRC offers a variety of degrees and certificates to meet students' present and future needs. Whether it is one class or a step toward a degree, there are a variety of options.

Degrees and Certificates Offered

A.S.-T. in Business Administration
A.A. in Business, General
A.A. in Business, Small Business Management/Entrepreneurship
A.A. in Restaurant and Food Service Entrepreneurship
Business Information Worker Certificate
Business, General Certificate
Business, Office Assistant Certificate
Entrepreneurship Certificate
Small Business Management/Entrepreneurship Certificate

Associate Degrees for Transfer

A.S.-T. in Business Administration

The Associate in Science in Business Administration for Transfer degree provides students with a major that fulfills the general requirements of the California State University for transfer to baccalaureate degree programs in business administration. Students with this degree will receive priority admission with junior status to the California State University system. The Associate in Science in Business Administration for Transfer is comprised of lower division coursework typically required by CSU institutions. Students must complete the following Associate Degree for Transfer requirements (Pursuant to SB1440, §66746):

• 60 semester or 90 quarter CSU-transferable units
• the California State University-General Education-Breadth pattern (CSU GE-Breadth); OR the Intersegmental General Education Transfer Curriculum (IGETC) pattern
• a minimum of 18 semester or 27 quarter units in the major or area of emphasis as determined by the community college district
• obtain a minimum grade point average (GPA) of 2.0
• earn a grade of C or better in all courses required for the major or area of emphasis

Upon successful completion of the Associate in Science in Nutrition and Dietetics for Transfer degree requirements, students will be guaranteed admission to the CSU system with junior status and will not have to repeat lower division coursework.

Each California State University may have slightly different requirements for transfer so it is critical for students to work with their counselors to develop individual academic plans.

Catalog Date: January 1, 2022

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 301</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 311</td>
<td>Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ECON 302</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
</tbody>
</table>
Student Learning Outcomes

Upon completion of this program, the student will be able to:

- P-SLO 1: Identify and explain the major functional areas of business organizations including management, marketing, finance, and accounting.
- P-SLO 2: Develop leadership skills that are effective in managing a multicultural workforce.
- P-SLO 3: Analyze practical business problems and utilize research and critical thinking to evaluate and recommend alternative solutions.
- P-SLO 4: Apply accounting principles and concepts in making decisions about business operations.
- P-SLO 5: Integrate management principles in relationship to finance, personnel, products, services and information.
- P-SLO 6: Communicate effectively verbally and in writing in various business settings.
- P-SLO 7: Apply commonly used computer application programs to create relevant business documents.

Career Information


Associate Degrees

A.A. in Business, General

This program provides an overview of business fundamentals for students interested in most business occupations. The program is also recommended for general government service occupations.

This degree is intended for students who wish to complete an A.A. degree in Business. Please consult with an academic counselor if you wish to obtain an A.A. degree and transfer to a CSU university as a business degree major.

Catalog Date: January 1, 2022

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 301</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ECON 302</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 304</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>A minimum of 6 units from the following:</strong></td>
<td></td>
</tr>
<tr>
<td>BUS 310</td>
<td>Business Communications (3)</td>
<td></td>
</tr>
<tr>
<td>BUS 320</td>
<td>Concepts in Personal Finance (3)</td>
<td></td>
</tr>
<tr>
<td>BUS 330</td>
<td>Managing Diversity in the Workplace (3)</td>
<td></td>
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<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship (3)</td>
<td></td>
</tr>
<tr>
<td>ECON 310</td>
<td>Statistics for Business and Economics (3)</td>
<td></td>
</tr>
<tr>
<td>STAT 300</td>
<td>Introduction to Probability and Statistics (4)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>A minimum of 3 units from the following:</strong></td>
<td>3</td>
</tr>
<tr>
<td>ACCT 311</td>
<td>Managerial Accounting (4)</td>
<td></td>
</tr>
<tr>
<td>BUS 345</td>
<td>Law and Society (3)</td>
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</tr>
<tr>
<td>COURSE CODE</td>
<td>COURSE TITLE</td>
<td>UNITS</td>
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</tr>
<tr>
<td>MGMT 372</td>
<td>Human Relations and Organizational Behavior (3)</td>
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</tr>
<tr>
<td>RE 300</td>
<td>California Real Estate Principles (3)</td>
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<tr>
<td>BUS 495</td>
<td>Independent Studies in Business (0.5 - 4)</td>
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<tr>
<td>BUS 498</td>
<td>Work Experience in Business (1 - 4)</td>
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</tbody>
</table>

A minimum of 3 units from the following:

- CISC 310 Introduction to Computer Information Science (3)
- CISA 305 Beginning Word Processing (2)
- CISA 315 Introduction to Electronic Spreadsheets (2)
- CISA 320 Introduction to Database Management (1)

Total Units: 31

1Students may select ECON 310 or STAT 300, but not both.

The Business, General Associate in Arts (A.A.) degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See CRC graduation requirements.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Identify and explain the major functional areas of the business organizations including management, marketing, finance, and accounting.
- Develop leadership skills and abilities that are effective in managing a multicultural workforce.
- Analyze practical business problems and utilize critical thinking and research skills in the evaluation of alternative solutions.
- Apply accounting concepts and principles in making decisions about business operations.
- Integrate management principles in relationship to finance, personnel, products, services, and information.
- Communicate effectively verbally and in writing in various business settings.

A.A. in Business, Small Business Management/Entrepreneurship

The Small Business Management/Entrepreneurship degree provides training and education for those wishing to own or manage a small entrepreneurial venture. The various elements involved in starting and operating a small business are covered.

Catalog Date: January 1, 2022

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
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<tbody>
<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
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<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 301</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ECON 302</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUS 215</td>
<td>Entrepreneurial Opportunity and Business Planning</td>
<td>3</td>
</tr>
<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship</td>
<td>3</td>
</tr>
</tbody>
</table>

A minimum of 6 units from the following:

- BUS 310 Business Communications (3)
- BUS 330 Managing Diversity in the Workplace (3)
- BUS 320 Concepts in Personal Finance (3)
- ECON 304 Principles of Microeconomics (3)
- MKT 310 Selling Professionally (3)
- MGMT 362 Techniques of Management (3)

A minimum of 3 units from the following:

- CISC 310 Introduction to Computer Information Science (3)
- CISA 305 Beginning Word Processing (2)
- CISA 315 Introduction to Electronic Spreadsheets (2)
- CISA 320 Introduction to Database Management (1)

Total Units: 31

The Business, Small Business Management/Entrepreneurship Associate in Arts (A.A.) degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See CRC graduation requirements.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Evaluate the feasibility of success when starting a new business venture.
- Research and compose a business plan that can be used for planning as well as financing.
Employ appropriate management, finance, accounting, and marketing techniques required in operating a business.

- Develop effective oral and written communication skills that can be applied in various business settings.
- Demonstrate the ability to comprehend, apply, and evaluate standards of ethical behavior in various business settings.
- Formulate original ideas and concepts in addition to integrating the ideas of others into the problem solving process.

A.A. in Restaurant and Food Service Entrepreneurship

This program provides training and education for those wishing to own a restaurant or other food service venture. The various elements involved in starting and operating a small business are covered as well as training in food theory and production, safety and sanitation, culinary purchasing, and service.

Catalog Date: January 1, 2022

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
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<tbody>
<tr>
<td>CAM 300</td>
<td>Introduction to Culinary Arts Management</td>
<td>2</td>
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<tr>
<td>CAM 301</td>
<td>Food Theory and Preparation</td>
<td>4</td>
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<tr>
<td>CAM 303</td>
<td>Food Product Identification</td>
<td>2</td>
</tr>
<tr>
<td>CAM 306</td>
<td>Culinary Sanitation &amp; Safety</td>
<td>2</td>
</tr>
<tr>
<td>CAM 310</td>
<td>Quantity Food Production</td>
<td>3</td>
</tr>
<tr>
<td>CAM 320</td>
<td>Culinary Management</td>
<td>2</td>
</tr>
<tr>
<td>CAM 322</td>
<td>Culinary Customer Service</td>
<td>2</td>
</tr>
<tr>
<td>CAM 332</td>
<td>Culinary Financial Management</td>
<td>2</td>
</tr>
<tr>
<td>CAM 334</td>
<td>Culinary Marketing</td>
<td>2</td>
</tr>
<tr>
<td>BUS 215</td>
<td>Entrepreneurial Opportunity and Business Planning</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
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<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
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<tr>
<td>ACCT 301</td>
<td>Financial Accounting (4)</td>
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<td>ACCT 320</td>
<td>Concepts in Personal Finance (3)</td>
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<tr>
<td>NUTRI 300</td>
<td>Nutrition</td>
<td>3</td>
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</table>

Total Units: 42 - 43

The Restaurant and Food Service Entrepreneurship Associate in Arts (A.A.) degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See CRC graduation requirements.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- (PSLO 1) Understand and practice proper sanitation and safety procedures critical to the food service industry.
- (PSLO 2) Demonstrate critical thinking skills needed to assess and correct problems within food preparation, production, presentation and service.
- (PSLO 3) Demonstrate effective techniques for the selection and procurement of food and non-food items used common to the food service industry.
- (PSLO 4) Demonstrate basic knowledge of cooking techniques and procedures.
- (PSLO 5) Exhibit a basic understanding of nutrition
- (PSLO 6) Demonstrate skill and comprehension in entrepreneurship as indicated by course outcomes.
- (PSLO 7) Transform an entrepreneurial idea into a viable business concept.
- (PSLO 8) Employ appropriate management, finance, accounting, and marketing techniques required in operating a business.
- (PSLO 9) Demonstrate the ability to think critically and analyze problems.
- (PSLO 10) Evaluate the feasibility of success when starting a new business venture.
• (PSLO 11) Research and compose a business plan that includes all facets of starting and managing a business.
• (PSLO 12) Express ideas and facts clearly and completely.
• (PSLO 13) Develop effective oral and written communication skills that can be applied in various business settings.

Career Information

Small Business Owner- Restaurant and Food Service field. Restaurant manager.

Certificates of Achievement

Business Information Worker Certificate

The Business Information Worker Certificate is designed to prepare students for entry-level office and administrative support in a variety of organizations.

Catalog Date: January 1, 2022

Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSTEC 302</td>
<td>Computer-Keyboarding</td>
<td>2</td>
</tr>
<tr>
<td>BUSTEC 110</td>
<td>Business Procedures for Professional Success</td>
<td>3</td>
</tr>
<tr>
<td>BUSTEC 120</td>
<td>Skills for Today's Office</td>
<td>1</td>
</tr>
<tr>
<td>CISC 308</td>
<td>Exploring Computer Environments and the Internet</td>
<td>1</td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>CISA 315</td>
<td>Introduction to Electronic Spreadsheets</td>
<td>2</td>
</tr>
<tr>
<td>BUS 100</td>
<td>English for the Professional</td>
<td>3</td>
</tr>
<tr>
<td>CISC 310</td>
<td>Introduction to Computer Information Science</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Units: 17

Enrollment Eligibility

To be eligible for enrollment in the program, the student must meet the following criteria:
• (None)

Enrollment Process

Eligible students are selected for the program according to the following steps:
• (None)

Student Learning Outcomes

Upon completion of this program, the student will be able to:
• PSLO #1. DEMONSTRATE COMMON OFFICE APPLICATIONS SKILLS.
  Diagram and differentiate basic computer terminology and apply it to communication.
  Construct and modify solutions to simple personal, educational or business needs applying use of office workplace computer programs.
  Design, diagram, and construct simple file folder structure on local storage, and access files for upload/download to/from online tools.
  Formulate expressions and construct logic comparisons using proper symbols and syntax in workplace computer programs.
  Create and organize various types of files using various workplace computer programs.
  Construct projects efficiently generating solutions using various workplace computer programs and shortcuts.
  Demonstrate the mechanics and use of word processing software to organize and present data in a multicolumn, multipage newsletter format including banner, bordering, tables, text effects and embedded graphics.
  Demonstrate appropriate pagination and word processing features to apply a formal (MLA/APA/Chicago) style of documentation in the creation of a multi-section research paper or report with Table of Contents, Index, and Bibliography.
  Design and construct a form using multiple content controls.
  Apply advanced Excel tools such as pivot tables, pivot charts, and templates to workbooks.
  Create audience centric business documents to enhance readability.
• PSLO #2. DEMONSTRATE COMMON OFFICE ADMINISTRATION SKILLS.
  Integrate the features of working with tasks and schedules to organize both professional and personal information.
  Design and assess plans for backup and maintenance of Outlook files and information.
  Analyze trends in technologies and evaluate their effects on organizational data analysis.
• PSLO #3. DEMONSTRATE BASIC OFFICE COMMUNICATION SKILLS.
  Identify techniques to send, receive and manage email messages.
• Analyze business situations and determine appropriate methods to deliver negative and positive messages.
• PSLO #4. EXAMINE CUSTOMER SERVICE NEEDS AND REQUIREMENTS.
• Explain the elements of a service culture.
• Analyze strategies for promoting a positive service culture.
• Analyze the extent to which customer service is facilitated by the effective use of technology.

Career Information

Students who successfully complete the Business Information Worker Certificate are prepared for entry-level positions in general office environments in a variety of fields.

Business, General Certificate

The Certificate of Achievement in Business provides an overview of the various disciplines in business. It is intended to meet the needs of students who wish to develop, retrain or upgrade skills for work in a business setting. Students wanting to earn the A.A. degree in Business, General, can do so by taking additional courses beyond the 18 units required in this certificate. Please seek advice from your counselor to verify the correct courses to take towards the A.A degree.

Catalog Date: January 1, 2022

Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
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</thead>
<tbody>
<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
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<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ECON 302</td>
<td>Principles of Macroeconomics</td>
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</tr>
<tr>
<td>ACCT 301</td>
<td>Financial Accounting</td>
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</table>

A minimum of 3 units from the following:

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
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</thead>
<tbody>
<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship (3)</td>
<td>3</td>
</tr>
<tr>
<td>BUS 320</td>
<td>Concepts in Personal Finance (3)</td>
<td></td>
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<tr>
<td>BUS 310</td>
<td>Business Communications (3)</td>
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</tr>
<tr>
<td>BUS 330</td>
<td>Managing Diversity in the Workplace (3)</td>
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<tr>
<td>ECON 304</td>
<td>Principles of Microeconomics (3)</td>
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<tr>
<td>CISC 310</td>
<td>Introduction to Computer Information Science (3)</td>
<td></td>
</tr>
</tbody>
</table>

Total Units: 19

Student Learning Outcomes

Upon completion of this program, the student will be able to:

• P-SLO 1: Skills/Knowledge: Identify and explain the major functional areas of business organizations including management, marketing, economics, and accounting.
• P-SLO 2: Critical Thinking Skills: Analyze practical business problems utilize critical thinking and research skills in the evaluation of alternative solution.
• P-SLO 3: Critical Thinking Skills: Apply concepts and principles in business law, management, marketing, finance, and economics to making decisions about business operations.

Career Information

Business occupations General government service occupations.

Business, Office Assistant Certificate

This Certificate of Achievement is designed to provide students with general knowledge in business and an in-depth knowledge of a variety of business technology applications. Program topics include: keyboarding/word processing, integrated office applications, organization and supervision of office activities, office procedures, and business communications.

Catalog Date: January 1, 2022

Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSTEC 101</td>
<td>Computer Keyboarding: 10-Key</td>
<td>1</td>
</tr>
<tr>
<td>BUSTEC 120</td>
<td>Skills for Today's Office</td>
<td>1</td>
</tr>
<tr>
<td>BUSTEC 303</td>
<td>Computer-Keyboard Formatting</td>
<td>2</td>
</tr>
<tr>
<td>BUSTEC 304</td>
<td>Computer-Keyboard Speed-and-Accuracy Building</td>
<td>2</td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>CISA 315</td>
<td>Introduction to Electronic Spreadsheets</td>
<td>2</td>
</tr>
<tr>
<td>CISC 302</td>
<td>Computer Familiarization</td>
<td>2</td>
</tr>
<tr>
<td>BUS 100</td>
<td>English for the Professional</td>
<td>3</td>
</tr>
</tbody>
</table>

A minimum of 3 units from the following: 3
**COURSE CODE** | **COURSE TITLE** | **UNITS**
--- | --- | ---
BUS 300 | Introduction to Business (3) | 
BUS 310 | Business Communications (3) | 
CISC 310 | Introduction to Computer Information Science (3) | 
CISA 340 | Presentation Graphics (2) | 
CISC 308 | Exploring Computer Environments and the Internet (1) | 
BUSTEC 302 | Computer-Keyboarding (2) | 

**Total Units:** 18

1**BUSTEC 304 may be replaced by keyboarding speed verification at 40 wpm or better**

**Student Learning Outcomes**

Upon completion of this program, the student will be able to:

- P-SLO 1: Skills/Knowledge: Demonstrate skill and comprehension in respective subject areas as indicated by course outcomes
- Use word processing, spreadsheet, database, presentation, and electronic communication software to effectively support the office environment.
- Demonstrate keyboarding skills which represent industry-standard speed and accuracy
- P-SLO 2: Critical Thinking Skills: Demonstrate the ability to think critically and analyze problems.
- Analyze and demonstrate effective business procedures and office management strategies
- Incorporate technological, communication, and problem-solving skills in the business setting

**Career Information**

Clerk, Administrative Assistant, Office Assistant, Data-entry Specialist.

**Entrepreneurship Certificate**

This certificate is designed for current and potential entrepreneurs. It provides an introductory and organized course of study that enables students to develop their entrepreneurial skills, recognize opportunities, and learn the basics of starting and managing a small business.

**Certificate Requirements**

<table>
<thead>
<tr>
<th>COURSE CODE</th>
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</thead>
<tbody>
<tr>
<td>BUS 215</td>
<td>Entrepreneurial Opportunity and Business Planning</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Units:** 9

**Student Learning Outcomes**

Upon completion of this program, the student will be able to:

- create a business plan that covers all facets of operating a business
- organize and manage the different business functions necessary for ongoing operations
- appraise and evaluate business opportunities

**Small Business Management/Entrepreneurship Certificate**

The Certificate of Achievement in Small Business Management/Entrepreneurship is designed for current and potential entrepreneurs. It provides an introductory and organized course of study that enables students to develop their entrepreneurial skills, recognize opportunities, and learn the various aspects of starting and managing a small business. Students wanting to earn the A.A. degree in Small Business Management/Entrepreneurship can do so by taking additional courses beyond the 18 units required for this certificate. Please seek advice from your counselor to verify the correct courses to take towards the A.A degree.

**Catalog Date:** January 1, 2022

**Certificate Requirements**

<table>
<thead>
<tr>
<th>COURSE CODE</th>
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<tbody>
<tr>
<td>BUS 215</td>
<td>Entrepreneurial Opportunity and Business Planning</td>
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<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
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**A minimum of 3 units from the following:**

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
</table>
**COURSE CODE** | **COURSE TITLE** | **UNITS**
---|---|---
ACCT 301 | Financial Accounting (4) | 
BUS 310 | Business Communications (3) | 
BUS 320 | Concepts in Personal Finance (3) | 
CISC 310 | Introduction to Computer Information Science (3) | 
ECON 304 | Principles of Microeconomics (3) | 

**Total Units:** 18

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**Student Learning Outcomes**

Upon completion of this program, the student will be able to:

- P-SLO 1: Skills/Knowledge: Demonstrate skill and comprehension in entrepreneurship as indicated by course outcomes
- Transform an entrepreneurial idea into a viable business concept
- Employ appropriate management, finance, accounting, and marketing techniques required in operating a business.
- P-SLO 2: Critical Thinking Skills: Demonstrate the ability to think critically and analyze problems
- Evaluate the feasibility of success when starting a new business venture.
- Research and compose a business plan that includes all facets of starting and managing a business
- P-SLO 3: Communication: Express ideas and facts clearly and completely
- Develop effective oral and written communication skills that can be applied in various business settings

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**Career Information**

Business Owner Employer creating jobs/career opportunities for others

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**Business (BUS) Courses**

**BUS 100 English for the Professional**

- **Units:** 3
- **Hours:** 54 hours LEC
- **Prerequisite:** or ESLR 320 and ESLW 320.
- **Advisory:** BUSTEC 302 and 303
- **Catalog Date:** January 1, 2022

This course is designed to prepare the student for business communication. It presents principles of correct and effective English usage as applied in business. Included are skills and techniques of written communication, sentence structure, word usage, punctuation, spelling, business vocabulary, and business document-formatting. Emphasis is placed on critical thinking and effective writing techniques through analyzing written communication and composing and organizing paragraphs into effective business documents. Computer skills are needed to format business documents and search the Internet for information. Proofreading skills are stressed throughout the course. The course is recommended for all business majors during their first semester.

**BUS 105 Business Mathematics**

- **Units:** 3
- **Hours:** 54 hours LEC
- **Prerequisite:** None.
- **Catalog Date:** January 1, 2022

This course is a review of basic mathematical skills and introduces equations and formulas in solving for unknowns. Applications of mathematics in business include such areas as banking, commercial discounts, retail and wholesale markup-markdown, payroll computations, simple and compound interest, bank discount, present value, taxes, insurance, depreciation, and financial statements. This course is recommended for every major in business.

**BUS 215 Entrepreneurial Opportunity and Business Planning**

- **Units:** 3
- **Hours:** 54 hours LEC
- **Prerequisite:** None.
- **Catalog Date:** January 1, 2022

This course provides students with insight and knowledge into developing their entrepreneurial opportunity and creating a business plan for it. Students will research entrepreneurial ideas and determine how to turn an idea into a successful startup enterprise given the current and anticipated demographic, technological and social climates. Students will also be offered an organized, step-by-step approach to preparing a business plan. Once students are able to assess the feasibility of their own business ideas based on their personal strengths, skills, and financial goals, they will develop and produce a comprehensive business plan. Students will analyze the organization and management of a new business and map out how to execute a new business venture. The plan will enable the students to solve problems “on paper” before they become operational or money problems.

Students with little entrepreneurial experience or have business idea they would like to pursue will benefit from this course.

**BUS 295 Independent Studies in Business**

- **Units:** 1 - 3
An independent studies project involves an individual student or small group of students in study, research, or activities beyond the scope of regularly offered courses. See the current catalog section of “Special Studies” for full details of Independent Studies.

BUS 299 Experimental Offering in Business

Units: 0.5 - 4
Pre requisite: None.
Catalog Date: January 1, 2022

This is the experimental courses description.

BUS 300 Introduction to Business

Units: 3
Hours: 54 hours LEC
Pre requisite: BUS 100 with a grade of “C” or better
Advisory: Ability to key 30 or more words a minute and use a current office-level word processing program.
Transferable: CSU
C-ID: BUS 110
Catalog Date: January 1, 2022

This course provides a survey of all business areas, including accounting, law, human resources, management, marketing, economics and finance. The course is designed to be taken by all beginning students interested in business. It is a core requirement for business majors. This course provides an overview often very helpful in assisting students' selection of a specific career in the field of business.

BUS 310 Business Communications

Units: 3
Hours: 54 hours LEC
Pre requisite: None.
Advisory: AA/AS Area II(a)
Transferable: CSU
General Education: January 1, 2022
Catalog Date: January 1, 2022

This course is designed to emphasize the use of communication theory in planning and composing various types of effective business letters and reports. The course stresses style, appearance, grammar, punctuation, tone, vocabulary and reader appeal. Interpersonal communication and listening, cross-cultural communication, electronic communication technology, and ethical and legal guidelines are included. A formal report with graphics is required.

BUS 320 Concepts in Personal Finance

Same As: ECON 320
Units: 3
Hours: 54 hours LEC
Pre requisite: None.
Advisory: BUS 105
Transferable: CSU
General Education: AA/AS Area V(b)
Catalog Date: January 1, 2022

This course is designed to assist individuals in analyzing their financial affairs. Elements and conceptual basis of financial planning, analysis, and decision making in areas of budgeting, taxes, borrowing, money management, insurance, investments, and retirement will be examined with an emphasis on principles to develop students' economic decision-making. Students will be using mathematical concepts as well as reading and interpreting written and oral instructions. The course provides a solid base for a career in financial planning services. This course is the same as ECON 320, and only one may be taken for credit.

BUS 330 Managing Diversity in the Workplace

Units: 3
Hours: 54 hours LEC
Pre requisite: None.
Transferable: CSU
General Education: AA/AS Area V(b); AA/AS Area VI; CSU Area D7
Catalog Date: January 1, 2022

This course examines the leadership skills and abilities needed to manage a multicultural workforce. A primary focus is placed upon the workplace impact of various historical, social, and cultural experiences/perspectives related to gender, age, ethnicity, and disability. Workforce issues related to the diversity of the American consumer and global consumer impact on the United States are analyzed.

BUS 340 Business Law

Units: 3
Hours: 54 hours LEC
Pre requisite: None.
Transferable: CSU; UC
C-ID: C-ID BUS 125
Catalog Date: January 1, 2022
This course focuses on the law and its relationship to the environment of business. The course covers the legal system; court process and procedures; alternative dispute resolution; government regulation of business; constitutional law; contracts, both under the common and the Uniform Commercial Code (U.C.C.); torts; business organizations; property rights; and agency and employment law. While covering a broad range of substantive laws related to business, the course also stresses critical thinking and analytical evaluation of legal issues surrounding business including ethics and social responsibility.

**BUS 345 Law and Society**

- **Units:** 3
- **Hours:** 54 hours LEC
- **Prerequisite:** None.
- **Transferable:** CSU; UC
- **General Education:** AA/AS Area V(b); CSU Area D8; IGETC Area 4G
- **Catalog Date:** January 1, 2022

This course is an introduction to the American legal system emphasizing the nature, purpose, sources and functioning of American law but including some comparative analysis of other historical and contemporary legal systems. It stresses the evolution of legal concepts as a reflection of the social environment and the role of the judiciary. A theoretical rather than practical viewpoint is used through analysis of selected cases and legislation in the areas of individualism, socioeconomic groups, the family, the economy, crime, criminal procedure and punishment, church and state separation, the environment, and torts. This course should not be taken in place of BUS 340 when required.

**BUS 350 Small Business Management/Entrepreneurship**

- **Units:** 3
- **Hours:** 54 hours LEC
- **Prerequisite:** None.
- **Transferable:** CSU
- **Catalog Date:** January 1, 2022

This class provides an overview of the various elements involved in starting and operating a small business. It introduces such topics as developing a business plan, finding financial resources, developing personal and business goals, meeting legal requirements, understanding marketing concepts, and other topics of interest to the entrepreneur.

**BUS 354 Students in Free Enterprise**

- **Units:** 3
- **Hours:** 54 hours LEC
- **Prerequisite:** None.
- **Transferable:** CSU
- **Catalog Date:** January 1, 2022

This course provides students with an overview of what it takes to be successful in business through implementation of group projects and business leadership practices. Students will complete community based business projects, focusing on business and project planning, team building, communications, preparing and processing information, and leadership. Students will plan, implement, and evaluate each project and then compose an annual report and deliver a professional presentation that will be evaluated by a selection of industry and business leaders at a regional competition. Students in Free Enterprise (SIFE). Students receive instruction in the areas of entrepreneurship, small business management, business planning, project management, oral and written presentation skills. This course emphasizes activities and techniques that develop competencies needed to become a successful business leader. This course is designed to prepare students for the SIFE competition; therefore it may be taken a maximum of four times for credit.

**BUS 495 Independent Studies in Business**

- **Units:** 0.5 - 4
- **Hours:** 27 - 216 hours LAB
- **Prerequisite:** None.
- **Transferable:** CSU
- **Catalog Date:** January 1, 2022

An independent studies project involves an individual student or small group of students in study, research, or activities beyond the scope of regularly offered courses. See the current catalog section of "Special Studies" for full details of Independent Studies.

**BUS 498 Work Experience in Business**

- **Units:** 1 - 4
- **Hours:** 60 - 300 hours LAB
- **Prerequisite:** None.
- **Enrollment Limitation:** Students must be in a paid or unpaid internship, volunteer position or job related to career goals in Business.
- **Transferable:** CSU
- **General Education:** AA/AS Area II(b)
- **Catalog Date:** January 1, 2022

This course provides students with opportunities to develop marketable skills in preparation for employment in their major field of study or advancement within their career. It is designed for students interested in work experience and/or internships in transfer level degree occupational programs. Course content includes understanding the application of education to the workforce; completion of required forms which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to participate in a weekly orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. Work Experience may be taken for a total of 16 units when there are new or expanded learning objectives. Only one Work Experience course may be taken per semester.

**BUS 499 Experimental Offering in Business**

- **Units:** 0.5 - 4
- **Prerequisite:** None.
Business Technology (BUSTEC) Courses

BUSTEC 101 Computer Keyboarding: 10-Key

<table>
<thead>
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<th>Units:</th>
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<tbody>
<tr>
<td>Hours:</td>
<td>18 hours LEC</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>None.</td>
</tr>
<tr>
<td>Catalog Date:</td>
<td>January 1, 2022</td>
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This course introduces the numeric keypad and develops the ability to key information into a computer with speed and accuracy.

BUSTEC 110 Business Procedures for Professional Success

<table>
<thead>
<tr>
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<th>3</th>
</tr>
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<tbody>
<tr>
<td>Hours:</td>
<td>54 hours LEC</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>None.</td>
</tr>
<tr>
<td>Advisory:</td>
<td>BUSTEC 302 or equivalent, BUSTEC 303 and BUS 100</td>
</tr>
<tr>
<td>Catalog Date:</td>
<td>January 1, 2022</td>
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</table>

This course develops skills associated with the business professional, including specialized procedures in electronic workplaces. Students learn critical thinking, problem solving, teamwork, supervision skills, administrative procedures, and information-processing technologies. Specific areas include the 21st century workplace; business technology; business communication; records management; meetings, travel, and financial documents; and the business professional's career. The course emphasizes developing a work-site team through effective communications, dependability, interpreting various management responsibilities, and motivational techniques. Recommended for all management information science and business students.

BUSTEC 120 Skills for Today's Office

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<th>Units:</th>
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<tbody>
<tr>
<td>Hours:</td>
<td>18 hours LEC; 18 hours LAB</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>None.</td>
</tr>
<tr>
<td>Advisory:</td>
<td>BUSTEC 302 or keyboarding speed verification at 25 wpm or better, and CISA 305 and 315.</td>
</tr>
<tr>
<td>Catalog Date:</td>
<td>January 1, 2022</td>
</tr>
</tbody>
</table>

This is a course designed to build upon previous wordprocessing and spreadsheet training in the computer science/business area, and complete the training necessary to perform effectively and become a skilled employee in the modern, computerized office. The course includes preparing and processing information: wordprocessing, spreadsheet, and database documents; communicating via fax, e-mail, voicemail, Internet, and telephone; and using copiers and other office equipment. Students will simulate office situations. This course emphasizes activities and techniques that enhance competencies needed in today's office.

BUSTEC 299 Experimental Offering in Business Technology

<table>
<thead>
<tr>
<th>Units:</th>
<th>0.5 - 4</th>
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</thead>
<tbody>
<tr>
<td>Prerequisite:</td>
<td>None.</td>
</tr>
<tr>
<td>Catalog Date:</td>
<td>January 1, 2022</td>
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</tbody>
</table>

This is the experimental courses description.

BUSTEC 302 Computer-Keyboarding

<table>
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<tr>
<th>Units:</th>
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<tbody>
<tr>
<td>Hours:</td>
<td>36 hours LEC</td>
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<tr>
<td>Prerequisite:</td>
<td>None.</td>
</tr>
<tr>
<td>Transferable:</td>
<td>CSU</td>
</tr>
<tr>
<td>General Education:</td>
<td>AA/AS Area III(b)</td>
</tr>
<tr>
<td>Catalog Date:</td>
<td>January 1, 2022</td>
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</tbody>
</table>

This intensive introductory computer-keyboard course emphasizes operating alphabetic, numeric, and symbol keys by touch. It includes computer-keyboarding techniques, speed-accuracy development, proofreading proficiency, communication skills, essential computer-keyboarding information, and use of basic features of a current office-level word processing program. Workplace etiquette and common organizational duties are introduced and reinforced throughout the course. This course is not open to students who have received credit for BUSTEC 306.

BUSTEC 303 Computer-Keyboard Formatting

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<th>Units:</th>
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<tr>
<td>Hours:</td>
<td>36 hours LEC</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>BUSTEC 302 with a grade of &quot;C&quot; or better</td>
</tr>
<tr>
<td>Transferable:</td>
<td>CSU</td>
</tr>
<tr>
<td>Catalog Date:</td>
<td>January 1, 2022</td>
</tr>
</tbody>
</table>

This intensive computer-keyboard formatting course emphasizes application of the following formatting concepts: horizontal and vertical centering, business letter styles, memorandums, tables, and reports. The course includes developing proofreading proficiency, reinforcing communication skills, developing speed and accuracy, and using the features of a current office-level word processing program. Workplace etiquette and common organizational duties are introduced and reinforced throughout the course. This course is not open to students.
who have received credit for BUSTEC 306.

BUSTEC 304 Computer-Keyboard Speed-and-Accuracy Building

Units: 2  
Hours: 36 hours LEC  
Prerequisite: BUSTEC 302 with a grade of "C" or better  
Transferable: CSU  
Catalog Date: January 1, 2022

This course builds upon previous computer-keyboard skills and stresses speed-and accuracy techniques. It includes skills assessment and individually prescribed improvement plans. The student will be reading and interpreting written and oral instructions. Students who feel that they have skills equivalent to the prerequisite are encouraged to apply for credit by examination for BUSTEC 302.

BUSTEC 499 Experimental Offering in Business Technology

Units: 0.5 - 4  
Prerequisite: None.  
Transferable: CSU  
Catalog Date: January 1, 2022

This is the experimental courses description.