

# BUSINESS (BUSI)

## **BUSI 1A - Financial Accounting (4 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 68 hours lecture*

This course is the study of accounting as an information system, examining why it is important and how it is used by investors, creditors, and others to make decisions. The course covers the accounting information system, including recording and reporting of business transactions, with a focus on the accounting cycle, the application of generally accepted accounting principles, the financial statements, statement analysis, and communication of results. Includes issues relating to asset, liability, and equity valuation, revenue and expense recognition, cash flow, internal controls, and ethics. Portions of instruction may be offered online; may also be offered fully online. [C-ID ACCT 110]

*Advisory: BUSI 20; BUSI 110; BUSI 120A; completion of or concurrent enrollment in ENGL 1A or ENGL 1AE; Elementary Algebra*

*Credit transferable: Transfers to CSU & UC*

## **BUSI 1B - Managerial Accounting (4 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 68 hours lecture*

This is the study of how managers use accounting information in decision-making, planning, directing operations and controlling. Focuses on cost terms and concepts, cost behavior, cost structure and cost-volume-profit analysis. Includes issues relating to cost systems, cost control, profit planning, and performance analysis in manufacturing and service environments. Portions of instruction may be offered online; may also be offered fully online. [C-ID ACCT 120]

*Prerequisite(s): BUSI 1A*

*Credit transferable: Transfers to CSU & UC*

## **BUSI 18 - Business Law (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

Fundamental legal principles pertaining to business transactions are covered in this class. An introduction to the legal process is also included. Topics include sources of law and ethics, contracts, torts, agency, criminal law, business organizations, and judicial and administrative processes. Portions of instruction may be offered online; may also be offered fully online. [C-ID BUS 125]

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*

*Credit transferable: Transfers to CSU & UC*

## **BUSI 20 - Introduction to Business (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course offers a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and a global society. Fundamentals of management theory, marketing practices, business ethics, human resources, quality management, financial markets, and entrepreneurship are covered along with career exploration and opportunities in each field. Portions of instruction may be offered online; may also be offered fully online. [C-ID BUS 110]

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*

*Credit transferable: Transfers to CSU & UC*

*GE Credit: MPC E2 Career Exploration*

## **BUSI 22 - Effective Leadership in Business (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course builds awareness of personal traits and styles in developing leadership skills and philosophy. Students learn how to create a vision and a constructive environment that leads to success and personal satisfaction. The course also develops the ability to listen effectively, handle conflict, and overcome obstacles to become an effective leader in business. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*

*Credit transferable: Transfers to CSU*

*GE Credit: CSU E Lifelong Learning and Self-Development*

## **BUSI 24 - Business Issues and Ethics (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course studies ethical issues facing American businesses today, including environmental pollution, insider trading, and sexual harassment. Focus is on the responsibility of businesses to all parties affected by their decisions. May be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A*

*Credit transferable: Transfers to CSU*

## **BUSI 36 - Introduction to International Marketing (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course explores the concepts and principles of international marketing, including market entry strategies, foreign market analysis, culture and marketing, product design, pricing, distribution, promotion, and sales. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*

*Credit transferable: Transfers to CSU*

## **BUSI 38 - Managing Diversity and Inclusion (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course explores race, culture, gender, and ethnicity as it relates to work in corporate America. Topics include the effects of bias and prejudice in corporate activities and effective methods in developing a cohesive corporate culture in a multicultural environment. The following American cultures are addressed: African, Indian, Asian, Chicano/Latino, and European. Portions of instruction may be offered online; may also be offered fully online.

*Credit transferable: Transfers to CSU & UC*

*GE Credit: MPC F Intercultural Studies*

## **BUSI 39 - Breaking the Glass Ceiling: Women in Business Leadership (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course introduces the study of women in business and leadership roles through a historical and contemporary lens and identifies the unique challenges women face in business and leadership roles with a focus on culture, race, gender, and society. Students will learn how to harness practical skills that will help advance a woman's career through networking, coaching, workplace politics, non-defensive communication, negotiation, public speaking, and managing up. Students will also learn how to lead compassionately and ethically through lectures, discussions, and practical exercises. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*

*Credit transferable: Transfers to CSU*

**BUSI 40 - Principles of Management (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*  
This course reviews the operational analysis of the manager's role in all types of organizations. Topics include management issues in planning, organizing, staffing, directing, and controlling. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*  
*Credit transferable: Transfers to CSU*

**BUSI 42 - Human Resources Management (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*  
Personnel/human management is concerned with the effective management of people at work, including the following topics: creating a productive work environment, appraising and improving performance, implementing compensation and security, strengthening employee-management relations, and international management of human resources. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*  
*Credit transferable: Transfers to CSU*  
*GE Credit: MPC A2 Communication and Analytical Thinking*

**BUSI 44 - Introduction to Business Ownership/Management (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*  
This course analyzes the practical problems of organizing and managing a successful small business enterprise. Concentration is on specific business profiles as well as various areas of business operations. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*  
*Credit transferable: Transfers to CSU*  
*GE Credit: MPC E2 Career Exploration*

**BUSI 46 - Entrepreneurial Mindset (3 units)**

*Letter Grade (LG) Only • Total hours: 51 hours lecture*  
This course offers a comprehensive study of the impact that entrepreneurs have had throughout history and around the world. Emphasis is placed on the traits that have enabled these entrepreneurs to thrive in various eras, diverse cultures, and challenging economic circumstances, highlighting the contributions that these innovations have made to society. Secondly, students analyze, research, and create a basic business plan for an entrepreneurial undertaking of their choice.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*  
*Credit transferable: Transfers to CSU*  
*GE Credit: MPC D Social Sciences*

**BUSI 49 - Professional Selling (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*  
This course is designed to build skills required for any type of sales career: retail sales, business to business, even entrepreneurial sales to help build one's own company. Course topics include customer behavior, the complete sales cycle from prospecting to closing, serving the customer, negotiating, and more. Portions of instruction may be offered online; may also be offered fully online.

*Credit transferable: Transfers to CSU*  
*GE Credit: MPC E2 Career Exploration*

**BUSI 50 - Introduction to Marketing (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*  
This course introduces strategic marketing and the marketing environment, including emphasis on customer-centric marketing and technology. Actionable tools such as marketing research and target marketing are learned through study and application. Core decision-making is covered, from product research and development in goods and services to pricing options, promotion alternatives, and distribution choices. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*  
*Credit transferable: Transfers to CSU*

**BUSI 54 - Introduction to E-Marketing (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*  
Students explore concepts of conducting business on the Internet through hands-on activities and web site visits. Topics include Internet marketing, social media and crowd-sourcing, buying and selling online, website development and design, web analytics, and customer relationship management. Portions of instruction may be offered online; may also be offered fully online.

*Credit transferable: Transfers to CSU*

**BUSI 60 - Financial Planning and Money Management (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*  
This course provides students with the tools to achieve their personal financial goals by helping them make informed decisions regarding spending, savings, borrowing, and investing. Students are trained to apply quantitative reasoning concepts to solve problems in cash and debt management, investing fundamentals, major purchase decisions, tax considerations, insurance, retirement, and estate planning. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*  
*Credit transferable: Transfers to CSU*  
*GE Credit: MPC E1 Wellness*

**BUSI 62 - Principles of Investment (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*  
This introductory course covers the fundamentals of investments such as stocks, bonds, cryptocurrency, and mutual funds, along with basic investment approaches. Vocabulary and concepts introduced include risk, reward, and behavioral finance. Students apply learned analysis methods using real-world online data. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE; Beginning Algebra or equivalent*  
*Credit transferable: Transfers to CSU*

**BUSI 64 - Customer Service (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*  
This highly practical class provides insight into the customer service environment and essential workplace skills, including problem-solving, dealing with difficult customers, and managing customer service. Communications basics of listening, non-verbal communication, and technology communications are also covered. Offered as BUSI 64 and HOSP 64; credit may be earned only once. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*  
*Credit transferable: Transfers to CSU*

**BUSI 68 - Entrepreneurial Start-up Ventures (3 units)**

*Letter Grade (LG) Only • Total hours: 51 hours lecture*

In a lecture setting, this comprehensive project-based course engages teams of students to create a product to bring to market in the local community. Critical topics include designing, executing, marketing, and tracking the effectiveness of their product and business plan throughout the start-up process.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*

*Credit transferable: Transfers to CSU*

*GE Credit: MPC E2 Career Exploration*

**BUSI 70 - Business Communication (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course applies the principles of ethical and effective communication to the creation of letters, memos, e-mails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing, and revising business documents using word-processing software for written documents and presentation-graphics software to create and deliver professional-level oral reports. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*

*Credit transferable: Transfers to CSU*

**BUSI 89 - Creative Brand Management (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course will provide students with the opportunity to gain expertise in strategically cultivating and maintaining their personal brand, with a focus on aspects such as vision, culture, gender, sexuality, race, and identity. The course content will be enriched with a spotlight on the personal brand management of renowned performing artists like Taylor Swift, Beyoncé, and Olivia Rodrigo. Through guided instruction, students will learn how to effectively apply and integrate these principles into their own personal brand, product, service, or creative concept. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Completion of or concurrent enrollment in ENGL 1A or ENGL 1AE*

*Credit transferable: Transfers to CSU*

*GE Credit: MPC E2 Career Exploration*

**BUSI 110 - Business Mathematics (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course reviews the application of mathematics in various business functions and includes simple and compound interest, installment financing, taxes, insurance, merchandising, and other topics. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: Mastery of basic math principles of addition, subtraction, and other basic number properties.*

*Credit transferable: Non-transferable*

*GE Credit: MPC A2 Communication and Analytical Thinking*

**BUSI 120A - Basic Accounting (4 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 68 hours lecture*

This course covers double-entry, accrual accounting procedures, including recording transactions, end-of-period worksheets and adjustments, cash control, accounts receivable and payable, and payroll procedures. It serves as basic training for bookkeeping and accounting occupations. Portions of instruction may be offered online; may also be offered fully online.

*Credit transferable: Non-transferable*

*GE Credit: MPC E2 Career Exploration*

**BUSI 120B - QuickBooks Online Accounting Software (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course provides an experiential introduction to the practical use of the cloud-based QuickBooks Online accounting application. While the primary focus is learning the software, core accounting concepts and interpretation of results are also reinforced. Portions of instruction may be offered online; may also be offered fully online.

*Advisory: BUSI 1A or BUSI 120A or familiarity with accounting cycle*

*Credit transferable: Non-transferable*

**BUSI 131 - Financial Analysis for Entrepreneurs (3 units)**

*Letter Grade (LG) or Pass/No Pass (P/NP) • Total hours: 51 hours lecture*

This course enables students to learn how to use financial statements to optimally manage a business. It covers the analysis and use of the three primary financial statements: income statement, balance sheet, and statement of cash flows. Portions of instruction may be offered online; may also be offered fully online.

*Credit transferable: Non-transferable*

**BUSI 449 - Professional Selling (0 units)**

*Non Credit • Total hours: 51 hours lecture*

This course is designed to build skills required for any type of sales career: retail sales, business to business, even entrepreneurial sales to help build one's own company. Course topics include customer behavior, the complete sales cycle from prospecting to closing, serving the customer, negotiating, and more. Portions of instruction may be offered online; may also be offered fully online.

*Repeatable: Noncredit*

**BUSI 450 - Introduction to Marketing (0 units)**

*Non Credit • Total hours: 51 hours lecture*

This course introduces strategic marketing and the marketing environment, including emphasis on customer-centric marketing and technology. Actionable tools such as marketing research and target marketing are learned through study and application. Core decision-making is covered, from product research and development in goods and services to pricing options, promotion alternatives, and distribution choices. Portions of instruction may be offered online; may also be offered fully online.

*Repeatable: Noncredit*

**BUSI 454 - Introduction to E-Marketing (0 units)**

*Non Credit • Total hours: 51 hours lecture*

Students explore concepts of conducting business on the Internet through hands-on activities and web site visits. Topics include Internet marketing, social media and crowd-sourcing, buying and selling online, website development and design, web analytics, and customer relationship management. Portions of instruction may be offered online; may also be offered fully online.

*Repeatable: Noncredit*

**BUSI 464 - Customer Service (0 units)**

*Non Credit • Total hours: 51 hours lecture*

This highly practical class provides insight into the customer service environment and essential workplace skills including problem-solving, dealing with difficult customers, and managing customer service. Communications basics of listening, non-verbal communication, and technology communications are also covered. Also offered as HOSP 464; credit may be earned only once. Portions of instruction may be offered online; may also be offered fully online.

*Repeatable: Noncredit*