

**Business****BUSINESS – BUS**

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Business Division

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**Possible career opportunities - Business**

Studies in business prepare students to participate and support the operations of organizations. Careers include supervising and coordinating activities, such as purchasing, budgeting, and recordkeeping. Functional area of management or administration, such as human resources, purchasing, or administrative services are likely focal points of a business professional.

**Possible career opportunities - Business management and leadership**

Careers in business management/leadership assist administrative functions through team work to conduct organizational studies, design systems and procedures, conduct measurement analyses, and prepare operations and procedures reports. Some careers also involve assessing staff requirements, in hiring, training new employees, or participating in human resources processes.

**Possible career opportunities - Business marketing**

Study in business marketing prepares students for careers that examine the demand for products and services offered by a firm and its competitors. Along with identifying potential customers, marketing employees develop pricing strategies to maximize profits or markets share while ensuring customers satisfaction. Career professionals also participate in product development or monitor trends that indicate the need for new products and services.

**Possible career opportunities - Office professional**

The office professional curriculum enriches the chosen career of all who work in professional office settings, especially those who are employed as an administrative assistant, administrative technician, administrative associate, office manager, office clerk, receptionist, secretary, customer service representative, office coordinator, or typist.

**Possible career opportunities - Real estate**

Professionals in real estate arrange, support, or coordinate the selling, buying, leasing, of commercial, industrial, or residential property. Careers may include working with homeowner associations, rented or leased housing units, buildings, or land (including rights-of-way). Employees work in real estate offices, or for commercial real estate firms to arrange loans for the purchase of property.

**Possible career opportunities - Small business management/ Entrepreneurship**

Small business managers/entrepreneurs have diverse career duties including, finding financial resources, collecting sales tax, creating computer networks, setting up filing systems, and creating marketing plans. Further, those that select careers in this discipline, identify trends and potential markets for products, direct salespersons, provide guidance and training for new employees, and mitigate compliant and compliance issues.

**Possible career opportunities - Wealth management**

Careers in wealth management involve advising clients on financial plans using knowledge of tax and investment strategies, securities, insurance, pension plans, and real estate. Duties include assessing clients' assets, liabilities, cash flow, insurance coverage, tax status, and financial objectives.

**Program-level student learning outcomes**

Program learning outcomes are subject to change. The most current list of program learning outcomes for each program is published on the DVC website at [www.dvc.edu/slo](http://www.dvc.edu/slo).

**Associate in science degree**

Business

**Students completing the program will be able to...**

- A. demonstrate knowledge of business operations, the business organization, and business procedures.
- B. analyze and evaluate business situations in the major concentration area (i.e. real estate, wealth management, business marketing, advanced general business, management and leadership studies, and small business management/entrepreneurship), identify business problems, and develop solutions/plans of action.
- C. apply ethical standards and best practices of social responsibility to business situations.
- D. develop communication that presents business information in an organized and clear form.
- E. implement technologies to identify business problems and to develop solutions and plans of action.

**Business**

**Associate in science in business administration for transfer**

Students completing the program will be able to...

- A. develop business communications that present information in an organized and concise manner, using acceptable grammar and language arts.
- B. explain the functions of business financial operations and apply them to business case problems.
- C. compare and contrast ethical approaches and social responsibility options in business situations.
- D. evaluate an existing business and identify the business organization, key business procedures relevant to a specific problem using appropriate technology.

**Certificate of achievement**

Advanced general business

Students completing the program will be able to...

- A. determine how a business decision maximizes the benefit and minimizes the risk for all entities involved.
- B. explain the importance of the global environment and the role it plays in the overall success of business organizations.
- C. explain group dynamics in developing and managing a team and work effectively in teams.
- D. analyze and evaluate business situations in the major concentration area (i.e. real estate, wealth management, business marketing, advanced general business, management and leadership studies, and small business management/entrepreneurship), identify business problems, and develop solutions/plans of action.

**Certificate of achievement**

Business - Transfer

Students completing the program will be able to...

- A. develop business communications that present information in an organized and concise manner, using acceptable grammar and language arts.
- B. explain the functions of business financial operations and apply them to business case problems.
- C. compare and contrast ethical approaches and social responsibility options in business situations.
- D. evaluate an existing business and identify the business organization, key business procedures relevant to a specific problem using appropriate technology.

**Certificate of achievement**

Business marketing

Students completing the program will be able to...

- A. demonstrate knowledge of business operations, the business organization, and business procedures.
- B. determine the demand for products and services offered by a firm and its competitors and identify potential customers.
- C. develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied.
- D. participate in product development or monitor trends that indicate the need for new products and services.
- E. identify and implement cost-effective distribution channels and promotional mixes.

**Certificate of achievement**

General business

Students completing the program will be able to...

- A. determine how a business decision maximizes the benefit and minimizes the risk for all entities involved.
- B. explain the importance of the global environment and the role it plays in the overall success of business organizations.
- C. explain group dynamics in developing and managing a team and work effectively in teams.

**Certificate of achievement**

Management and leadership studies

Students completing the program will be able to...

- A. integrate basic management theories into supervisory and management functions.
- B. investigate current management practices and problems related to human behavior in organizations.
- C. differentiate threshold issues involved in the legal, ethical, and social responsibilities of management.
- D. summarize measures that can be taken by individuals and organizations to correct organizational problems.

**Certificate of achievement**

Office professional

Students completing the program will be able to...

- A. apply standard business English to oral and written communication, including grammar, punctuation, mechanics, vocabulary, style and usage.
- B. complete business-related mathematical problems with reasonable speed and accuracy, using calculators and business software.
- C. interpret an information technology need, determine the type and scope of solution needed, and implement an effective strategy to address the need.
- D. identify appropriate information compilation, reporting, storage and retrieval systems for common business situations, using manual and technological approaches.

**Business**

**Certificate of achievement**

Real estate

**Students completing the program will be able to...**

- A. explain the functions of real estate markets, real estate practices, and real estate institutions, and recommend choices for common real estate situations.
- B. demonstrate how to calculate the time value of money and evaluate various financing alternatives for real estate investment strategies.
- C. evaluate real estate development opportunities in the commercial real estate markets for residential, warehouse, retail, and industrial properties.
- D. research and analyze specific case problems related to real estate investment and present solutions.

**Certificate of achievement**

Small business management/entrepreneurship

**Students completing the program will be able to...**

- A. describe the nature and characteristics of successful small business persons.
- B. summarize the responsibilities of small business owners in selecting, motivating, training, and supervising employees.
- C. define and give concrete examples of the “Competitive Advantage” concept that a small business must achieve in order to succeed.
- D. construct a business plan and essential financial documents for a small business.

**Certificate of achievement**

Wealth management

**Students completing the program will be able to...**

- A. demonstrate knowledge of business operations, the business organization, and business procedures.
- B. interview clients to determine clients’ assets, liabilities, cash flow, insurance coverage, tax status, and financial objectives.
- C. develop financial plans based on analyses of clients’ financial status, and discuss financial options with clients.

**Certificate of accomplishment**

Business essentials

**Students completing the program will be able to...**

- A. apply standard business English to oral and written communication, including grammar, punctuation, mechanics, vocabulary, style and usage.
- B. complete business-related mathematical problems with reasonable speed and accuracy, both manually and using calculators and business software.
- C. analyze basic business documents and financial statements to detect business problems.
- D. interpret a research need, determine the type and scope of information needed, and implement effective research strategies including the Internet.

**Associate in science degree - Business**

This curriculum is designed to provide an opportunity for business students to achieve an associate in science degree after completing a series of foundational and more advanced courses in the area of business. Completion of this curriculum will demonstrate commitment to the field and provide comprehensive preparation for employment in business related occupations. This degree is not primarily intended for transfer students and does not include all courses required for transfer. Students who intend to transfer should consider the associate in science degree in business administration for transfer. DVC business students who intend to transfer must consult with a program advisor or counselor to ensure that the requirements for transfer to four-year institutions of their choice are met. Students who intend to transfer are also advised to select either General Education Option 2 (IGETC) or Option 3 (CSU GE). General Education Option 1 (DVC General Education) is appropriate for students who do not intend to transfer.

To earn this associate degree with a major in business, students must satisfactorily complete sixty (60) units of degree applicable coursework with a grade point average of 2.0 (C) or higher. At least 12 units of degree applicable coursework must be earned at DVC. Certain courses may satisfy both major and general education requirements; however, the units are only counted once. Because currency of information is relevant for this employment related degree, all coursework required for the degree major must be completed within ten years of the degree date.

<i>major requirements:</i>		<i>units</i>
BUS-109	Introduction to Business.....	3
BUS-250	Business Communications I.....	3
BUS-294	Business Law.....	3
BUSMG-120	Introduction to Management Studies.....	3

<i>plus at least 3 units from:</i>		
BUSAC-181	Applied Accounting.....	3
BUSAC-186	Financial Accounting.....	4

<i>plus at least 9 units from:</i>		
BUS-105	Business Etiquette.....	1
BUS-145	Business Spreadsheet Applications.....	2
BUS-161	Personal Money Management.....	3
BUS-209	International Business.....	3
BUS-240	Business Statistics.....	3
BUS-255	Business Communications II.....	3
BUS-261	Investments.....	3
BUS-291	Wills, Trusts, and Estate Planning.....	1.5
BUSAC-185	QuickBooks Accounting for Business I.....	1.5
BUSAC-187	Managerial Accounting.....	4
BUSAC-188	QuickBooks Accounting for Business II.....	1.5
BUSAC-285	Federal Income Taxes – Individuals.....	3
BUSMG-121	Practices and Concepts of Supervision.....	3
BUSMG-131	Managing Diversity in the Workplace.....	3
BUSMG-132	Human Resource Management.....	3
BUSMG-191	Small Business Management.....	3
BUSMG-192	Entrepreneurship and Venture Management ...	3
BUSMG-226	Group Behavior and Leadership.....	3
BUSMK-158	Professional Selling.....	3
BUSMK-255	Advertising.....	3
BUSMK-256	Marketing.....	3

# DIABLO VALLEY COLLEGE CATALOG 2016-2017

any updates to this document can be found in the addendum at [www.dvc.edu/communication/catalog](http://www.dvc.edu/communication/catalog)

## Business

BUSMK-257	Applied Advertising and Promotion.....	3
RE-160	Real Estate Principles .....	3
RE-161	Legal Aspects of Real Estate.....	3
RE-162	Real Estate Appraisal I.....	3
RE-163	Real Estate Practice.....	3
RE-164	Real Estate Finance .....	3
RE-165	Real Estate Economics .....	3
RE-166	Escrow Procedures.....	3
RE-167	Real Estate Property Management.....	3
<b>total minimum required units</b>		<b>24</b>

### Associate in science in business administration for transfer

This curriculum is designed to provide an opportunity for the business major to achieve an associate in science degree in business administration while completing the requirements for transfer to a California State University (CSU) or other four-year college or university to earn a bachelor's degree in business administration. A baccalaureate degree is recommended preparation for those considering professional careers in business. Completion of this curriculum will demonstrate commitment to the field and provide comprehensive preparation for upper-division work.

The associate in science in business for transfer is intended for students who plan to complete a bachelor's degree in a similar major at a CSU campus. Students completing this degree are guaranteed admission to the CSU system, but not to a particular campus or major.

In order to earn the degree, students must:

- Complete 60 semester CSU-transferable units.
- Complete the California State University-General Education pattern (CSU GE); or the Intersegmental General Education Transfer Curriculum (IGETC) pattern.
- Complete a minimum of 18 semester units in the major.
- Obtain of a minimum grade point average (GPA) of 2.0.
- Earn a grade of "C" or higher in all courses required for the major.

Students transferring to a CSU campus that accepts the degree will be required to complete no more than 60 units after transfer to earn a bachelor's degree. This degree may not be the best option for students intending to transfer to a particular CSU campus or to university or college that is not part of the CSU system, or those students who do not intend to transfer.

Some courses in the major satisfy both major and CSUGE/IGETC general education requirements; however, the units are only counted once toward the 60 unit requirement for an associate's degree. Some variations in requirements may exist at certain four-year institutions; therefore, students who intend to transfer are advised to refer to the catalog of the prospective transfer institution and consult a counselor.

<i>major requirements:</i>		<i>units</i>
BUS-294	Business Law .....	3
BUSAC-186	Financial Accounting.....	4
BUSAC-187*	Managerial Accounting .....	4
ECON-220*	Principles of Macroeconomics .....	3
ECON-221*	Principles of Microeconomics .....	3

<i>plus at least 3 units from**:</i>		
BUS-240*	Business Statistics.....	3
MATH-142*	Elementary Statistics with Probability.....	4
MATH-181*	Finite Mathematics.....	3
MATH-182*	Calculus for Management, Life Science and Social Science I.....	4
MATH-192*	Analytic Geometry and Calculus I.....	5

<i>plus at least 5 units from any course not used above or:</i>		
BUS-109	Introduction to Business.....	3
BUS-145	Business Spreadsheet Applications.....	2
BUS-250	Business Communications .....	3
COMSC-101	Computer Literacy .....	4
<b>total minimum units required</b>		<b>25</b>

\*These courses have specific prerequisites. See course description for details.

\*\*Students are advised that most universities require both a mathematics and a statistics course. Consult with a counselor.

### Certificate of achievement - Advanced general business

This curriculum is designed to expand general business knowledge and add depth and breadth in the areas of management and supervision, global business, and statistical arguments and solutions. The program provides development of general principles and skills applicable to all businesses and industries.

To earn the certificate of achievement in advanced general business, students must complete each course with a "C" grade or higher. All coursework required for the certificate must be completed within seven years of the certificate date.

<i>required courses:</i>		<i>units</i>
BUS-109	Introduction to Business.....	3
BUS-250	Business Communications I.....	3
BUS-294	Business Law .....	3
BUSMG-120	Introduction to Management Studies.....	3

<i>plus at least 12 units from:</i>		
Any BUS course not listed in the core requirements.....		3
Any BUSAC course not listed in the core requirements.....		3
Any BUSMG course not listed in the core requirements.....		3
Any BUSMK course not listed in the core requirements.....		3
Any RE course not listed in the core requirements .....		3
<b>total minimum required units</b>		<b>24</b>



**Business**

**Certificate of achievement - Business - transfer**

This curriculum prepares the student for entry into business related professional programs or jobs that do not require degrees. Certificate requirements provide a strong general business foundation for employment in business administration, accounting, management, marketing, finance, international business, or other business related area. Additionally, it completes most, of not all, of the undergraduate business major requirements for transfer should a student decide to transfer prior to completing all the requirements for the DVC associate in arts degree in business-transfer; or decide to complete the lower division general education requirements and transfer to a four-year institution at a later time. This certificate provides a core curriculum for employment in business or for the further study of business.

To earn a certificate of achievement in business-transfer students must complete each course used to meet a certificate requirement with a "C" grade or higher. All coursework required for the certificate must be completed within seven years of the certificate date.

<i>required courses:</i>	<i>units</i>
BUSAC-186 Financial Accounting.....	4
BUSAC-187* Managerial Accounting.....	4
ECON-220* Principles of Macroeconomics.....	3
ECON-221* Principles of Microeconomics.....	3

*plus at least 3 units from:*

MATH-182* Calculus for Management, Life Science and Social Science I.....	4
MATH-192* Analytic Geometry and Calculus I.....	5

*plus at least 3 units from:*

BUS-240* Business Statistics.....	3
MATH 142* Elementary Statistics with Probability.....	4

*plus at least 3 units from:*

BUS-109 Introduction to Business.....	3
BUS-294 Business Law.....	3
<b>total minimum required units</b>	<b>23</b>

\*The above courses have specific prerequisites. See course description for details.

**Certificate of achievement - Business marketing**

This curriculum is designed to develop knowledge of sales, advertising, and marketing principles and procedures. Statistical analysis is incorporated into the program as a foundation for working in industry with target markets and data selection.

Students can build a solid foundation in all phases of retailing, merchandising, and management, and are then prepared to work as a salesperson, store manager, merchandiser, account executive, buyer, market researcher, consultant, district manager, or store owner/operator. Some career options may require more than two years of college study.

To earn the certificate of achievement in business marketing, students must complete each course with a "C" grade or higher. All coursework required for the certificate must be completed within seven years of the certificate date.

<i>required courses:</i>	<i>units</i>
BUS-109 Introduction to Business.....	3
BUS-240 Statistics.....	3
BUS-250 Business Communications I.....	3
BUS-294 Business Law.....	3
BUSMG-120 Introduction to Management Studies.....	3
BUSMK-256 Marketing.....	3

*plus at least 6 units from:*

BUS-209 International Business.....	3
BUSMK-158 Professional Selling.....	3
BUSMK-255 Advertising.....	3
Any RE course.....	3

**total minimum required units 24**

**Certificate of achievement - General business**

This curriculum is designed to provide core business knowledge for obtaining entry-level employment in jobs requiring some general business skills. Course content emphasizes a survey of various business disciplines including marketing, finance and investments, small business/entrepreneurship and real estate. Additionally, the curriculum develops skills in business communications, provides a background in general business law, and introduces management studies.

To earn the certificate of achievement in general business, students must complete each course with a "C" grade or higher. All coursework required for the certificate must be completed within seven years of the certificate date.

<i>required courses:</i>	<i>units</i>
BUS-109 Introduction to Business.....	3
BUS-250 Business Communications I.....	3
BUS -294 Business Law.....	3
BUSMG-120 Introduction to Management Studies.....	3

**total minimum required units 12**

**Certificate of achievement - Management and leadership studies**

This program benefits students preparing to become managers and supervisors, and it is also valuable for persons already holding these positions.

The management and leadership studies certificate provides career opportunities as an administrative analyst, office manager, small business owner, operations manager, program coordinator, human resources professional, facilities manager, organizational development specialist, branch manager, or shift supervisor.

To earn a certificate of achievement in management and leadership studies, students must complete each course used to meet a certificate requirement with a "C" grade or higher. All coursework required for the certificate must be completed within seven years of the certificate date.

**Business**

<i>required courses:</i>	<i>units</i>
BUS-109 Introduction to Business.....	3
BUS-250 Business Communications I.....	3
BUS-294 Business Law.....	3
BUSMG-120 Introduction to Management Studies.....	3
BUSMG-121 Practices and Concepts of Supervision.....	3
BUSMG-131 Managing Diversity in the Workplace.....	3
BUSMG-132 Human Resource Management.....	3
BUSMG-226 Group Behavior and Leadership.....	3
<b>total minimum required units</b>	<b>24</b>

Course substitutions for program requirements require department chairperson approval. Substitutions are limited to 6 units outside the management department.

**Certificate of achievement - Office professional**

This certificate program prepares students for entry-level positions in small and large business offices requiring support staff such as receptionists, administrative assistants, and general clerical assistance.

Changes occur rapidly in the office information and technology environment; therefore, students should meet with an office professional certificate advisor in the business division to determine elective coursework that will assist them in reaching their personal and professional goals.

To earn a certificate of achievement, students must complete each course used to meet a certificate requirement with a "C" grade or higher.

All coursework required for the certificate must be completed within seven years of the certificate date.

<i>required courses:</i>	<i>units</i>
BUS-101 Business English.....	3
BUS-103 Applied Business Mathematics.....	3
BUS-109 Introduction to Business.....	3

*plus at least 1 unit from:*

BUS-295 Occupational Work Experience Education in BUS.....	1-4
BUS-296 Internship in Occupational Work Experience Education in BUS.....	1-4

*plus at least 3 units from:*

BUS-209 International Business.....	3
BUS-250 Business Communications I.....	3

*plus at least 8 units from:*

CIS-115 Microsoft Word – Comprehensive.....	2
CIS-116 Microsoft Excel – Comprehensive.....	2
CIS-118 Microsoft PowerPoint – Comprehensive.....	2
CIS-119 Microsoft Outlook – Comprehensive.....	2
COMSC-101 Computer Literacy.....	4

<i>plus at least 3 units from:</i>	
BUSMG-160 Managing Conflict and Workplace Relationships.....	0.5
BUSMG-161 Leading Groups and Teams.....	0.5
BUSMG-165 Managing Stress.....	0.5
BUSMG-166 Time Management.....	0.5
BUSMG-167 Writing and Presenting a Business Plan.....	0.5
BUSMG-168 Customer Service.....	0.5
BUSMG-170 Effective Oral Presentations.....	0.5
BUSMG-173 Intercultural Communication in the Workplace.....	0.5
<b>total minimum required units</b>	<b>24</b>

**Certificate of achievement - Real estate**

To earn a certificate of achievement in real estate, students must complete each course used to meet a certificate requirement with a "C" grade or higher. All required courses are available in the evening. All coursework required for the certificate must be completed within seven years of the certificate date.

<i>required courses:</i>	<i>units</i>
BUS-109 Introduction to Business.....	3
BUS-250 Business Communications I.....	3
BUS-294 Business Law.....	3
BUSMG-120 Introduction to Management Studies.....	3
RE-160 Real Estate Principles.....	3
RE-163 Real Estate Practice.....	3

*plus at least 6 units from:*

RE-161 Legal Aspects of Real Estate.....	3
RE-162 Real Estate Appraisal I.....	3
RE-164 Real Estate Finance.....	3
RE-165 Real Estate Economics.....	3
RE-166 Escrow Procedures.....	3
RE-167 Real Estate Property Management.....	3

**total minimum required units 24**

**Certificate of achievement - Small business management/entrepreneurship**

This program is designed to prepare students for planning, organizing, and operating a business in wholesaling, retailing, and technology or service trade. The main thrust of the program is on managerial decision making under conditions of uncertainty and fierce competition. Courses involve studying case histories of decision-making issues and using business and management games to simulate the complicated interrelationships of various businesses.

The small business management/entrepreneurship certificate provides a foundation of business competencies and management strategies that will enable students to succeed as an entrepreneur, small business owner, partner, manager, or inventor.

To earn a certificate of achievement in small business management/entrepreneurship, students must complete each course with a "C" grade or higher. All coursework required for the certificate must be completed within seven years of the certificate date.

**Business**

<i>required courses:</i>	<i>units</i>
BUS-109 Introduction to Business .....	3
BUS-250 Business Communications I .....	3
BUS-294 Business Law .....	3
BUSMG-120 Introduction to Management Studies .....	3

<i>plus at least 3 units from:</i>	
BUSAC-181 Applied Accounting .....	3
BUSAC-186 Financial Accounting .....	4

<i>plus at least 3 units from:</i>	
BUSMG-191 Small Business Management .....	3
BUSMG-192 Entrepreneurship and Venture Management .....	3

<i>plus at least 6 units from:</i>	
BUS-145 Business Spreadsheet Applications .....	2
BUS-209 International Business .....	3
BUSAC-185 QuickBooks Accounting for Business I .....	1.5
BUSMG-121 Practices and Concepts of Supervision .....	3
BUSMG-132 Human Resource Management .....	3
BUSMK-256 Marketing .....	3
<b>total minimum required units</b>	<b>24</b>

**Certificate of achievement -  
Wealth management**

This curriculum is designed to provide targeted financial knowledge concerning money management, insurance, wealth accumulation, income taxes, investments, and estate planning for the individual. This is a multi-disciplinary program involving accounting, finance, and law.

To earn the certificate of achievement in wealth management, students must complete each course with a "C" grade or higher. All coursework required for the certificate must be completed within seven years of the certificate date.

<i>required courses:</i>	<i>units</i>
BUS-109 Introduction to Business .....	3
BUS-161 Personal Money Management .....	3
BUS-250 Business Communications I .....	3
BUS-261 Investments .....	3
BUS-294 Business Law .....	3
BUSAC-285 Federal Income Taxes - Individuals .....	3
BUSMG-120 Introduction to Management Studies .....	3

<i>plus at least 3 units from:</i>	
BUS-145 Business Spreadsheet Applications .....	2
BUS-291 Wills, Trusts and Estate Planning .....	1.5
RE-164 Real Estate Finance .....	3
RE-165 Real Estate Economics .....	3
<b>total minimum required units</b>	<b>24</b>

**Certificate of accomplishment -  
Business essentials**

This certificate of accomplishment provides a core curriculum of business skills necessary for obtaining entry-level employment in a business or office environment. This certificate or its equivalent is required in order to complete the requirements for a certificate of achievement in the business or accounting areas.

To earn a certificate of accomplishment, students must complete the required courses with a "C" grade or higher. Certificate requirements may be completed by attending a combination of day and evening, hybrid and/or online classes.

<i>required courses:</i>	<i>units</i>
BUS-101 Business English .....	3
BUS-103 Applied Business Mathematics .....	3
LS-121 Information Literacy and Research Skills .....	1
<b>total minimum required units</b>	<b>7</b>

**Certificate of accomplishment -  
Office professional**

The certificate of accomplishment provides basic business knowledge and office assistant skills for obtaining entry-level employment in the business office.

To earn a certificate of accomplishment, students must complete each course used to meet a certificate requirement with a "C" grade or higher.

<i>required courses:</i>	<i>units</i>
BUS-101 Business English .....	3
BUS-103 Applied Business Mathematics .....	3

<i>plus at least 2 units from:</i>	
BUS-295 Occupational Work Experience Education in BUS .....	1-4
BUS-296 Internship in Occupational Work Experience Education in BUS .....	1-4

<i>plus at least 4 units from:</i>	
CIS-115 Microsoft Word – Comprehensive .....	2
CIS-116 Microsoft Excel – Comprehensive .....	2
CIS-119 Microsoft Outlook – Comprehensive .....	2

<i>plus at least 2 units from:</i>	
BUSMG-160 Managing Conflict and Workplace Relationships .....	0.5
BUSMG-161 Leading Groups and Teams .....	0.5
BUSMG-165 Managing Stress .....	0.5
BUSMG-166 Time Management .....	0.5
BUSMG-167 Writing and Presenting a Business Plan .....	0.5
BUSMG-168 Customer Service .....	0.5
BUSMG-170 Effective Oral Presentations .....	0.5
BUSMG-173 Intercultural Communication in the Workplace .....	0.5
<b>total minimum required units</b>	<b>14</b>

**Business**

**BUS-101 Business English**

3 units SC

- 54 hours lecture per term
- Recommended: Eligibility for ENGL-122 or equivalent

A study of English language from a business perspective involving grammar, punctuation, spelling, business vocabulary, sentence structure, basic business document creation, and the ethics of writing clearly and correctly. CSU

**BUS-103 Applied Business Mathematics**

3 units SC

- 54 hours lecture/18 hours laboratory per term
- Recommended: Eligibility for ENGL-122 or equivalent

This course is an examination of key concepts and applications of mathematics to solve business problems. Topics include calculating percentages and commissions, trade and cash discounts, markups and markdowns, banking, payroll, taxes, insurance, simple and compound interest, inventory and turnover, depreciation, analysis of financial statements, international business mathematics applications, stocks and bonds, and annuities. CSU

**BUS-105 Business Etiquette**

1 unit SC

- 18 hours lecture per term
- Recommended: ENGL-118 or equivalent

A study of the principles of etiquette for the business professional. Students will engage in professional activities that cover introductions, shaking hands, exchanging business cards, listening, conversational techniques, diplomacy, manners, proximity, telephone/smartphone manners, office equipment and technology etiquette, professional appearance, grooming, gift giving, entertainment, handling social events, business travel, meeting protocol, dining, tipping, showing appreciation, intercultural business etiquette, and online/social media etiquette. CSU

**BUS-109 Introduction to Business**

3 units SC

- 54 hours lecture per term
- Recommended: Eligibility for ENGL-122 or equivalent

This survey course provides an introduction to the study of the modern business enterprise. Students will examine the role of business in a market economy, survey current business trends and evaluate the global, financial, and social environment in which businesses exist and operate. Moreover, the course will describe the evolution, formation and management of American and international businesses, and provide a basic understanding of various functional areas of business, including economics, marketing, finance, management, human resources, international operations, and business decision-making using information technology. C-ID BUS 110, CSU, UC

**BUS-110 Keyboarding I: Beginning Keyboarding/Introduction to Word Processing**

3 units SC

- 36 hours lecture/72 hours laboratory per term
- Recommended: Eligibility for ENGL-116/118 or equivalent
- Formerly BUSIM-110

This course introduces keyboarding using the touch method. Topics will include basic keyboarding skills and basic applications using word processing software with an emphasis on personal use and prevocational development. CSU

**BUS-111 Keyboarding II: Intermediate Word Processing and Skill Development**

3 units SC

- 36 hours lecture/54 hours laboratory per term
- Recommended: BUS-101 or equivalent and BUS-110 or equivalent
- Note: See schedule of classes for current word processing software used
- Formerly BUSIM-111

This course is the second in the sequence of keyboarding/word processing courses. Preparation of common business documents using intermediate- to advanced-level word processing skills is emphasized. Skill-building activities are also included to develop speed and accuracy to industry standards. CSU

**BUS-115 Business E-Mail, Social Media, and Digital Communication**

1 unit SC

- 18 hours lecture per term
- Recommended: Eligibility for ENGL-122 or equivalent

This is a course designed to help business workers with written and web-based communication skills used on the job. Topics include professional, high-quality e-mail messages and web-based communications for both internal and external audiences, digital research and communication, cultural and diversity communications, ethical and legal guidelines in communication, minimizing conflict, and developing positive communication skills. CSU



**Business****BUS-145 Business Spreadsheet Applications**

2 units SC

- 27 hours lecture/27 hours laboratory per term
- Recommended: Eligibility for ENGL-122 or equivalent
- Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree. The laboratory (lab) hours for this course may be offered as face to face lab or online lab. See schedule of classes for specific requirements.
- Formerly BUSIM-145

A business applications course, which uses a foundation of basic spreadsheet skills to emphasize the solving of business problems using a commercial spreadsheet program such as Excel. Business oriented cases and problems will be used to present and reinforce procedures for planning, designing, creating, and preparing worksheets. Preparation of business reports, incorporating graphs and database features, and time saving techniques will also be presented. Development of business problem-solving skills is emphasized. Recommended for employment preparation and upgrading of business skills. CSU

**BUS-150 Topics in Business**

.3-4 units SC

- Variable hours

A supplemental course in business to provide a study of current concepts and problems in business and related subdivisions. Specific topics will be announced in the schedule of classes. CSU

**BUS-161 Personal Money Management**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-103 and eligibility for ENGL-122 or equivalents

An introductory course for planning and managing individual finances and for money management. Topics will include purchasing decisions, sources of credit, personal tax strategies, budgeting, saving, investing in real estate and securities, insuring personal resources and retirement planning. CSU

**BUS-209 International Business**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-109 and eligibility for ENGL-122 or equivalents

This course presents an overview of the theories and practices of modern international business. The key functional areas related to global business, including international marketing, finance and management, as well as the political, social, economic and cultural factors that help shape and influence today's international business environment will be examined. The course culminates with students developing a market entry strategy for a local business to a foreign market. CSU

**BUS-211 Office Procedures and Technology**

3 units SC

- 54 hours lecture/18 hours laboratory per term
- Recommended: BUS-101, BUS-111 and eligibility for ENGL-122 or equivalents
- Formerly BUSIM-211

This comprehensive course prepares students to assume multiple responsibilities in office environments. Projects will incorporate technology and build collaborative communication skills through problem solving. Students will assess, select, and use various software programs, office equipment, and the Internet to develop and complete professional office assignments. Leadership, project management and critical thinking are emphasized along with creativity and career development. CSU

**BUS-240 Business Statistics**

3 units SC

- 54 hours lecture/18 hours laboratory per term
- Prerequisite: MATH-120 or equivalent

This course is an introduction to concepts, methods and models employed in reasoning with numbers and in presenting cogent statistical arguments or solutions. Students are introduced to organizational, analytical and inference-making processes, using sample data to graphically and numerically describe samples, including identifying varying levels of measurement possible in variables and their implications for statistical computation and inference-making. The course details how to estimate confidence intervals, test hypotheses and develop projections for inferential purposes in a variety of contexts and disciplines such as business, social science, biology, economics, and health science. Many different probability distributions are covered: poisson, binomial, normal, student-t, chi-sq, F-distribution and others. Performing Analysis of Variance (ANOVA), estimating simple and multiple regressions, and making inference from such analysis is a major theme of this course. The use of spreadsheet-based software to compute statistics in large-data applications is an important part of lab work. C-ID MATH 110, CSU, UC (credit limits may apply to UC - see counselor)

**BUS-250 Business Communications I**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-101 and eligibility for ENGL-122 or equivalents

This course helps students develop the skills necessary to communicate effectively in a professional business environment. The focus will be on communicating clearly, concisely, considerately, and correctly, both orally and in writing. Students will learn to prepare a variety of business documents, including letters, memos, short reports, and proposals; to use technology to communicate, including email and social media; and to prepare and deliver short, professional oral presentations. The course will also contain an introduction to employment communication, including resumes, application letters, and interview skills. Emphasis throughout the course will be placed on intercultural communication and the ethics of communication. CSU

**Business**

**BUS-255 Business Communications II**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-101, BUS-250 and eligibility for ENGL-122 or equivalents

This is an advanced course designed to help students continue to develop and refine the skills necessary to communicate effectively in a professional business environment. The focus will be on communicating clearly, concisely, considerately, and correctly, both orally and in writing. Students will learn to prepare advanced business documents, including sales letters, news releases, proposals, and research reports; to use advanced technology to communicate, including mailing lists, virtual chat rooms, basic Web site development, and audio and videoconferencing equipment; and to prepare and deliver complex multimedia presentations. The course will also contain segments on documenting resources properly; conflict resolution; negotiation techniques; meeting management; and utilizing the Internet for job searching and networking. Emphasis throughout the course will be placed on intercultural communication and the ethics of communication. CSU

**BUS-261 Investments**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-109 or equivalent

This is a comprehensive course that provides an overview of financial markets and financial assets such as stocks, bonds and mutual funds, develops a basic understanding of how to value different financial assets and select investment opportunities, and improves research and analytical skills for better investment decision making. CSU

**BUS-291 Wills, Trusts, and Estate Planning**

1.5 units SC

- 27 hours lecture per term
- Recommended: Eligibility for ENGL-122 or equivalent

This course presents an introduction to the areas of business law concerned with wills, trusts, and estate planning. Living trusts, probate avoidance, joint tenancy, estate taxes, asset control, wills, and durable power of attorney will be examined. Analysis of the applicability of various types of estate planning documents for personal use, how to make health-care decisions, and how to create durable powers of attorney will be addressed. Advanced topics such as planning for incapacity and the use of various types of irrevocable trusts will also be covered. CSU

**BUS-294 Business Law**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-109 and eligibility for ENGL-122 or equivalents

This course presents a general overview of the specific areas of the legal environment that affect individuals and businesses with an emphasis on contracts, including the Uniform Commercial Code, Article 2. Legal history, civil procedure, constitutional law, torts, intellectual property, cyber law, criminal law, international law, labor and employment law, and agency will also be covered. C-ID BUS 125, CSU, UC

**BUS-295 Occupational Work Experience Education in BUS**

1-4 units SC

- May be repeated three times
- Variable hours
- Note: In order to enroll in BUS-295, students must be employed, register for the course, complete an online Employment Form, and participate in an orientation. Employment Form can be accessed at <https://insite.4cd.edu/orgs/dept/dvc/coopapp/default.aspx>. Incomplete grades are not awarded for this course.

BUS-295 is supervised employment that extends classroom learning to the job site and relates to the student's chosen field of study or area of career interest. Under the supervision of a college instructor, students will engage in on-the-job and other learning experiences that contribute to their employability skills and occupational or educational goals. Five hours work per week or seventy-five hours work per term is equal to one unit. Students may earn up to a maximum of sixteen units; repetition allowed per Title 5 Section 55253. CSU

**BUS-296 Internship in Occupational Work Experience Education in BUS**

1-4 units SC

- May be repeated three times
- Variable hours
- Note: In order to enroll in the BUS-296 course, students must be interning or volunteering, register for the course, complete an online Employment Form, and participate in an orientation. The Employment Form can be accessed at <https://insite.4cd.edu/orgs/dept/dvc/coopapp/default.aspx>. Incomplete grades are not awarded for this course.

BUS-296 is a supervised internship in a skilled or professional level assignment in the student's major field of study or area of career interest. Under the supervision of a college instructor, students will engage in on-the-job and other learning experiences that contribute to their employability skills and occupational or educational goals. Internships may be paid, non-paid, or some partial compensation provided. Five hours work per week or seventy-five hours work per term is equal to one unit (paid) or one unit for four hours work per week or sixty hours per term (unpaid work). Students may earn up to a maximum of sixteen units; repetition allowed per Title 5 Section 55253. CSU

## Business

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### **BUS-298 Independent Study**

.5-3 units SC

- *Variable hours*
- *Note: Submission of acceptable educational contract to department and Instruction Office is required.*

This course is designed for advanced students who wish to conduct additional research, a special project, or learning activities in a specific discipline/subject area and is not intended to replace an existing course. The student and instructor develop a written contract that includes objectives to be achieved, activities and procedures to accomplish the study project, and the means by which the supervising instructor may assess accomplishment. CSU

### **BUS-299 Student Instructional Assistant**

.5-3 units SC

- *Variable hours*
- *Note: Applications must be approved through the Instruction Office. Students must be supervised by a DVC instructor.*

Students work as instructional assistants, lab assistants and research assistants in this department. The instructional assistants function as group discussion leaders, meet and assist students with problems and projects, or help instructors by setting up laboratory or demonstration apparatus. Students may not assist in course sections in which they are currently enrolled. CSU