

**Business management****BUSINESS MANAGEMENT – BUSMG**

Despina Prapavessi, Dean  
Business Division  
Math Building, Room 267

**Certificates of achievement**

Management and leadership studies - See BUS  
Small business management/entrepreneurship -  
See BUS

**BUSMG-120 Introduction to Management Studies**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-109 or equivalent; eligibility for ENGL-122 or equivalent

This course is designed as an introduction to the skills and applications used in modern management practice. Topics may include foundation of management principles, planning, organizing, staffing, directing, controlling, legal, ethical, and social responsibilities of management. CSU

**BUSMG-121 Practices and Concepts of Supervision**

3 units SC

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

This course provides a real world approach to management practices and concepts. Each of the management functions - planning, organizing, influencing, and controlling - will be explained from the standpoint of how each function inter-relates in the management process. Student participation includes a variety of management exercises and case study discussions. CSU

**BUSMG-131 Managing Diversity in the Workplace**

3 units LR

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

This course explores issues relating to the management of workplace diversity - individual, group, and cultural differences. How to recognize, understand, and adapt to these differences in order to create cohesive and productive work units will also be covered in this course. CSU

**BUSMG-132 Human Resource Management**

3 units SC

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

This course is a comprehensive study of human resource management in organizations, including human resource planning; employment legislation; recruitment and selection; training and development; compensation and benefits; performance appraisal and career management; managing labor relations; safety, health, and well-being; and motivation and enhancing performance. The course will explore topics including values, ethical issues, leadership and communication, conflict, work design, and organizational culture. CSU

**BUSMG-150 Topics in Management Studies**

.3-4 units SC

- Variable hours
- Recommended: BUS-109 and eligibility for ENGL-122 or equivalents

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

**BUSMG-160 Managing Conflict and Workplace Relationships**

.5 unit SC

- 9 hours lecture per term

This course will explore methods to resolve conflict as well as strategies to manage conflict that cannot be resolved. Effective communication techniques will be emphasized. CSU

**BUSMG-161 Leading Groups and Teams**

.5 unit SC

- 9 hours lecture per term

This course will review research on small group and team interactions, and offer practical tools to better manage intra-team relationships, team projects and team effectiveness. Emphasis is placed on helping teams navigate organizational hazards, so they can focus on productive outcomes. CSU

**BUSMG-165 Managing Stress**

.5 unit SC

- 9 hours lecture per term

This course will examine the nature of stress and offer students strategies to recognize, adapt, and buffer stressors. CSU

**Business management**

---

**BUSMG-166 Time Management**

- .5 unit SC
- 9 hours lecture per term

This course will address setting goals and priorities, leveraging resources, monitoring progress, and taking responsibility for outcome in order to maximize the effective use of time. CSU

**BUSMG-167 Writing and Presenting a Business Plan**

- .5 unit SC
- 9 hours lecture per term

In this course students will explore their proposed business, core competencies, competitors, and customers through designing a business plan. Survival tactics will be presented to increase the chances of success in fluctuating business environments. CSU

**BUSMG-168 Customer Service**

- .5 unit SC
- 9 hours lecture per term

This course presents the competencies needed to develop a joint purpose, show compassion, and be generous and trustworthy with customers, co-workers, and external stakeholders. The relationship of customer service skills to career success will be examined. CSU

**BUSMG-170 Effective Oral Presentations**

- .5 unit SC
- 9 hours lecture per term

This course will examine how to analyze an audience, identify intent, and make the most of messages. Students will craft content, design visual aids, and refine nonverbal delivery. CSU

**BUSMG-171 Listening and Responding in the Workplace**

- .5 unit SC
- 9 hours lecture per term

This course provides students with an understanding of how listening skills are part of effective business communication. Active listening techniques will be studied as a strategy to better discern communicated messages. CSU

**BUSMG-172 Persuasion in Work Settings**

- .5 unit SC
- 9 hours lecture per term

In this course effective persuasive techniques will be presented, including how to make a reasonable request, tie facts to benefits, overcome resistance, and accept compromise. CSU

**BUSMG-173 Intercultural Communication in the Workplace**

- .5 unit SC
- 9 hours lecture per term

This course will present individual and cultural factors that affect communication as well as the mores that shape the values, experiences and behavior of others in the workplace. Techniques to prepare students to effectively interact with someone who approaches life from a different world view will be discussed. CSU

**BUSMG-174 Business Ethics**

- .5 units SC
- 9 hours lecture per term

The course introduces the theory and practice of ethical decision making in the workplace. Topics include ethical theories, ethical dilemma resolution, social responsibility, ethics of whistle-blowing, and ethics and technology. CSU

**BUSMG-175 Records Management**

- .5 units SC
- 9 hours lecture per term

This course introduces the practical applications of alphabetic, numeric, geographic, and subject filing systems and procedures. Topics include paper and electronic records management, safety, security, and disaster recovery. CSU

**BUSMG-191 Small Business Management**

- 3 units SC
- 54 hours lecture per term
- Recommended: BUS-103, BUS-109; eligibility for ENGL-122 or equivalents

An introductory course intended for students who want to start a new small business, or are already involved in the ongoing management of an existing small business. Small business owners differ from entrepreneurs in that they often keep their businesses small and do not emphasize rapid growth. A small business is independently owned and operated, and is typically not dominant in its field. This course will cover relevant functional areas such as marketing, finance and human resources. It will also cover topics unique to small businesses, including managing a family-owned business, becoming a franchisee, and applying for a Small Business Administration (SBA) loan. Students will get hands-on small business management experience by designing their own small businesses and putting together a business plan. CSU

## Business management

---

### **BUSMG-192 Entrepreneurship and Venture Management**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-103, 109; eligibility for ENGL-122 or equivalents

A course designed for students who want to become entrepreneurs and successfully launch new business ventures. Entrepreneurs' principle objectives are profitability and growth. They differ from other business owners in that they take more risks, and focus on developing innovative strategic practices and products in high tech and other high growth sectors. This course will cover the process of successfully launching, managing and growing an entrepreneurial firm, emphasizing opportunity recognition and feasibility analysis. It will also cover important topics such as developing an effective business model, protecting intellectual property and obtaining venture capital financing. Students will get hands-on entrepreneurial experience by designing their own entrepreneurial venture and developing a business plan. CSU

### **BUSMG-226 Group Behavior and Leadership**

3 units LR

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

This course will provide theoretical foundations and practical experiences with group behavior and leadership. Emphasis will be placed on self-awareness in a group setting. The course includes the examination of workforce diversity, motivation, decision-making, and organizational politics. CSU