

Business

BUSINESS – BUS

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Business, Computer Science, and Culinary Arts Division

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 record keeping. 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 teamwork 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 in several areas, including brand and product management, professional selling, public relations, advertising and promotions, marketing research, marketing logistics, and nonprofit services. Regardless of whether students plan to become a marketing professional or do something else in business, a basic understanding of marketing is important in preparation for any career.

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, and 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 who 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.

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 action plans.

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.

Business

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	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-161 Personal Financial Management	3
BUS-209 International Business.....	3
BUS-210 Introduction to e-Business	3
BUS-240 Business Statistics.....	3
BUS-261 Investments	3
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
BUSMK-258 Advertising and Gender	3
CIS-116 Microsoft Excel – Comprehensive.....	2
RE-160 Real Estate Principles	3
RE-161 Real Estate Law.....	3
RE-162 Real Estate Appraisal.....	3
RE-163 Real Estate Practice.....	3
RE-164 Real Estate Finance	3
RE-165 Real Estate Economics	3
RE-166 Real Estate Escrow Procedures	3
RE-167 Real Estate Property Management.....	3

total minimum units for the major 24

Associate in science in business administration for transfer 2.0

Students completing the program will be able to...

- A. communicate in a professional, concise, clear, and correct manner.
- 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 and key business procedures relevant to a specific problem using appropriate technology.

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 administration 2.0 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 CSU-transferable units.
- Complete the California State University-General Education-Breadth pattern (CSUGE-Breadth); or the Intersegmental General Education Transfer Curriculum (IGETC) pattern, including the Area 1C requirement for Oral Communication.
- Complete a minimum of 18 units in the major.
- Attain 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 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.

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<i>major requirements:</i>	<i>units</i>
BUS-109 Introduction to Business	3
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

plus at least 3 units from:

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

plus at least 3 units from:

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

total minimum units for the major 26

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

Associate in science Professional and technical workplace skills

Program learning outcomes for the professional workplace skills:

Students completing this program will be able to...

- A. communicate clearly in writing.
- B. communicate clearly in meetings and oral presentations.
- C. perform essential functions in Microsoft Excel.
- D. navigate Microsoft Office suite applications proficiently (Outlook, PowerPoint, Word).
- E. demonstrate professionalism in daily interactions.
- F. deliver and receive feedback in a professional manner.
- G. work collaboratively with colleagues and clients.

Program learning outcomes for the technical workplace skills: Helpdesk and desktop support

Students completing this program will be able to...

- A. identify, assemble, and disassemble the major components of a personal computer.
- B. describe the basics of networking and security forensics.
- C. diagnose and troubleshoot common hardware, software, and networking issues.
- D. identify the basics of virtualization, desktop imaging, and deployment.
- E. create basic business documents including letters, memos, and email messages.

Program learning outcomes for the technical workplace skills: Project management support

Students completing this program will be able to...

- A. utilize project management concepts, terminology, and processes.
- B. use project management software to manage multi-faceted projects.
- C. define a project plan and develop diagrams and charts to illustrate enterprise structure, workflow, and scheduling.
- D. demonstrate basic graphical user interface operations in a computer environment.
- E. produce spreadsheets, documents, and presentations by using basic to advanced software operations.

The professional and technical workplace skills associate in science degree program is designed in consultation with industry wide professionals to address changing workforce needs. Students complete a set of interdisciplinary core courses that deliver communication and fundamental workplace competencies and select a specialization in one of the following areas: Help desk and Desktop Support or Project Management Support. In addition, students have the option to participate in work experience opportunities that reinforce classroom learning. This degree major will provide robust preparation for a student interested in a career in technology support in either of these job categories.

Eligible DVC students have the option to complete this program in an accelerated format through the DVC Year Up program. See the college website for details.

The DVC professional and technical workplace skills major is not intended for transfer. General Education Option 1 (DVC GE) is advised for students who do not intend to transfer. Students who intend to transfer to a four-year baccalaureate program should consult with a counselor regarding specific major preparation requirements at the transfer institution of their choice. Students who intend to transfer are advised to select General Education Option 2 (IGETC) or Option 3 (CSU GE).

To earn an associate in science degree with a major in professional and technical workplace skills, students must complete each course used to meet a major requirement with a "C" grade or higher and complete all general education requirements as listed in the catalog.

Certain courses may satisfy both major and general education requirements; however, the units are only counted once.

<i>required courses:</i>	<i>units</i>
BUS-250 Business Communications	3
BUSMG-168 Customer Service.....	0.5
BUSMG-174 Business Ethics	0.5
CIS-116 Microsoft Excel – Comprehensive.....	2
COMM-120 Public Speaking	3
COMSC-101 Computer Literacy.....	4

Complete all units from one of the following specializations:

helpdesk and desktop support:

BUS-101 Business English	3
CNT-104 IT Essentials (A+).....	4

or

project management support

CIS-180 Introduction to Project Management.....	3
CIS-185 Project Management Tools	2

Business

plus at least 0-9 units from:

BUS-295	Occupational Work Experience Education in BUS	2-4
BUS-296	Internship in Occupational Work Experience Education in BUS	2-4
WRKX-180	Internship in Occupational Work Experience Education	2-4
total minimum units for the major		18

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.
- E. apply ethical standards and best practices of social responsibility to business situation.

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.

required courses:	units
BUS-109 Introduction to Business	3
BUS-250 Business Communications	3
BUS-294 Business Law	3
BUSMG-120 Introduction to Management Studies	3

plus at least 12 units from:

CIS-116	Microsoft Excel – Comprehensive	2
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
total minimum required units		24

Certificate of achievement Business-transfer

Students completing the program will be able to...

- A. communicate in a professional, concise, clear, and correct manner.
- 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 and key business procedures relevant to a specific problem using appropriate technology.

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, if 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.

required courses:	units
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 4 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
total minimum required units		24

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

Business

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.

This curriculum is designed to develop many aspects of strategic marketing, advertising, professional selling, retail merchandising, and emerging trends in social and interactive media. Market analysis is incorporated into the program to tap into customer data and consumer insights to develop ways to better connect with target audiences and formulate winning business strategies.

Students in the business marketing program can acquire a solid foundation in principles of marketing, business statistics, selling and sales management, integrated marketing communications, advertising principles, international business, consumer behavior, marketing research, internet marketing, and ethics in marketing. Students become proficient in the marketing planning process, from goal setting to situation analysis and marketing strategy development to marketing implementation and control. Building marketing competencies prepares students for a job in a large organization, small business, or startup.

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 five years of the certificate date.

<i>required courses:</i>	<i>units</i>
BUS-109 Introduction to Business	3
BUSMK-256 Marketing.....	3

<i>plus at least 6 units from:</i>	
BUS-240 Business Statistics.....	3
BUS-250 Business Communications	3
BUSMK-158 Professional Selling.....	3
BUSMK-255 Advertising	3
BUSMK-259 Digital Marketing Fundamentals.....	3

plus at least 4 units from:

BUS-295 Occupational Work Experience Education in BUS	2-4
BUS-296 Internship in Occupational Work Experience Education in BUS.....	2-4
BUSMK-260 Social Media Marketing	3
BUSMK-261 Digital Marketing Analytics	3
BUSMK-262 Content Marketing.....	3
BUSMK-263 Email Marketing.....	2
BUSMK-264 Search Marketing	2
BUSMK-298 Independent Study.....	0.5-3

total minimum required units 16

Certificate of achievement

Digital marketing

Students completing the program will be able to...

- A. demonstrate knowledge of common digital marketing tactics, tools, and strategies used by business-to-consumer (B2C) and business-to-business (B2B) companies.
- B. design an e-commerce program to build strong customer relationships and drive sales.
- C. devise a content marketing strategy that creates a closer bond between the customer and the brand.
- D. develop an effective search marketing strategy to drive organic traffic and paid searches.
- E. create an integrated digital marketing campaign designed to achieve organizational goals and objectives.
- F. measure the effectiveness of a digital marketing campaign using web analytics software.

The curriculum is designed to familiarize students with the essential digital marketing tools and techniques required to identify, cultivate, and manage customer relationships in today's fast-paced digital environment. This career pathway program takes a detailed look at digital marketing, social media, web analytics, content strategy, video marketing, search engine optimization, email marketing, and e-business, among other course topics.

The program provides a solid foundation in all phases of digital marketing to prepare for work as social media managers, advertising and promotions managers, public relations specialists, marketing and media communications professionals, search marketing strategists, sales representatives, advertising sales agents, and marketing research analysts and marketing specialists. Some career options may require more than two years of college study. Students are advised to consult a counselor.

To earn the certificate of achievement in digital 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.

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<i>required courses:</i>	<i>units</i>
BUSMK-259 Digital Marketing Fundamentals	3
BUSMK-260 Social Media Marketing	3
BUSMK-261 Digital Marketing Analytics	3
BUSMK-262 Content Marketing.....	3

<i>plus at least 6 units from:</i>	
ARTDM-149 Fundamentals of Digital Video	3
BUS-210 Introduction to e-Business	3
BUSMK-263 Email Marketing.....	2
BUSMK-264 Search Marketing	2
CIS-105 Introduction to Web Design	2
CIS-133 Developing Video Content for the Web	2
total minimum required units	18

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.

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	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

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.

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.

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

<i>plus at least 4 units from:</i>	
BUS-295 Occupational Work Experience Education in BUS	2-4
BUS-296 Internship in Occupational Work Experience Education in BUS	2-4
BUS-298 Independent Study.....	0.5-3
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
total minimum required units	16

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

Certificate of achievement

Office professional

business information worker

Students completing the program will be able to...

- A. apply oral and written communication best practices.
- B. evaluate business situations using mathematics and software.
- C. demonstrate competency in interpersonal and intrapersonal skills.
- D. compile and organize business data using business software.

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.

Business

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
BUS-250 Business Communication	3

plus at least 3 units from:

BUS-295 Occupational Work Experience Education in BUS	2-4
BUS-296 Internship in Occupational Work Experience Education in BUS	2-4
BUSMG-168 Customer Service.....	0.5
BUSMG-174 Business Ethics.....	0.5

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

total minimum required units 23

Certificate of achievement Professional and technical workplace skills

Program learning outcomes for the professional workplace skills:

- A. communicate clearly in writing.
- B. communicate clearly in meetings and oral presentations.
- C. perform essential functions in Microsoft Excel.
- D. navigate Microsoft Office suite applications proficiently .
(Outlook, PowerPoint, Word)
- E. demonstrate professionalism in daily interactions.
- F. deliver and receive feedback in a professional manner.
- G. work collaboratively with colleagues and clients.

Program learning outcomes for the technical workplace skills: Helpdesk and desktop support

- A. identify, assemble, and disassemble the major components of a personal computer.
- B. describe the basics of networking and security forensics.
- C. diagnose and troubleshoot common hardware, software, and networking issues.
- D. identify the basics of virtualization, desktop imaging, and deployment.
- E. create basic business documents including letters, memos, and email messages.

Program learning outcomes for the technical workplace skills: Project management support

- A. utilize project management concepts, terminology, and processes.
- B. use project management software to manage multifaceted projects.
- C. define a project plan and develop diagrams and charts to illustrate enterprise structure, workflow, and scheduling.
- D. demonstrate basic graphical user interface operations in a computer environment.
- E. produce spreadsheets, documents, and presentations by using basic to advanced software operations.

The professional and technical workplace skills certificate of achievement program is designed in consultation with industry wide professionals to address changing workforce needs. Students complete a set of interdisciplinary core courses that deliver communication and fundamental workplace competencies and select a specialization in one of the following areas: help desk and desktop support or project management support. In addition, students have the option to participate in work experience opportunities that reinforce classroom learning. This certificate will provide robust preparation for a student interested in a career in technology in either of these job categories.

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

Eligible DVC students have the option to complete this program in an accelerated format through the DVC Year Up program. See the college website for details.

<i>required courses:</i>	<i>units</i>
BUS-250 Business Communications	3
BUSMG-168 Customer Service.....	0.5
BUSMG-174 Business Ethics	0.5
CIS-116 Microsoft Excel – Comprehensive.....	2
COMM-120 Public Speaking	3
COMSC-101 Computer Literacy.....	4

complete all units from one of the following specializations:

helpdesk and desktop support:

BUS-101 Business English	3
CNT-104 IT Essentials (A+).....	4

or

project management support:

CIS-180 Introduction to Project Management.....	3
CIS-185 Project Management Tools	2

plus at least 0-9 units from:

BUS-295 Occupational Work Experience Education in BUS	2-4
BUS-296 Internship in Occupational Work Experience Education in BUS	2-4
WRKX-180 Internship in Occupational Work Experience Education	2-4

total minimum required units 18

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.

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>
RE-160	Real Estate Principles	3
RE-161	Real Estate Law.....	3
RE-162	Real Estate Appraisal.....	3
RE-163	Real Estate Practice.....	3
RE-164	Real Estate Finance	3
RE-165	Real Estate Economics	3

<i>plus at least 6 units from:</i>		
BUS-294	Business Law	3
BUSAC-186	Financial Accounting.....	4
RE-166	Real Estate Escrow Procedures	3
RE-167	Real Estate Property Management.....	3
total minimum required units		24

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.

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.

<i>required course:</i>		<i>units</i>
BUSMG-120	Introduction to Management Studies.....	3

<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 3 units from:</i>		
BUSAC-181	Applied Accounting.....	3
BUSAC-185	QuickBooks Accounting for Business I.....	1.5
BUSAC-186	Financial Accounting.....	4
BUSAC-188	QuickBooks Accounting for Business II.....	1.5

<i>plus at least 3 units from:</i>		
BUSMK-256	Marketing.....	3
BUSMK-259	Digital Marketing Fundamentals	3
BUSMK-260	Social Media Marketing	3

<i>plus at least 4 units from:</i>		
BUS-104	Exploring Careers in Business Administration..	1.5
BUS-109	Introduction to Business.....	3
BUS-209	International Business.....	3
BUS-210	Introduction to e-Business	3
BUS-250	Business Communications	3
BUS-294	Business Law	3
BUS-295	Occupational Work Experience	
	Education in BUS	2-4
BUS-296	Internship in Occupational Work Experience	
	Education in BUS	2-4
BUS-298	Independent Study	0.5-3
BUSAC-187	Managerial Accounting	4

total minimum required units 16

Business

**Certificate of accomplishment
Cannabis entrepreneurship**

Students completing the program will be able to...

- A. identify and evaluate different sectors of the cannabis industry for a potential business including grow operations, manufacturing, dispensaries, and delivery operations.
- B. describe the requirements for starting a business in the cannabis industry including industry specific regulations and laws.
- C. construct a business plan and essential financial documents for a cannabis related business.
- D. describe basic accounting and marketing knowledge to support a business.

This certificate will allow students to develop the business skills needed to start and run their own businesses in the legal cannabis industry. To earn the 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>
BUSEN-193 Cannabis Industry Entrepreneurship.....	3

<i>plus at least 6 units from:</i>	
BUSAC-185 QuickBooks Accounting for Business I.....	1.5
BUSAC-188 QuickBooks Accounting for Business II.....	1.5
BUSMK-259 Digital Marketing Fundamentals.....	3
BUSMK-260 Social Media Marketing.....	3

total minimum required units 9

**Certificate of accomplishment
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 in the legal, ethical, and social responsibilities of management.
- D. Summarize measures that can be taken by individuals and organizations to correct organizational problems.

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 students certificate of accomplishment 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 accomplishment 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.

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

<i>plus at least 3 units from:</i>	
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

total minimum required units 9

Course substitutions for program requirements require department chairperson approval. Substitutions are limited to 3 units outside the management department.

**Certificate of accomplishment
Real estate salesperson**

Students completing the program will be able to...

- A. define and explain concepts and terminology relevant to real estate and real estate transactions.
- B. compare and contrast the broker-agent and agent-client relationships; legal and fiduciary obligations.
- C. structure real estate transactions that result in optimum property rights for buyers and sellers.

The courses listed in the real estate salesperson certificate of accomplishment will qualify and prepare a student to take the written examination for a real estate salesperson license. Upon successfully passing the examination and other California Bureau of Real Estate (CalBRE) requirements, a license will be approved by the CalBRE. This license is required to conduct real estate activities while under the supervision of a licensed broker. For additional information regarding the Real Estate Salesperson license, refer to <http://www.dre.ca.gov>.

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

<i>required courses:</i>	<i>units</i>
RE-160 Real Estate Principles.....	3
RE-163 Real Estate Practice.....	3

<i>plus at least 3 units from:</i>	
RE-161 Real Estate Law.....	3
RE-162 Real Estate Appraisal.....	3
RE-164 Real Estate Finance.....	3
RE-165 Real Estate Economics.....	3
RE-166 Real Estate Escrow Procedures.....	3
RE-167 Real Estate Property Management.....	3

total minimum required units 9

Business

**Certificate of accomplishment
Small business management/
entrepreneurship**

Students completing the program will be able to...

- A. describe the nature and characteristics of successful entrepreneurs.
- B. summarize the responsibilities of entrepreneurs/small business owners in selecting, motivating, training, and supervising employees.
- C. construct a business plan and essential financial documents for a small business or entrepreneurial venture.

This program is designed to prepare students for planning, organizing, and operating a small business or entrepreneurship venture. Courses involve those that will provide students with basic knowledge and skills in various business functional areas such as business management, marketing, accounting, and finance, as well as those needed in business planning.

The small business management/entrepreneurship certificate of accomplishment provides the basic 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 accomplishment 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.

<i>required courses:</i>	<i>units</i>
<i>at least 3 units from:</i>	
BUSMG-191 Small Business Management	3
BUSMG-192 Entrepreneurship and Venture Management ...	3
 <i>plus at least 1.5 units from:</i>	
BUSAC-181 Applied Accounting.....	3
BUSAC-185 QuickBooks Accounting for Business I	1.5
BUSAC-186 Financial Accounting	4
 <i>plus at least 4.5 unit from:</i>	
BUS-104 Exploring Careers in Business Education	1.5
BUS-109 Introduction to Business	3
BUS-209 International Business.....	3
BUS-210 Introduction to e-Business	3
BUS-295 Occupational Work Experience Education in BUS	2-4
BUS-296 Internship in Occupational Work Experience Education in BUS	2-4
BUS-298 Independent Study.....	0.5-3
BUSAC-188 QuickBooks Accounting for Business II	1.5
BUSMG-120 Introduction to Management Studies	3
BUSMK-256 Marketing.....	3
BUSMK-259 Digital Marketing Fundamentals.....	3
BUSMK-260 Social Media Marketing	3
total minimum required units	9

BUS-101 Business English

- 3 units SC
- 54 hours lecture per term
- Advisory: College-level reading and writing are expected.

This course presents the study of the English language from a business perspective. Grammar, punctuation, spelling, business vocabulary, sentence structure, and the structure and the creation of a variety of business documents will be examined. The processes and ethics of writing clearly and correctly in different business contexts will also be covered. CSU

BUS-103 Applied Business Mathematics

- 3 units SC
- 54 hours lecture/18 hours laboratory per term
- Advisory: College-level reading and writing are expected.

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-104 Exploring Careers in Business Administration

- 1.5 units SC
- 18 hours lecture/22 hours laboratory per term

This course provides an overview of specializations within business administration including management, accounting, and marketing. Students explore these specializations through lectures and guest speakers from the business community. Students develop a business plan using current business practices such as teamwork, problem solving, and communication. This course is designed for students preparing to enter college and provides a substantive perspective of business administration as an academic major. CSU

BUS-109 Introduction to Business

- 3 units SC
- 54 hours lecture per term
- Advisory: College-level reading and writing are expected.

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; evaluate the global, financial, social, cultural, and political environment in which businesses exist and operate; and discuss the importance of business ethics in every aspect of the business environment. The course will describe the evolution, formation, and management of businesses, and provide a basic overview of the functional areas of business. Legal, accounting, financial, and regulatory practices of the business enterprise will also be covered. C-ID BUS 110, CSU, UC

Business

BUS-145 Business Spreadsheet Applications

2 units SC

- 27 hours lecture/27 hours laboratory per term
- Advisory: College-level reading and writing are expected.
- 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.

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 Financial Management

3 units SC

- 54 hours lecture per term
- Advisory: BUS-103 and College-level reading and writing are expected.

This course introduces planning and managing individual finances. Topics include budgets and financial statements; managing income, taxes, checking, savings, investments, tax deferred, and retirement accounts; building and maintaining good credit reputation and scores; sources of financing or credit for major purchases, such as autos, homes, and other property; decision factors to consider when buying property, health, or life insurance; investing in real estate and securities; and college, retirement, and estate planning. CSU

BUS-209 International Business

3 units SC

- 54 hours lecture per term
- Advisory: BUS-109 and College-level reading and writing are expected.

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-210 Introduction to e-Business

3 units SC

- 54 hours lecture per term
- Advisory: College-level reading and writing are expected.

This course provides an introduction to the modern world of e-business and e-commerce. Topics include e-business models and strategy, e-commerce platforms, multi-channel marketing and advertising, electronic payments and digital currency, security risks as well as important ethical and legal issues in e-business and e-commerce. E-business and e-commerce trends will also be discussed, including peer-to-peer commerce and on-demand service models, business-to-business models, e-marketplaces, global e-business infrastructure and supply chain management, as well as the roles of social networks and mobile platforms. CSU

BUS-240 Business Statistics

3 units SC

- IGETC: 2A; CSU GE: B4; DVC GE: IB, IC
- 54 hours lecture/18 hours laboratory per term
- Prerequisite: Placement into BUS-240 or MATH-119 or MATH-119SP or intermediate algebra or equivalent.

This course is an introduction to concepts, tools, methods and models employed in quantitative reasoning using the statistical method. Students are introduced to organizational, analytical and inference-making processes, using sample data to visually and numerically describe samples and make decisions applying inferential thinking deduction and induction. The course details how to estimate confidence intervals, test hypotheses and develop estimates and 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. Performing Analysis of Variance (ANOVA), estimating simple linear regressions, and making inference from such analysis is a major theme of this course. The use of spreadsheet-based statistical software to perform computational statistics using large-data sets is an important part of laboratory work. C-ID MATH 110, CSU, UC (credit limits may apply to UC - see counselor)

Business

BUS-250 Business Communications

3 units SC

- *DVC GE: IB*
- *54 hours lecture per term*
- *Advisory: BUS-101 and College-level reading and writing are expected.*
- *Note: Credit by examination option available.*

This course presents the principles of effective and ethical communication in the creation of letters, memos, and emails. Written and oral reports for a variety of business situations are also covered. The course also explores planning, organizing, composing, and revising business documents, as well as the use of presentation software to create and deliver professional-level reports. CSU

BUS-261 Investments

3 units SC

- *54 hours lecture per term*
- *Advisory: BUS-109 or equivalent*

This course provides an overview of financial markets and financial assets such as stocks, bonds and mutual funds. The evaluation of different financial assets and selection of investment opportunities are discussed. The importance of research and analytical skills for better investment decision making is emphasized. CSU

BUS-294 Business Law

3 units SC

- *54 hours lecture per term*
- *Advisory: BUS-109 and College-level reading and writing are expected.*

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

2-4 units SC

- *May be repeated eight 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. 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. Each unit represents five hours of work per week or 75 hours work per term. Students may earn up to a total of 16 in any combination of WRKX courses. Repetition allowed per Title 5, Section 55253. CSU

BUS-296 Internship in Occupational Work Experience Education in BUS

2-4 units SC

- *May be repeated eight 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. 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. Each unit represents five hours of paid work or four hours of unpaid work per week or 75 hours of paid work or 60 hours of unpaid work per term. Students may earn up to a total of 16 units in any combination of WRKX courses. Repetition allowed per Title 5, Section 55253. CSU

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