

## Business management

**BUSINESS MANAGEMENT – BUSMG**

Charlie Shi, Dean

Business, Computer Science, and Culinary Arts Division  
Administration Building, 214

**Certificates of achievement**

Management and leadership studies - See BUS

Small business management/entrepreneurship -  
See BUS

**Certificates of accomplishment**

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
- Advisory: BUS-109 and College-level reading and writing are expected.

This course introduces management theories and their application to various work environments. Topics include management principles and organizational planning, structuring, staffing, directing, and controlling. The legal, ethical, and social responsibilities of management will also be covered. CSU

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

3 units SC

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

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

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

3 units SC

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

This course explores issues relating to the management of workplace diversity, including 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
- Advisory: BUS-109 and College-level reading and writing are expected.

This course presents a comprehensive study of human resource management in organizations. Topics include human resource planning, recruitment and selection, training and development, and retention through compensation and benefits, performance appraisal, and career management. Values, legal and ethical issues, leadership and communication, conflict resolution, and organizational culture will also be covered. CSU

**BUSMG-150 Topics in Management Studies**

.3-4 units SC

- Variable hours

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-168 Customer Service**

.5 unit SC

- 9 hours lecture per term

This course presents the competencies needed for high quality customer service, which include developing a joint purpose, showing compassion, and being generous and trustworthy with customers, co-workers, and external stakeholders. The relationship of customer service skills to career success will also be examined. CSU

**BUSMG-174 Business Ethics**

.5 unit 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-191 Small Business Management**

3 units SC

- 54 hours lecture per term
- Advisory: BUS-103; BUS-109 and College-level reading and writing are expected.

This course is designed for students who want to start a small business or are involved in the ongoing management of an existing small business. Topics include ideation, profit planning, developing and marketing products, hiring and developing employees, managing a family-owned business, becoming a franchisee, and applying for funding sources such as a Small Business Administration (SBA) loan. Students will get practical experience in creating a small business by developing a comprehensive business plan. CSU

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

3 units SC

- 54 hours lecture per term
- Advisory: BUS-103, BUS-109 and College-level reading and writing are expected.

This course is designed for students who want to become entrepreneurs and successfully launch new business ventures. It covers the process of successfully launching, managing and growing an entrepreneurial firm, emphasizing opportunity recognition and feasibility analysis. Important topics such as developing an effective business model, protecting intellectual property and obtaining venture capital financing are presented. 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 SC

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

This course provides theoretical foundations and practical experiences with group behavior and leadership. Emphasis is placed on self-awareness in a group setting. The course includes the examination of workforce diversity, motivation, decision-making, and organizational politics and their impact on the proper functioning of a business organization. CSU