Business

See also listings under Accounting, Business Computer Systems and Management, Computer Science, International Business and Management.

BUS. 100 INTRODUCTION TO BUSINESS
A basic orientation designed to develop a foundation of business practices and the role of business in the economy, and as an aid in selecting a field of specialization. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Recommended: Eligibility for ENGL 846 or ESOL 400, or equivalent.
AA/AS Degree Requirements: Area 9D3
Transfer Credit: CSU (CSU GE Area D), UC
C-ID: BUS 110

BUS. 101 HUMAN RELATIONS AT WORK
Application of basic principles in the behavioral sciences, communication, practical problems of personal growth, self-management, and the development of healthy, productive, interpersonal relationships, in the workplace. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Recommended: Eligibility for ENGL 846 or ESOL 400, or equivalent.
AA/AS Degree Requirements: Area 9D3
Transfer Credit: CSU (CSU GE Area D)

BUS. 103 INTRODUCTION TO BUSINESS INFORMATION SYSTEMS
Introduction to computer systems and software applications and their impact on the business environment. Topics include computer architecture, hardware, software, computer terminology and theory. Students use software applications as problem solving tools for business projects. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 16-18 TBA; 80-90 Homework
Recommended: Eligibility for ENGL 846 or ESOL 400, or equivalent. BCM. 104 or equivalent.
Transfer Credit: CSU, UC

BUS. 120 MATHEMATICAL ANALYSIS FOR BUSINESS
Fundamental mathematical principles required for business courses. Includes introduction to calculus including applications; probability, including expected monetary value and decision making; and mathematics of finance, including amortization. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Prerequisites: MATH 120 or equivalent.
AA/AS Degree Requirements: Area 9A3
Transfer Credit: CSU (CSU GE Area B4), UC (IGETC Area 2A)

BUS. 123 STATISTICS
Introduction to basic statistical methods, descriptive statistics, classification of data, probability, probability distributions, hypothesis testing, estimates and sample sizes, correlation and regression, chi-square tests, and analysis of variance. Use of technology to analyze data from business, life sciences, social sciences, psychology, health science, education, and physical science. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Prerequisites: MATH 120 or MATH 190 or equivalent.
Recommended: Eligibility for ENGL 100 or ENGL 105, or equivalent. BUS. 120 or equivalent.
AA/AS Degree Requirements: Area 9A3
Transfer Credit: CSU (CSU GE Area B4), UC (IGETC Area 2A)

BUS. 150 ENTREPRENEURSHIP - SMALL BUSINESS MANAGEMENT
For potential or present entrepreneurs with or without prior experience. An emphasis on the mindset of the entrepreneur, business model concepts, business management, marketing, 21st century skills and developing a business pitch. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Recommended: Eligibility for ENGL 846 or ESOL 400, or equivalent.
Transfer Credit: CSU
BUS. 161 CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP
Emphasis on creativity and innovation as a strategic process. Includes the role of risk-taking in entrepreneurship, opportunities that lead to successful business ventures and the examination of personality traits of successful entrepreneurs. For potential or present entrepreneurs with no prior business experience. Grade Option (Letter Grade or Pass/No Pass). Degree Credit.

Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Transfer Credit: CSU

BUS. 162 MONEY TALKS: PERSONAL FINANCE
A basic orientation in personal financial planning designed to develop an understanding of the role of personal finance through financial ratio analysis. Topics will include: cash flow management techniques and their application to financial planning, analyzing financial risk and return fundamentals, credit fundamentals and develop an understanding of capital budgeting techniques and valuation Letter Grade Only. Degree Credit.

Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Transfer Credit: CSU

BUS. 166 THE BUSINESS PLAN
Preparation of a compelling and well-researched business plan to be used as a guide for starting or managing a small business. Emphasis is placed on formulation of effective strategies with the goal of achieving sustainable market advantage within the political, social, and economic environment. The role of business incubators as a means of leveraging physical and intellectual resources to accelerate and ensure the success of entrepreneurial businesses is also examined. Letter Grade Only. Degree Credit.

Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Transfer Credit: CSU

BUS. 180 PRINCIPLES OF MARKETING
An overview of the fundamental concepts, principles and applications for both Business-to-Consumer and Business-to-Business marketing. Examines the marketing mix – the four Ps of marketing–product, price, placement, promotion--and the role of each in effective marketing. Also addresses market research, target marketing and marketing planning. Letter Grade Only. Degree Credit.

Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Recommended: Eligibility for ENGL 846 or ESOL 400, or equivalent.
Transfer Credit: CSU

BUS. 188 CONSUMER BEHAVIOR AND INTERPRETING MARKETING DYNAMICS
An in-depth study of how psychological, sociological, and cultural variables influence buying behavior and marketing strategy development. Will focus on identifying the relevant behavioral variables in a given product purchase situation and determining what marketing strategies can be adapted to meet the ways in which consumers perceive, select, and buy. Letter Grade Only. Degree Credit.

Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Transfer Credit: CSU

BUS. 189 SALES AND SELF PROMOTION: FUNDAMENTALS OF PERSONAL SELLING
An introduction to the basic concepts and practices of relationship selling and a practical approach to creating enduring customer interactions. Learning will be through examples, exercises and role-playing of selling situations. The skills acquired are applicable in all aspects of life - course work, job search, career sales, and idea presentation. Sales ethics, account relationship management and aspects of motivating sales forces will also be covered. Letter Grade Only. Degree Credit.

Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Transfer Credit: CSU

BUS. 192 ETHNIC AND MULTICULTURAL MARKETING
Today's marketing success depends on the ability to segment customers effectively, and it calls for specialized approaches to deliver an effective and ethnically aware marketing mix. Through case studies and market analysis, you will explore how to create the right messages for the right audience and do so in a way that isn't appropriating cultures and is current and delivers results. Letter Grade Only. Degree Credit.

Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
BUS. 193 DIGITAL MARKETING
Digital technologies and platforms are routinely used to market to consumers and businesses. Study of best practices including social media, web, mobile media as it applies to consumers, for political and advocacy purposes as well as internal audiences within an organization. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Transfer Credit: CSU

BUS. 201 BUSINESS LAW
Origin, development, and functions of the law and the legal environment with the objective of promoting a general understanding of legal reasoning. Framework within which the judicial process takes place. Legal problems pertaining to contracts and related topics, sales, and the impact of law on economic enterprise. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Recommended: Eligibility for ENGL 846 or ESOL 400, or equivalent.
Transfer Credit: CSU, UC
C-ID: BUS 120

BUS. 269 WAREHOUSING AND LOGISTICS
Introduces students to warehouse operations and logistics. Topics include warehousing, software information systems used in warehousing, and OSHA 10 Safety. The class will include hands-on activities in relation to logistics and warehousing. Grade Option (Letter Grade or Pass/No Pass). Degree Credit.
Units: 4
Hours/semester: 48-54 Lecture; 48-54 Lab; 96-108 Homework
Transfer Credit: CSU

BUS. 287 FUNDAMENTALS OF PROJECT MANAGEMENT
Introduction to project management, including: project scope and objectives, scheduling and estimating, resource allocation, risk management, communication and organization dynamics, project monitoring, controls, and overview of professional credentials. Overview of Project Management Professional Certification Exam. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Transfer Credit: CSU

BUS. 391 RETAIL MANAGEMENT
Retail operations from a managerial perspective. Topics include, innovations impacting retail, exposure to various types of retailers including consumer buying behavior, retail marketing approaches, merchandising, store management, store layout and design and customer service. Letter Grade Only. Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Transfer Credit: CSU

BUS. 401 BUSINESS COMMUNICATIONS
An overview of effective business communication skills and their direct relationship to workplace success. Emphasis is placed on the planning, organizing, composing, and revising of business documents such as letters, memos, reports, and emails. Presentation skills, professional behavior in the workplace, and current communication technologies are included with an emphasis on real world problem solving. Digital communication topics include presentation software, emails, business-relevant social media, and mobile technologies. Grade Option (Letter Grade or Pass/No Pass). Degree Credit.
Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Prerequisites: ENGL 100 or equivalent.
Transfer Credit: CSU
C-ID: BUS 115

BUS. 665 SELECTED TOPICS IN BUSINESS
Designed to develop specific skills that are utilized in business settings. Will focus on one specific topic; for example, a specific software package, telephone techniques, time management, human relations skills, small business management, etc. Grade Option (Letter Grade or Pass/No Pass). Degree Credit.
Units: 0.5 - 1.5
Hours/semester: 8-27 Lecture; 16-54 Homework
Transfer Credit: CSU
BUS. 670 VOCATIONAL COOPERATIVE EDUCATION IN BUSINESS

Students may receive credit for work experience related to their major field or to their established career goal. Seminars and individual conferences are scheduled at convenient times during the semester for the instructor and the student to establish learning objectives related to the student's employment. One unit of credit for each 75 hours worked per semester, with a maximum of four units per semester, may be earned by students with jobs related to their academic or occupational majors or goals. May be repeated for credit up to 16 units. This limitation applies to Occupational Cooperative Education work experience courses offered within the SMCCCD. Pass/No Pass Only. Degree Credit.

**Units:** 3

**Hours/semester:** 225 Work Experience

**Prerequisites:** Concurrent enrollment in a planned vocational program, and employment in a college-approved job directly related to the student's academic major.

**Transfer Credit:** CSU

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BUS. 695 INDEPENDENT STUDY IN BUSINESS

Designed for students who are interested in furthering their knowledge via self-paced, individualized, directed instruction provided in selected areas to be arranged with instructor and approved by the division dean using the Independent Study Form. Varying modes of instruction can be used -- laboratory, research, skill development, etc. For each unit earned, students are required to devote three hours per week throughout the semester. Students may take only one Independent Study course within a given discipline. Grade Option (Letter Grade or Pass/No Pass). Degree Credit.

**Units:** 0.5 or 3

**Hours/semester:** 24-162 Lab

**Transfer Credit:** CSU