

# *Business, General (Transfer)*

*Business & Computer Science Division*

## **Program Description**

This program is designed for business students planning to transfer to the University of California and/or the California State University systems.

## **Certificate of Achievement and Associate in Science Degree**

A Certificate of Achievement can be obtained by completing the 26-unit major with a grade of "C" or better in each course. The Associate in Science Degree can be obtained by completing a total of 60 units, including the major with a grade of "C" or better in each course, general education requirements, and electives.

## **Required Courses and Electives**

	<b>Units</b>	<b>Recommended Electives:</b>
ACCT 1—Accounting—Financial	4	BUS 92
ACCT 2—Accounting—Managerial	4	CIS 20, 22, 23, 25
BUS 5—Introduction to Business	3	MATH 11, 15, 20, 21, 30, 31
BUS 18—Legal Environment of Business	3	OCCED 90, 91
CIS 1—Introduction to Computer Science		
OR		
CIS 50—Microcomputer Applications	3	Suggested general education math courses for the Business, General (Transfer) major are MATH 11 (Statistics) and MATH 15 (Finite Math) OR MATH 30 (Analytical Geometry and Calculus). Students should consult a counselor regarding Business Articulation Agreements for a particular college or university campus.
ECON 1—Prin. of Economics	3	
ECON 2—Prin. of Economics	3	
Elective(s) selected from the Recommended Electives	<u>3</u>	
	<b>26</b>	

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# *Business-Insurance: Property & Casualty*

## **Program Description**

This program provides essential background information needed by those wishing to work in an insurance office. Extensive employment opportunities are available in a variety of job areas from sales to accounting to database or project management.

## **Certificate of Achievement and Associate in Science Degree**

A Certificate of Achievement can be obtained by completing the 31-unit major below. The Associate in Science Degree can be obtained upon completion of 60 units, including the major, and the general education requirements and electives.

## **Required Courses**

	<b>Units</b>		<b>Units</b>
ACCT 1—Principles of Accounting-Financial	4	BUS 73—Commercial Insurance	3
BUS 92—Business Communication	3	BUS 74—Insurance--Code & Ethics	1
BUS 5—Introduction to Business	3	OCCED 90—Occupational Work Experience	<u>1</u>
BUS 18—Legal Environment of Business	3		<b>31</b>
CIS 50—Microcomputer Applications	3		
CIS 73—Microsoft Excel	3		
BUS 70—Introduction to Insurance	1	<b>Recommended Electives</b>	
BUS 71—Principles of Property/Liability Insurance	3	MKT 171, 173	
BUS 72—Personal Insurance	3		

Many courses formerly listed under the Business discipline now appear under the disciplines "Accounting," "Management," "Marketing," or "Office Technology."

**BUS 5** **3 Units**

**Introduction To Business**

*Course Advisories: Eligibility for ENGL 1, SCC minimum math standard.* A comprehensive study and analysis of the principles of business. The course introduces students to contemporary business principles, practices, and terminology. Students will gain an understanding and appreciation of the private enterprise system, and how the functional areas of business work and interrelate. The course explores business career opportunities, provides the prerequisite knowledge needed for success in other business courses, and prepares students for transfer to upper-division business degree programs. Assigned readings, class participation, written homework, and written examinations are required. *Three hours lecture.*

**BUS 18** **3 Units**

**Legal Environment of Business**

*Course Advisories: Eligibility for ENGL 1, SCC minimum math standard.* A comprehensive introduction to the study of the law, with specific emphasis on the legal environment of business. Includes the legal process, legal institutions, contracts, agency, the Uniform Commercial Code (UCC), torts, employment, property, computer law, consumer protection, government regulation and Alternative Dispute Resolution (ADR), along with ethical concerns and current public policy issues. Written examinations required. (CAN BUS 12). *Three hours lecture.*

**BUS 58** **3 Units**  
**See Human Development 58.**

**BUS 60** **3 Units**

**Introduction to International Business**

*Course Advisories: Eligibility for English 1, SCC minimum math standard.* A comprehensive overview designed to provide a global perspective in a continuously emerging international marketplace, including topics such as foreign investing, impact of financial markets, international marketing, cultural understanding, and operation of multinational and small companies. *Three hours lecture.*

**BUS 70** **1 Unit**

**Introduction to Insurance**

*Course Advisories: Eligibility for English 1, SCC minimum math standard.* Provides students with the background needed prior to taking the other insurance courses. Included are topics such as property/casualty insurance, distribution of insurance products and services to the consumer, how insurance company departments function, civil laws or tort and contract, basic commercial and personal Insurance Services Office (ISO) contracts, and the risk management process. *Three hours lecture. (6 week course).*

**BUS 71** **3 Units**

**Principles of Property and Liability Insurance**

*Course Advisories: Eligibility for English 1, SCC minimum math standard.* One of five insurance courses that are designed to prepare students for employment in the insurance industry, which consists of many different types of employment opportunities, from selling insurance to working in a variety of positions in an insurance company. *Three hours lecture.*

**BUS 72** **3 Units**

**Personal Insurance**

*Course Advisories: Eligibility for English 1, SCC minimum math standard.* Assists individuals in learning basic information regarding personal insurance. It includes information about automobile insurance; homeowners' insurance; other residential insurance, such as fire and earthquake insurance; marine insurance; and other personal property. *Three hours lecture.*

**BUS 73** **3 Units**

**Commercial Insurance**

*Course Advisories: Eligibility for English 1, SCC minimum math standard.* One of five insurance courses designed to prepare students for employment in the insurance industry. Emphasis for this course is on commercial insurance. The insurance industry offers many different types of employment opportunities, from selling insurance to working in an insurance office. *Three hours lecture.*

**BUS 74** **1 Unit**

**Insurance -- Code & Ethics**

*Course Advisories: Eligibility for English 1, SCC minimum math standard.* Designed to enable students to understand and apply proper ethical business behavior and obligations, especially as they relate to those working in the field of insurance. *Three hours lecture. (6 week course).*

# Business

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**BUS 92**

**3 Units**

**Business Communication**

*Course Advisories: Eligibility for ENGL 1; SCC minimum math standard.* A study of communication theory in the planning and preparation of various types of letters, reports, resumes, and oral presentations along with analysis of group dynamics, symbolic communication, interview techniques and listening skills. Stresses audience analysis, style, appearance, and the importance of grammar, punctuation and vocabulary. Strong focus on gender and cultural communication issues and strategies in the workplace. Critical thinking encouraged through written and oral assignments and case studies on business communication and ethical issues. *Three hours lecture.*

**BUS 99**

**1-3 Units**

**Business Honors**

*Prerequisites: Completion of 24 units of college credit with a minimum GPA of 3.3; a minimum of 5 units in the discipline with a grade of "B" or better; an ability to work independently; permission of the Division Dean based on instructor availability.* A comprehensive study and analysis of a topic of student scholarship which is centered on important topics or issues within the business field. May be repeated to a maximum of 6 units, including initial enrollment. *Three to nine hours weekly by arrangement.*

**BUS 100**

**1.5 Units**

**Work Readiness**

*Course Advisories: SCC minimum English and math standards.* Covers the process of assessing the job market and completing a resume and application. Topics include how to be successful on the job and to gain satisfaction and rewards from work. The skills needed in the workplace are emphasized along with the social and communication skills, personal characteristics and habits, and expectations of the employer. *Three hours lecture (8 week course).*

**BUS 119**

**3 Units**

**Project Management**

*Prerequisites: CIS 1 or CIS 50 and BUS 5. Course Advisories: ECON 2, ACCT 2, CIS 91, BUS 92; SCC minimum English and math standards.* Integrates business concepts used in managing a development or business project such as the project's scope and goals, management of communication, cost and time management, and human resources together with using project management computer software designed for these tasks. Students will manage case studies using their understanding of business and using the software. (Same as CIS 119) *Three hours lecture, one hour lab weekly by arrangement.*

**BUS 181**

**1-3 Units**

**Business Mathematics**

*Course Advisory: SCC minimum English standard.* Requires students to apply essential mathematical skills necessary for success in business. Includes a review of fractions, decimals, percents, ratios, the percentage formula, and general business applications; covers advanced business applications such as interest, discount, markup, payroll, pricing policies, cash and trade discounts, and financial statements. This self-paced, programmed learning class is open entry/open exit. May be repeated to a maximum of 3 units, including initial enrollment. *Three hours lecture.*

**BUS 182**

**1 Unit**

**Small Business Mathematics**

*Course Advisories: SCC minimum English and math standards.* Requires students to apply essential mathematical skills necessary for persons operating a successful business. It includes asset and inventory management; ratio analysis, depreciation, taxation applied to sales, excise, and real property; investments and insurance, and basic statistics. This self-paced, programmed learning course is open entry/open exit. *One hour lecture.*

**BUS 191**

**3 Units**

**Investment Fundamentals**

*Course Advisory: SCC minimum English standard.* A comprehensive study and analysis of investment strategies available to investors. Topics covered include the stock and bond market, gold, money markets and options. *Three hours lecture.*

**BUS 201**

**.5 Unit**

**Starting and Managing a Small Business**

Presents an overview of the process and steps involved in establishing a small business. Topics include entrepreneurial characteristics, success and failure factors, financing, management and business concerns, and developing a check list for planning a start-up. This is a credit/no-credit only course. *Eight hours lecture total.*

**BUS 202**

**.5 Unit**

**Financing a Small Business**

Examines various sources of money to start, buy, or expand a small business, including the many ways to start, buy, or expand a business with little or no money. This is a credit/no-credit only course. *Eight hours lecture total.*

<p><b>BUS 203</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Business Financial Management</b>            Examines the preparation and analysis of financial statements and basic small business accounting techniques, using manual and/or computer systems. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>	<p><b>BUS 209</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Establishing a Home-Based Business</b>            Presents the basic fundamentals and considerations involving the use of a private residence as the primary location of a small business. Topics include the advantages and disadvantages of home-based operations; licensing, zoning and use permits; legal and liability considerations, specific state and federal tax compliance; employing family members; and the business use of personal assets. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>
<p><b>BUS 204</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Managing Credit and Collections</b>            Examines the functions of credit and collections, how to establish a credit policy and collections procedures, and how to avoid legal problems. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>	<p><b>BUS 210</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Record Keeping for Small Business</b>            Examines the legal, tax, and other reasons for keeping business documents, what kinds should be kept, and how to create them. The use of various manual and computer systems is explored. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>
<p><b>BUS 205</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Business Budgeting</b>            Examines the use of budgeting techniques as an aid to making informed business decisions. Budgeting enables small business owners to reduce risk and increase the probability of success. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>	<p><b>BUS 211</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Marketing and Advertising</b>            Covers the process of determining what customers want to buy and how to sell products and services to them. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>
<p><b>BUS 206</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Planning for Sales and Profit</b>            Examines various business strategies that enable a small business to grow rapidly in size and profitability. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>	<p><b>BUS 212</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Risk Management and Insurance</b>            Focuses on the risks associated with owning a small business and how to reduce them. Explores the different types of insurance available. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>
<p><b>BUS 207</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Recruiting and Selecting Employees</b>            Explores the process of identifying human resource needs and the process of recruiting and selecting the right person. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>	<p><b>Special Topics</b>            These courses, numbered 98, 148 or 248 depending upon their transferability, are courses of contemporary interest centered on changing knowledge and important issues in the field. Announcements of Special Topics courses appear in the Schedule of Classes.</p>
<p><b>BUS 208</b> <span style="float: right;"><b>.5 Unit</b></span>  <b>Employee Relations and Personnel Policies</b>            Good employees are made through effective training, development, and relations. This course explores techniques used in training and developing good employees. The elements that comprise a sound employee relations program are presented. This is a credit/no-credit only course. <i>Eight hours lecture total.</i></p>	