

MANAGEMENT

PROGRAM DESCRIPTION

This program is designed to emphasize training to improve thought processes and to provide familiarity with the analytical tools of management, sound decision-making, and how to get things done through and with people. Also, this option is designed for initial employment upon graduation and for job advancement opportunities.

CERTIFICATE OF ACHIEVEMENT AND ASSOCIATE IN SCIENCE DEGREE

A Certificate of Achievement can be obtained by completing the 21-unit major listed below. The Associate in Science Degree can be obtained by completing a total of 60 units, including the major, the supporting courses and the general education requirements. All courses for this degree must be completed with a grade of C or better or a P if the course is taken on a pass-no pass basis.

REQUIRED COURSES

Recommended Sequence

	Units
BUS 005—Introduction to Business	3
MGMT 050—Prin. of Management	3
MGMT 055—Management/Ldership Skills	3
MGMT 191—Human Relations	
OR	
MGMT 193—Human Resources Mgmt.	3
BUS 092—Bus. Communication	3
CIS 050—Microcomputer Applications	3
BUS 181—Business Mathematics	
	3
	21

Supporting Courses (for the A.S.)

	Units
ECON 001—Prin. of Economics- Macro	
OR	
ECON 002—Prin. of Economics- Micro	3
ACCT 001—Prin. of Acctng-Financial	
OR	
ACCT 002—Prin. of Acctng-Managerial	4
BUS 018—Legal Environment of Bus.	3
	10*

*Required for the A.S. degree.

Recommended Electives

OCEC 090

SMALL BUSINESS MANAGEMENT

PROGRAM DESCRIPTION

This program is designed for those planning to start their own business, buy an existing business, buy a franchise, or who already own their own business. This option emphasizes learning the concepts and practical skills necessary to be a successful, professional entrepreneur. Specifically designed for working adults, the courses emphasize a systematic approach to business which focuses on the integration of theoretical and practical skills.

CERTIFICATE OF ACHIEVEMENT AND ASSOCIATE IN SCIENCE DEGREE

A Certificate of Achievement can be obtained by completing the 28-unit major listed below. The Associate in Science Degree can be obtained by completing a total of 60 units, including the major, general education requirements, and electives. All courses for this degree must be completed with a grade of C or better or a P if the course is taken on a pass-no pass basis.

Management

REQUIRED COURSES

Recommended Sequence

	Units
MGMT 184—Small Business Mgmt. and Planning	3
MGMT 186—Small Business Marketing	3
MGMT 188—Computers/Small Business	3
BUS 005—Introduction to Business	3
BUS 018—Legal Environment of Business	3
BUS 181—Business Math	3
BUS 182—Small Business Math	1
BUS 092—Business Communication	3
Electives selected from list of Recommended Electives	<u>6</u>
	28

Recommended Electives

ACCT 001, 002, 180
BUS 060
ECON 001, 002
MGMT 055, 191
MKT 173, 174
OCED 090, 091 (1-4 units)
OT 054, 055
SPAN 001, 002

RETAIL MANAGEMENT

PROGRAM DESCRIPTION

Designed to serve the needs of the employees and employers within the retail industry. The program provides the knowledge and skills needed to prepare students for both entry level jobs and upward mobility opportunities in this dynamic and ever changing segment of our economy. Program emphasis is placed on professional and career development

CERTIFICATE OF ACHIEVEMENT AND ASSOCIATE IN SCIENCE DEGREE

A Certificate of Achievement in Retail Management can be obtained by completing the 30-31 unit major listed below. The Associate in Science Degree can be obtained by completing a total of 60 units, including the major, general education requirements, and electives. All courses for this degree must be completed with a grade of C or better or a P if the course is taken on a pass-no pass basis.

REQUIRED COURSES

Recommended Sequence

	Units
BUS 092—Business Communication	3
BUS 181—Business Mathematics	3
CIS 050—Microcomputer Applications	3
MGMT 050—Principles of Management	3
ACCT 180—Introduction to Accounting(3 units)	
OR	
ACCT 1—Prin. of Acctng—Financial (4 units)	3-4
MKT 171—Introduction to Marketing	3
MKT 174 Retail Merchandising	3
MGMT 191—Human Relations	3
MGMT 055—Management/Leadership Skills	3
MGMT 193—Human Resource Management	<u>3</u>
	30-31

Recommended Electives

BUS 182
OCED 090, 091

NOTE: This program is approved by the Western Association of Food Chains for awarding of the industry WAFC Certificate.

Management

MGMT 050**3 Units****Principles of Management**

Course Advisories: Eligibility for ENGL 001; SCC minimum Math standard. An introduction and comprehensive survey of the theory and practices relevant to the management principles of: planning, organizing, staffing, directing and controlling. The course explores the nature and role of management/supervision in a contemporary environment focusing on the strategic planning, decision-making and problem-solving processes that affect organizational effectiveness and efficiency. Includes quantitative and qualitative methodology used in systems and contingency approach to management. *Three hours lecture.*

MGMT 055**3 Units****Management/Leadership Skills**

Course Advisory: Eligibility to enroll in ENGL 001. A comprehensive development, analysis, and application of fundamental skills needed for the successful practice of supervision/leadership. This course addresses the quality principles of leadership applied to work processes, decision making and problem solving, communication, stress and time management, and delegating/facilitating in a team environment. The focus of the course is on job-relevant skills. Class exercises are employed to teach the various skills. *Three hours lecture.*

MGMT 184**3 Units****Small Business Management and Planning**

Course Advisory: Eligibility to enroll in ENGL 001. Introduction to the principles of management and planning and how they apply to any small business. Principles discussed include the development of a business strategy, how to finance a small business, financial management, risk management and insurance, developing a business plan, budgeting, credit and collections, recruiting and selecting staff, employee relations, business expansion, buying a business, franchising, and the role of small business in the community and the economy. All students will prepare a business plan. *Three hours lecture.*

MGMT 186**3 Units****Small Business Marketing**

Course Advisories: SCC minimum English and Math standards. Students will learn how to apply the principles of marketing to any small business, enabling the business to attract and keep customers and increase sales. This course is intended to familiarize students with the major elements of marketing, including market research, test marketing, developing a marketing strategy and implementing that strategy by means of advertising, sales, direct mail, telemarketing, public relations, publicity, customer relations, etc. *Three hours lecture.*

MGMT 188**3 Units****Computers in Small Business**

Course Advisories: SCC minimum English and Math standards. Students will learn the five most common applications of computers to small business situations: document, form, and correspondence preparation; accounting/financial statements/budgeting; tracking of customers and prospective customers in sales and marketing; graphic design of flyers, brochures, advertisements, etc. This course does not cover programming and systems analysis. *Three hours lecture, one hour lab.*

MGMT 191**3 Units****Human Relations**

Course Advisories: SCC minimum English and math standards. A comprehensive study and analysis of the concepts and skills associated with human behavior and relationships. The course stresses effective supervision and leadership practices as applied to human interaction. *Three hours lecture.*

MGMT 193**3 Units****Human Resource Management**

Course Advisories: SCC minimum English and math standards. Human resource administration of public and private organizations including personnel and administrative practices. The student will examine the evolution of unions including the various labor relations acts, collective bargaining processes, grievance procedures, and arbitration. Supervisor's and the steward's roles are emphasized for effectively maintaining negotiated contracts. The course focuses on actual personnel problems, principles and methods involved in recruitment, selecting and placement of employees with regard to affirmative action programs, training, experience and aptitude. *Three hours lecture.*

MGMT 194**3 Units****Personal Finance**

Course Advisories: SCC minimum English and math standards. Study of the everyday problems associated with allocating personal income and the management of personal finance. Emphasizes financial principles associated with planning, decision-making, and budgeting. The course explores the financial concerns of individuals in an economic environment. Topics include financial planning, credit, investments, taxes, risk management, and other current financial issues. *Three hours lecture.*

SPECIAL TOPICS

These courses, numbered 098, 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.