BUS 100 INTRODUCTION TO BUSINESS
Units: 3.00 - UC/CSU 54.0 hours lecture maximum
An introduction to the field of business administration. Primary emphasis is on the United States enterprise system, its economic foundation, and the fundamental concepts of business organization. Topics include economic systems, strategic management, marketing, entrepreneurship, accounting, finance, operations, management information systems, human resources, ethics, social responsibility, and globalization.

BUS 101 BOOKKEEPING AND ACCOUNTING
Units: 5.00 - CSU 90.0 hours lecture maximum
Introduces the theory and application of double entry bookkeeping for non-transfer business majors. Examines the accounting cycle for both service and merchandising sole-proprietorship firms, including the use of ledgers, worksheets, and special purpose journals.

BUS 103 INTRODUCTION TO INTERNATIONAL BUSINESS
Units: 3.00 - CSU 54.0 hours lecture maximum
A combination of global business theory as affected by cultural, political, legal, and international economic factors with instruction on government regulation, foreign market analysis, exporting, and importing. Internet applications are utilized to familiarize the student with available international business and government resources. Case studies are emphasized to demonstrate the practical applications of course subject matter.

BUS 110 PRINCIPLES OF MANAGEMENT
Units: 3.00 - CSU 54.0 hours lecture maximum
Examines the fundamental functions of modern management in a changing world with an emphasis on planning, leading, and organizing, including leadership in management, motivation, communication, cultural diversity, team decision-making, management by objectives, organizational environment, sustainability, planning and strategic management, control process, organizational structure, and managing organizational change.

BUS 111 HUMAN RELATIONS IN THE WORKPLACE
Units: 3.00 - CSU 54.0 hours lecture maximum
Introduces concepts of individual, group, and organizational human behavior as they affect human relations, performance, and productivity within the workplace. Strategies and techniques that influence interpersonal, administrative, and organizational communications and interactions among people. Fundamentals of multi-disciplined science/nature of human relations in developing employee leadership, in working toward win/win situations, and in enhancing performance evaluations and respective reward systems.

BUS 112 HUMAN RESOURCE MANAGEMENT
Units: 3.00 - CSU 54.0 hours lecture maximum
Introduces the management of human resources and an understanding of the impact and accountability to the organization in terms of human resource activities. Topics include global human resource strategies, social and organizational realities, legal implications affecting people at work, union/non-union practices, comparable work, employee compensation and benefits, and employee rights.

BUS 113 RETAIL MANAGEMENT
Units: 3.00 - CSU 54.0 hours lecture maximum
Introduces principles and practices used in the management of retail stores. Topics include site selection, layout, organization, staffing, positioning, customer service, promotional techniques and all aspects of critical buying function.

BUS 117 BUSINESS ENTREPRENEURSHIP
Units: 3.00 - CSU 54.0 hours lecture maximum
Comprehensive analysis of establishing, marketing, financing, promoting, insuring, developing and staffing a small business.

BUS 126 MANAGING DIVERSITY IN THE WORKPLACE
Units: 3.00 - CSU 54.0 hours lecture maximum
Examines the effects of increasing diversity in the workplace, including the benefits and challenges to management and staff presented by diversity of gender, race, ethnicity, national origin, sexual orientation, and other differences. Organizational and interpersonal strategies for working effectively are examined along with developing skills for the creation of productive and diverse business environments.

BUS 132 NEGOTIATION AND CONFLICT RESOLUTION
Units: 3.00 - CSU 54.0 hours lecture maximum
Introduces organizational conflict and strategies for effective resolution with concentration on internal and external sources of conflict. Emphasizes non-litigation resolution, including arbitration, mediation, and mini-trial.

BUS 140 PRINCIPLES OF MARKETING
Units: 3.00 - CSU 54.0 hours lecture maximum
Focuses on fundamental concepts of modern marketing in a changing world. Substantive areas include: creating customer value, buying behaviors, market research, market strategy, target market analysis, global marketing, electronic marketing, and sales techniques, with particular emphasis on the marketing mix, including product, pricing, promotion, and distribution decisions.
BUS 141 PRINCIPLES OF ADVERTISING
Units: 3.00 - CSU 54.0 hours lecture maximum
Focuses on fundamental concepts of modern advertising in the current business environment while using specialized techniques to create and promote an advertising campaign. Topics include the role of advertising, its relation to the marketing mix, psychological and socio-cultural influences on consumer buying behavior, advertising research and strategy, target market analysis, the global marketing environment, electronic advertising, media selection, ethics, creative advertising message design, and integrated marketing. Emphasizes planning an advertising campaign and communicating ideas using advertising techniques.

BUS 142 PRINCIPLES OF SELLING
Units: 3.00 - CSU 54.0 hours lecture maximum
Focuses on developing concepts of selling in the current business environment, including electronic selling, communication styles, sales servicing, ethics, and Salesforce management. Emphasizes developing effective selling strategies and confidence building when making sales decisions.

BUS 143 INTERNATIONAL MARKETING
Units: 3.00 - CSU 54.0 hours lecture maximum
Introduces the marketing of goods and services in an international environment, including the development of a comprehensive commercial marketing program. Covers topics such as market selection, effective distribution, and pricing.

BUS 144 BUSINESS MATHEMATICS
Units: 5.00 - CSU 90.0 hours lecture maximum
Prerequisite: Satisfactory completion of MATH-025 or higher or appropriate math placement as determined by the COC assessment process.
Basic mathematics used in typical accounting, financial, and merchandising transactions. Emphasis is on analyzing word problems, selecting appropriate mathematical procedures, and solving the requisite algebraic equation. Extensive use of real-world business problems in the areas of cash and trade discounts, markup and markdown, compound interest, annuities, loan amortizations, inventory control, depreciation, insurance, investments, and financial statement analysis. Meets the associate degree math competency graduation requirement, and prepares students entering the accounting program.

BUS 154 FINANCE
Units: 3.00 - CSU 54.0 hours lecture
Introduces the concepts, tools, and applications of personal financial planning, including developing and prioritizing goals, managing money and credit, identifying investment alternatives, as well as examining retirement planning, housing decisions, tax planning, risk management/insurance, and estate planning.

BUS 156 INTRODUCTION TO INVESTMENTS
Units: 3.00 - CSU 54.0 hours lecture maximum
Introduces the principles of investing and money management as primarily related to the stock market, including the various types of financial assets an investor must choose from, as well as related institutional settings and valuations.

BUS 157 BUSINESS FINANCE
Units: 3.00 - CSU 54.0 hours lecture maximum
Recommended Preparation: MATH-103, 111, 120, 130, or 140.
Introduces fundamentals of commercial finance management including cost of capital, working capital management, risk and return, financial performance, and the interpretation of financial statements.

BUS 159 INTERNATIONAL FINANCE
Units: 3.00 - CSU 54.0 hours lecture maximum
Recommended Preparation: BUS-157.
Examines the international aspects of commercial finance. Topics include international corporate finance, foreign exchange, foreign direct investment, and multinational tax implications.

BUS 160 BUSINESS ETHICS
Units: 3.00 - CSU 54.0 hours lecture maximum
Presents different schools of ethical thought applicable in the business environment including ethical issues and methodologies used for appropriate conduct. Current cases and fact scenarios are presented along with historical examples to demonstrate their effect on contemporary ethical dilemmas.

BUS 172 INTRODUCTION TO RISK MANAGEMENT AND INSURANCE
Units: 3.00 - CSU 54.0 hours lecture
Introduces the fundamental principles and terminology of risk management and insurance through the study of such topics as the insurance market, regulation, insurance contracts, various lines of insurance, risk assessment, financial planning, annuities, employee benefits, and other related topics.

BUS 174 PRINCIPLES OF PROPERTY AND LIABILITY INSURANCE
Units: 3.00 - CSU 54.0 hours lecture
Introduces the fundamentals of property and liability insurance including types of insurers, institutions that provide insurance, how the industry is regulated, measurement of financial performance, insurance contracts, loss exposure and risk management.

BUS 175 PRINCIPLES OF LIFE, HEALTH, & DISABILITY INSURANCE
Units: 3.00 - CSU 54.0 hours lecture
Provides a comprehensive analysis of life, health, and disability insurance lines including the history of the industries and markets, economic and financial impact on society, provider evaluation, policy assessment, and regulation.
BUS 176 PERSONAL INSURANCE  
Units: 3.00 - CSU 54.0 hours lecture  
Introduces the policies, procedures, and practices of personal insurance including automobile, homeowners', residential, fire, earthquake, marine, life, liability, and health.

BUS 178 COMMERCIAL INSURANCE  
Units: 3.00 - CSU 54.0 hours lecture  
Introduces commercial property insurance, including business income, commercial crime, equipment breakdown, inland and ocean marine, commercial general liability, as well as other insurance types and coverage.

BUS 179 INSURANCE CODE AND ETHICS  
Units: 1.00 - CSU 18.0 hours lecture  
Introduces ethical business practices and obligations of the insurance industry professional.

BUS 185 PRINCIPLES OF IMPORTING AND EXPORTING  
Units: 3.00 - CSU 54.0 hours lecture maximum  
Introduces the basic aspects of importing and exporting providing students with a working knowledge of terms and techniques essential to operating an import/export business.

BUS 190 PRINCIPLES OF ELECTRONIC COMMERCE  
Units: 3.00 - CSU 54.0 hours lecture maximum  
Introduces the study of electronic commerce. Primary emphasis is on the fundamental theoretical and practical issues related to conducting business via the Internet. Topics include: evolving e-business models, Web-based technologies, value chains, electronic marketing, payment systems, security, ethics, legal, international, and cross-cultural issues. Familiarity with navigating the Internet is assumed. Same as CIT-190.

BUS 192 E-BUSINESS STRATEGY  
Units: 3.00 - CSU 54.0 hours lecture maximum  
Examines the fundamental concepts of strategic planning for conducting business via the Internet, including case analysis of business strategies in the Internet economy, and key elements needed to develop a strategic e-business plan for competitive advantage. Familiarity with the Internet is assumed.

BUS 201 PRINCIPLES OF ACCOUNTING I  
Units: 5.00 - UC-CSU 90.0 hours lecture maximum  
Prerequisite: MATH-025 or MATH-026.  
Examines the fundamental concepts of strategic planning for conducting business via the Internet, including case analysis of business strategies in the Internet economy, and key elements needed to develop a strategic e-business plan for competitive advantage. Familiarity with the Internet is assumed.

BUS 202 PRINCIPLES OF ACCOUNTING II  
Units: 5.00 - UC-CSU 90.0 hours lecture maximum  
Prerequisite: BUS-201.  
A continuation of the basic accounting theories and practices covered in BUS 201, expanding the use of financial and managerial accounting concepts used to make business decisions. Designed for transfer majors in business disciplines.

BUS 211 BUSINESS LAW  
Units: 3.00 - UC-CSU 54.0 hours lecture maximum  
Introduces the legal environment of business, including the classification of civil actions and business crimes, examination of state and federal court systems, detailed study of contract, tort, employment, and property law.

BUS 214 INTERNATIONAL BUSINESS LAW  
Units: 3.00 - CSU 54.0 hours lecture maximum  
Introduces the legal environment of international commerce including a study of the forms of international business, multinational enterprises, trade in goods and services, and dispute settlement.

BUS 291 STATISTICAL METHODS IN BUSINESS AND ECONOMICS  
Units: 3.00 - UC-CSU 54.0 hours lecture maximum  
Prerequisite: MATH-070.  
Examines descriptive statistics, elements of probability distributions, sampling, estimation, and confidence intervals, tests of hypothesis, linear regression and correlation, including applications to problems in business and economics. Writing and the use of spreadsheet software are required (same as ECON-291). UC credit limitation: BUS-291, ECON-291, MATH-140, PSYCH-135 and SOCI-135 combined, maximum credit one course.

11/2010