

Program Description

The Business program offers students the opportunity to recognize and respond to changing economic conditions within the business environment that determine how goods and services are produced, distributed, and consumed in a society. Students will gain the skills and knowledge needed to work within an economic system that rewards firms for their ability to perceive and serve the needs and demands of consumers. Studies in the Business program seek to continue creating strategies that allow companies to grow and compete in today's interactive marketplace by understanding how the private enterprise system encourages competition and innovation while preserving business ethics.

Staff

Please dial (661) 722-6300, then the 4 digit extension.

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Kent Moser, Department Chair	x.6175

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Program Learning Outcomes

General Business

1. Understand and apply ethics to effectively operate as a business manager within the global business environment.
2. Prepare and analyze basic financial statements, financial ratios, and tax forms to assess opportunities and risks for the purpose of formulating and implementing business strategies.
3. Demonstrate written, verbal, and nonverbal communication skills required for the workplace, including the effective use of appropriate technologies, written reports, and formal presentation.
4. Demonstrate an understanding of the legal and social environment of business, in particular civil and criminal law, consumer protection, contracts, employment and personal property rights.

Associate in Science in Business Administration 2.0 for Transfer

1. Understand and apply ethics to effectively operate as a business manager within the global business environment.
2. Prepare and analyze basic financial statements, financial ratios, and tax forms to assess opportunities and risks for the purpose of formulating and implementing business strategies.
3. Demonstrate written, verbal, and nonverbal communication skills required for the workplace, including the effective use of appropriate technologies, written reports, and formal presentations.
4. Understand and analyze the legal and social environment of business, in particular civil and criminal law, consumer protection, contracts, employment and personal property rights.
5. Understand and apply economic theory and policy, including supply and demand and market equilibrium, the American banking system, and the Federal Reserve System.

Certificate Program

General Business

Students who are pursuing careers in business, but are not intending to complete an associates degree at this time, will learn important job skills and acquire critical business knowledge to prepare them for today's environment. In addition to core coursework in Business, Accounting and Computers, students will choose a concentration in either Management or Marketing to help them better focus their skills for the workplace.

The following courses (39-41 units) are required for the Business certificate. Students who successfully complete the certificate requirements may apply for entry-level positions in office management, sales, customer service, or human resources, or may apply their knowledge and skills as an entrepreneur.

Required Courses (39-41 units):	units
ACCT 111, Bookkeeping <i>or</i>	
ACCT 201, Financial Accounting	3-4
BUS 101, Introduction to Business	3
BUS 105, Business Mathematics <i>or</i>	
MATH 115, Statistics <i>or</i>	
MATH 116, Introduction to Statistics Using R <i>or</i>	
MATH 124, Finite Math	3-4
BUS 111, Business English	3
BUS 113, Business Communications	3
BUS 121, Fundamentals of Investment and Personal Finance	3
BUS 201, Business Law	3
BUS 212, Women in Organizations	3
CA 103, Introduction to Computers and Digital Technology <i>or</i>	
CIS 101, Introduction to Computer Information Science	3
CA 121, Microcomputer Spreadsheets <i>or</i>	
CA 111, Word Processing - Microsoft Word	3
Concentration Courses	9
Total 39-41	

Select one concentration from the following options and complete the listed courses.

Marketing Concentration Required Courses (9 units):

MKTG 101, Principles of Marketing	3
MKTG 112, Introduction to Advertising	3
MKTG 130, Digital Marketing	3

OR

Management Concentration Required Courses (9 units):

MGT 101, Management Principles	3
MGT 115, Human Behavior in Organizations	3
MGT 121, Human Resources Management	3

NOTE: Substitutions, with prior permission, may be made for certain courses that may not be offered in the two-year period.

For a Recommended Pathway, please refer to the Associate Degree plan minus the general education requirements.

Associate Degrees

General Business

The requirements for an associate degree in General Business may be satisfied by completing the General Business certificate, 21 units of general education requirements, and sufficient elective credits to total 60 units. (See Graduation/Associate Degree Requirements.)

Students who complete the associate degree have enhanced employability in several fields. They are well-prepared for entry-level career opportunities in areas such as marketing, purchasing, retail, sales, customer service, accounting, and entrepreneurship. The associate degree will also provide students with a broad range of knowledge with which to evaluate and appreciate the physical environment, culture, and society in which they live, with the ability to think and communicate clearly and effectively.

The major offers a choice of concentrations in Marketing or Management. Students will choose their concentration and complete the additional 9 units of required electives in the chosen concentration.

Except in cases of a prerequisite requirement, it is not required that courses be taken in exactly this sequence; they are recommended in this order to facilitate success.

Recommended Pathway

	units
Fall, First Semester	
BUS 105, Business Mathematics	3
BUS 111, Business English	3
CA 103, Introduction to Computers and Digital Technology	3
GE requirement Area E (recommended HD 101)	3
Total	12

Spring, Second Semester

ACCT 111, Bookkeeping	3
CA 121, Microcomputer Spreadsheets	3
BUS 212, Women in Organizations (GE Area F)	3
GE requirement Area D1 (ENGL 101)	3
Total	12

Summer

BUS 101, Introduction to Business	3
GE requirement Area B (recommended POLS 101)	3
GE requirement Area C (recommended MUSC 102)	3
Total	9

Fall, Third Semester

BUS 113, Business Communications (GE Area D2)	3
BUS 121, Fundamentals of Investment and Personal Finance	3
Program Concentration (MKTG 101 or MGT 101)	3
Elective (recommended MGT 121 or BUS 199)	1-8
Total	10-17

Spring, Fourth Semester

BUS 201, Business Law	3
GE requirement Area A (recommended BIOL 104)	3
Program Concentration (MKTG 130 or MGT 121)	3
Program Concentration (MKTG 112 or MGT 115)	3
Elective (recommended BUS 199)	1-8
Total	13-20

Degree Total 60-71

Associate in Science in Business Administration 2.0 for Transfer

The Associate in Science in Business Administration 2.0 for Transfer (AS-T Business Administration 2.0) degree provides students with an entry-level understanding of business, accounting, and economics. Students will recognize and respond to changing economic conditions within the business environment that determine how goods and services are produced, distributed, and consumed in a society. This coursework will satisfy the lower division business administration requirements at the California State University.

The Associate in Science in Business Administration 2.0 for Transfer (AS-T in Business Administration 2.0) degree meets the requirements of SB 1440 for Associate Degrees for Transfer (ADT). These degrees are intended to make it easier for students to transfer to California State University campuses, but do not exclude admittance to other colleges or universities.

To earn an Associate in Science in Business Administration 2.0 for Transfer (AS-T in Business Administration 2.0) degree a student must complete the following:

- (1) Completion of 60 semester units or 90 quarter units that are eligible for transfer to the California State University, including both of the following:
- (A) The Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education – Breadth Requirements.
- (B) A minimum of 18 semester units or 27 quarter units in a major or area of emphasis, as determined by the community college district.
- (2) Obtainment of a minimum grade point average of 2.0.
- ADTs also require that students must earn a “C” or better in all courses required for the major or area of emphasis. A “P” (Pass) grade is also an acceptable grade for courses in the major if the course is taken on a Pass/No Pass basis.

Required Courses (28 units)	units
ACCT 201, Financial Accounting	4
ACCT 205, Managerial Accounting	4
ECON 101, Principles of Macroeconomics	3
ECON 102, Principles of Microeconomics	3
BUS 101, Introduction to Business <i>or</i>	
BUS 113, Business Communications	3
BUS 201, Business Law	3
MATH 115, Statistics	4
MATH 124, Finite Math <i>or</i>	4
MATH 148, Calculus for Business and Economics	4

Recommended Pathway

Fall, First Semester	units
BUS 101, Introduction to Business	3
CSU GE A2 (ENGL 101)	3
CSU GE E (recommended HD 101)	3
CSU GE B2 (recommended BIOL 104)	3
Total 12	
Spring, Second Semester	
ACCT 201, Financial Accounting	4
ECON 102, Principles of Microeconomics (CSU GE D)	3
MATH 115, Statistics (CSU GE B4)	4
CSU GE A1 (COMM 101)	3
Total 14	
Summer Semester	
CSU GE C1 (recommended FTV 101)	3
CSU GE C1/C2 (recommended MUSC 102)	3
CSU GE F	3
Total 9	
Fall, Third Semester	
ACCT 205, Managerial Accounting	4
ECON 101, Principles of Macroeconomics (CSU GE D)	3
MATH 124, Finite Math <i>or</i>	
MATH 148, Calculus for Business and Economics	4
CSU GE A3 (recommended PHIL 201)	3
Total 14	
Spring, Fourth Semester	
BUS 201, Business Law	3
CSU GE C2 (recommended HIST 107)	3
CSU GE B1/B3 (recommended PSCI 101)	4
Electives	1
Total 11	
Degree Total 60	

Note: If you are following a IGETC GE pattern, please see a counselor.

Transfer

Students planning to transfer to a four-year college or university after AVC are strongly advised to follow the Business Administration for Transfer degree and should visit the Transfer Resource Center and consult with a counselor as soon as possible. Additional information on official transfer articulation agreements from AVC to many CSU/UC campuses can be found at www.assist.org

Prerequisite Completion

All prerequisite courses must be completed with a satisfactory grade in order to enroll in the next course. According to Title 5, Section 55200(d), a satisfactory grade is a grade of “A,” “B,” “C” or “P”. Classes in which the Pass/No Pass option is available are indicated with an asterisk (*) before the course title. See “Pass/No Pass Option” in the catalog for full explanation.

Business Courses

BUS 101 *INTRODUCTION TO BUSINESS

3 units

3 hours weekly.

A survey in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization’s policy and practices within the U.S. and a global society. Demonstrates how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business’ ability to achieve its organizational goals. (C-ID: BUS 110) (CSU, UC, AVC)

BUS 105 *BUSINESS MATHEMATICS

3 units

3 hours weekly

Business Mathematics presents the basic principles of mathematics used in business operations. This course applies mathematics to daily business experiences and includes practical application of equations, formulas, and arithmetic processes essential to business. (AVC)

BUS 111 *BUSINESS ENGLISH

3 units

3 hours weekly

This course presents the principles of effective written and spoken communication styles applicable to business or professional careers. Business English is a comprehensive review and reinforcement of the fundamentals of English grammar and style, punctuation, word usage, vocabulary, writing mechanics, and sentence, paragraph, and business document construction. (AVC)

BUS 113 *BUSINESS COMMUNICATIONS

3 units

3 hours weekly

Advisory: Completion of BUS 111.

Prerequisite: Completion of ENGL 101.

This course applies the principles of ethical and effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. This course emphasizes planning, organizing, composing, and revising business documents using word processing software for written documents and presentation-graphics software to create and deliver professional-level oral reports. This course is designed for students who already have college-level writing skills. (C-ID: BUS 115) (CSU, AVC)

BUS 121 *FUNDAMENTALS OF INVESTMENT AND PERSONAL FINANCE

3 units

3 hours weekly

Advisory: Eligibility for ENGL 101 or placement by multiple measures.

This course provides an introduction to the principles of investments and money management. It will introduce students to personal finance practices, the variety of assets an individual investor may accumulate, their institutional settings and valuation with primary focus on stocks, bonds, and mutual funds as wealth accumulation instruments. (CSU, AVC)

BUS 199 *OCCUPATIONAL WORK EXPERIENCE

1–8 units

hours vary

Prerequisite: To participate in work experience, students must have a job or internship which is either paid or voluntary and have the approval of the supervisor and instructor supervising work experience in the specific subject area. **PRIOR TO ENROLLING**, students must attend a scheduled orientation or meet individually with the supervising instructor for an individual orientation.

Occupational Work Experience Education is supervised employment designed to provide students a realistic learning experience through work. The ultimate goal is to teach students those skills and attitudes that will equip them to function and adapt as an employee in a variety of situations and jobs. Occupational Work Experience Education is supervised employment extending classroom-based occupational learning at an on-the-job learning station related to the student's educational major or occupational goal. Credit may be accrued at the rate of one to eight units per semester. For the satisfactory completion of all types of Cooperative Work Experience Education (WE 197 and WE 199), students may earn up to a total of sixteen semester credit hours. (CSU, AVC) **(R3)**

BUS 201 *BUSINESS LAW

3 units

3 hours weekly

This course presents an examination of our commercial environment. Includes analysis of the historical development leading into our contemporary institutions and processes. Contracts, sales, Uniform Commercial Code and negotiable instruments are emphasized. Students will be challenged in areas of critical analysis, logic and reasoning. (C-ID: BUS 125) (CSU, UC, AVC)

BUS 212 *WOMEN AND MINORITIES IN BUSINESS

3 units

3 hours weekly

This transfer-level course is designed to identify and compare differences in gender communication and workplace diversity in an organizational setting. Awareness of the differences in both genders is emphasized to improve interaction between genders in business settings. The effects of gender communication and workplace diversity on the specific ethnic groups of African American, Asian American, Latino, and Native American women are examined. Special emphasis is placed on how gender impacts the outlook regarding work in organizations, the differences in work/life prioritization, and evaluation of work performance based on gender-specific criteria. The course will evaluate the role of women and minorities in such areas as enhanced employee relations, goal setting, networking, competing, sexism, mentoring, and career leadership planning. (CSU, UC, AVC)