

Definition

A wide variety of business courses are offered for both the transfer and non-transfer student. First- and second-year transferable courses are available for the student who is preparing for a four-year degree. Certificate and associate degree programs are offered for all students who desire to upgrade their business skills.

Staff

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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.

Students must receive a minimum grade of "C" or better in all required core courses and the specific courses listed as program electives in order to qualify for the degree or certificate.

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 effectively 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 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 (37.5-41 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:	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, Intro. to Computers and Dig. Tech. <i>or</i>	
CIS 101, Intro. to Computer Information Science	3
CA 121, Microcomputer Spreadsheets <i>or</i>	
CA 141, Developing PowerPoint Presentations	1.5-3

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

Marketing Concentration Required Courses:	units
MKTG 101, Principles of Marketing	3
MKTG 112, Introduction to Advertising	3
MKTG 130, Digital Marketing	3

Management Concentration Required Courses:	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 plan of study for the certificate, 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 Plan of Study

First Semester	units
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
CA 103, Intro. to Computers and Dig. Tech. <i>or</i>	
CIS 101, Intro. to Computer Information Science	3
Elective (ECON 101 or ECON 102 recommended)	3
Total	15-16

Second Semester	units
ACCT 111, Bookkeeping <i>or</i>	
ACCT 201, Financial Accounting	3-4
CA 121, Microcomputer Spreadsheets <i>or</i>	
CA 141, Developing PowerPoint Presentations	1.5-3
Course from GE requirement Area D1	3
Program Elective	3
Elective	2-3.5
Total	13.5-16

Third Semester	units
BUS 113, Business Communications (GE Area D2)	3
BUS 121, Fundamentals of Investment and Personal Finance	3
BUS 212, Women in Organizations (GE Area F)	3
Course from GE requirement Area C	3
Program Elective	3
Total	15

Fourth Semester	units
BUS 201, Business Law	3
Course from GE requirement Area A	3
Course from GE requirement Area E	3
Program elective	3
Electives	3
Total	15

Degree Total 60

Associate in Science in Business Administration for Transfer

The Associate in Science in Business Administration for Transfer (AS-T Business Administration) 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 for Transfer (AS-T in Business Administration) 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 for Transfer (AS-T in Business Administration) 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.

Required Courses	units
ACCT 201, Financial Accounting	4
ACCT 205, Managerial Accounting	4
*ECON 101, Principles of Macroeconomics	3
*ECON 102, Principles of Microeconomics	3
BUS 201, Business Law	3

Required Electives A	units
Select 4 units from the following:	
*MATH 115, Statistics	4

Required Electives B	units
Select 6-7 units from the following:	
CIS 101, Introduction to Computer Information Science <i>or</i>	
CA 103, Intro. to Computers and Dig. Tech. <i>or</i>	
CA 221, Computer Concepts & Applications in Business	3-4
BUS 101, Introduction to Business <i>or</i>	
BUS 113, Business Communications	3

*Courses denoted with an asterisk will fulfill the completion requirements for both the major and general education.

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

Recommended Plan of Study

First Semester	units
ECON 102, Principles of Microeconomics (CSU GE D2)	3
Required Elective B	4
CSU GE requirement Area A2	3
CSU GE requirement Area C1	3
CSU GE requirement Area E	<u>3</u>
Total 15-16	

Second Semester	units
ACCT 201, Financial Accounting	4
ECON 101, Principles of Macroeconomics (CSU GE D2)	3
Required Elective B	3-4
CSU GE requirement Area A1	<u>3</u>
Total 13-14	

Third Semester	units
ACCT 205, Managerial Accounting	4
BUS 201, Business Law	3
CSU GE requirement Area A3	3
CSU GE requirement Area B2/B3	3-4
CSU GE requirement Area C	<u>3</u>
Total 16-17	

Fourth Semester	units
MATH 115, Statistics (Required Elective A)	
(CSU GE B4)	4
CSU GE requirement Area C2	3
CSU GE requirement Area D	3
CSU GE requirement Area B1/B3	3-4
*CSU Transferable Electives	<u>1</u>
Total 14-15	

CSU GE or IGETC Pattern 37-39
CSU Transferable Elective Units to reach Degree Total 60

*Electives should be taken from other courses within the major.

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 the following Web site: www.assist.org

Prerequisite Completion

If a course is listed as a prerequisite for another course, that prerequisite course 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

Advisory: Eligibility for College Level Reading and ENGL 100A.

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

Advisory: Eligibility for READ 099 and MATH 070.

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

Advisory: Eligibility for ENGL 100A and READ 099.

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

Prerequisite: Completion of ENGL 101.

Advisory: Completion of BUS 111.

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 *PERSONAL FINANCE AND INVESTMENTS

3 units

3 hours weekly

Advisory: Eligibility for College Level Reading, ENGL 101 and MATH 070.

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 students' 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

Advisory: Eligibility for College Level Reading and ENGL 101.

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 IN ORGANIZATIONS*3 units**3 hours weekly****Advisory:*** *Eligibility for College Level Reading and ENGL 101.*

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 in such areas as enhanced employee relations, goal setting, networking, competing, sexism, mentoring, and career leadership planning. (CSU, AVC)