

## 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

To access faculty and staff, dial (661) 722-6300, then the 4-digit extension.

Program Advisement:

*position vacant* ext. 6370

Administrative Assistant:

Christi Crosby ext. 6370

Clerical Assistant III:

Bettie Negrete ext. 6370

Department Chair:

Stacey Adams ext. 6377

Faculty:

David Adams ext. 6901

Dr. Edward Beyer ext. 6374

Kathy Osburn ext. 6898

Deborah Sullivan-Ford ext. 6175

Adjunct Faculty:

To access adjunct faculty voice mail, dial (661) 722-6300, then the 4-digit number.

Violet Christopher V.M. 2965

Richard Fleishman 2424

William Gooden 2641

Lawrence Hales 2336

Nathan Halperin 2914

Chris Hamilton 2511

Chuck Kokoska 2284

Dan Ledbetter 2142

Gail Lofdahl 2658

Joyce Maiden 2301

Robert Plunkett 2262

David Ranish 2990

Leanna Vendro 2479

Larry Veres 2910

Sharon Wilson 2058

Dr. Stephen Young 2465

## 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 effective use of appropriate technologies, written reports, and formal presentations.
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.
5. Demonstrate an understanding of economic theory, analysis, and policy applications, including supply and demand and market equilibrium, the American banking system, and the Federal Reserve System.

### Business Administration

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. 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.
5. Demonstrate an understanding of economic theory, analysis, and policy applications, including supply and demand and market equilibrium, the American banking system, and the Federal Reserve System.

### 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

The following courses (30-32 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.

A maximum of 6 pass/no pass units will be accepted for a Business certificate.

Required Courses:	units
ACCT 111, Bookkeeping <b>or</b>	
ACCT 201, Financial Accounting	3-4
BUS 101, Introduction to Business	3
BUS 105, Business Mathematics <b>or</b> MATH 115, Statistics	
<b>or</b> MATH 124, Finite Math	3-4
BUS 111, Business English	3
BUS 113, Business Communications	3
BUS 201, Business Law	3
CA 103, Intro. to Microcomputers <b>or</b>	
CIS 101, Intro. to Computer Information Science	3
ECON 101, Principles of Macroeconomics <b>or</b>	
ECON 102, Principles of Microeconomics	3
Program Electives	6
<b>Total</b>	<b>30-32</b>

For a recommended plan of study for the certificate, please refer to the Associate Degree plan minus the general education requirements.

Program Electives:	units
Select 6 units from the following program electives.	
ACCT 111, Bookkeeping	3
ACCT 113, Bookkeeping II	3
ACCT 115, Payroll Bookkeeping	2
ACCT 201, Financial Accounting	4
BUS 199, Occupational Work Experience	1-8
BUS 203, Business Law	3
BUS 212, Women in Organizations	3
CA 103, Introduction to Microcomputers	3
CA 111, Word Processing—Microsoft Word	3
CA 121, Microcomputer Spreadsheets	3
CIS 101, Introduction to Computer Information Science	3
ECON 101, Principles of Macroeconomics	3
ECON 102, Principles of Microeconomics	3

ECON 110, Economics of the Underclass	3
MGT 101, Management Principles	3
MGT 105, Elements of Supervision	3
MKTG 101, Principles of Marketing	3
OT 101, Beginning Computer Keyboarding	3
RE 101, Real Estate Principles	3

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

## 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.

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 <b>or</b> MATH 115, Statistics	
<b>or</b> MATH 124, Finite Math	3-5
BUS 111, Business English	3
CA 103, Intro. to Microcomputers <b>or</b>	
CIS 101, Intro. to Computer Information Science	3
Course from GE requirement Area B	3
<b>Total</b>	<b>15-17</b>

Second Semester	units
ACCT 111, Bookkeeping <b>or</b>	
ACCT 201, Financial Accounting	3-4
Course from GE requirement Area C	3
Course from GE requirement Area D1	3
Course from GE requirement Area D2	3
Program Elective	3
<b>Total</b>	<b>15-16</b>

Third Semester	units
BUS 113, Business Communications	3
BUS 201, Business Law	3
ECON 101, Principles of Macro-economics <b>or</b>	
ECON 102, Principles of Microeconomics	3

Course from GE requirement Area F (BUS 212 or MGT 212 recommended) Elective	3 <u>3</u>
<b>Total</b>	<b>15</b>

<b>Fourth Semester</b>	<b>units</b>
Course from GE requirement Area A	3
Course from GE requirement Area E	3
Program elective	3
Electives	<u>6</u>
<b>Total</b>	<b>15</b>
<b>Degree Total</b>	<b>60</b>

**Program Electives:**  
Please refer to the Program Electives listed under the certificate program.

**Business Administration**  
This major is for the business student who intends to complete the associate degree and transfer to a four-year institution.

A maximum of 6 pass/no pass units will be accepted for this degree.

The requirements for an associate degree in Business Administration may be satisfied by completing the required core lower-division Business Administration courses (27-28 units), 37-39 units of general education requirements (CSU GE or IGETC; See Transfer Information 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, advertising, purchasing, retail, retail management, sales, sales management, human resources, customer service, accounting, communication, financial administration, operations, project management, health services administration, 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.

<b>Required Courses:</b>	<b>units</b>
ACCT 201, Financial Accounting	4
ACCT 205, Managerial Accounting	4
BUS 201, Business Law	3
CA 103, Intro. to Microcomputers <b>or</b> CIS 101, Introduction to Computer Information Science	3
ECON 101, Principles of Macroeconomics	3
ECON 102, Principles of Microeconomics	3
MATH 124, Finite Math <b>or</b> MATH 150, Calculus and Analytic Geometry <b>or</b> MATH 115, Statistics	4-5
Program Electives	<u>3-5</u>
<b>Total</b>	<b>27-28</b>

<b>Program Electives:</b>	<b>units</b>
Select 3-5 units from the following program electives.	
ACCT 113, Bookkeeping II	3
ACCT 115, Payroll Bookkeeping	2
BUS 199, Occupational Work Experience	1-8
BUS 203, Business Law	3
BUS 212, Women in Organizations	3
CA 103, Introduction to Microcomputers	3
CA 111, Word Processing—Microsoft Word	3
CA 121, Microcomputer Spreadsheets	3
CIS 101, Introduction to Computer Information Science	3
ECON 110, Economics of the Underclass	3
MGT 101, Management Principles	3
MGT 105, Elements of Supervision	3
MKTG 101, Principles of Marketing	3
OT 101, Beginning Computer Keyboarding	3
RE 101, Real Estate Principles	3

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*

<b>First Semester</b>	<b>units</b>
ECON 101, Principles of Macroeconomics	3
Course from GE requirement Area D1	3
Course from GE requirement Area D2	3
Elective	<u>3</u>
<b>Total</b>	<b>12</b>

<b>Second Semester</b>	<b>units</b>
ECON 102, Principles of Microeconomics	3
MATH 124, Finite Math <b>or</b> MATH 150, Calculus and Analytic Geometry <b>or</b> MATH 115, Statistics	4-5
Course from GE requirement Area A	3
Electives	<u>6</u>
<b>Total</b>	<b>16-17</b>

<b>Third Semester</b>	<b>units</b>
ACCT 201, Financial Accounting	4
BUS 201, Business Law	3
Course from GE requirement Area B	3
Course from GE requirement Area F (BUS 212 or MGT 212 recommended)	3
Elective	<u>3</u>
<b>Total</b>	<b>16</b>

<b>Fourth Semester</b>	<b>units</b>
ACCT 205, Managerial Accounting	4
CA 103, Intro. to Microcomputers <b>or</b> CIS 101, Introduction to Computer Information Science	3
Course from GE requirement Area C	3
Course from GE requirement Area E	3
Elective	<u>3</u>
<b>Total</b>	<b>16</b>

**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 <b>or</b>	
CA 103, Introduction to Microcomputers <b>or</b>	
CA 221, Computer Concepts & Applications in Business	3-4
BUS 101, Introduction to Business <b>or</b>	
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>
<b>Total 15-16</b>	

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>
<b>Total 13-14</b>	

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>
<b>Total 16-17</b>	

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>
<b>Total 14-15</b>	

**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 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](http://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.

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## Business Courses

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### **BUS 101 \*INTRODUCTION TO BUSINESS**

3 units

3 hours weekly

**Advisory:** Eligibility for College Level Reading and ENGL 099.

This course is an introduction to the organization, principles, and practices of business as it operates within the current economic and governmental environment. (CSU, 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 099 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/ENGL 101SL.

**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. (CSU, AVC)

### **BUS 121 \*FUNDAMENTALS OF INVESTMENT AND PERSONAL FINANCE**

3 units

3 hours weekly

**Advisory:** Eligibility for College Level Reading, ENGL 101/ENGL 101SL 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/ENGL 101SL.

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. (CSU, UC, AVC)

### **BUS 203 \*BUSINESS LAW**

3 units

3 hours weekly

**Advisory:** Completion of BUS 201, and Eligibility for College Level Reading and ENGL 101/ENGL 101SL.

This course examines our commercial environment, including business ethics, the law of property, wills, estates, trusts, the various forms of business organization, creditor's rights, secured transactions, bankruptcy, securities along with securities regulation, international law and government regulation of business. Students will be challenged in areas of critical analysis, logic and reasoning. (CSU, UC, AVC)

**BUS 212 \*WOMEN IN ORGANIZATIONS**

*3 units*

*3 hours weekly*

**Advisory:** *Eligibility for College Level Reading and ENGL 101/ENGL 101SL.*

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)