

Business

Degrees: A.A. - General Business
A.A. - General Business, Transfer

Certificates: General Business
General Business, Pre-professional

Certificates of completion offered by department:
Call Center Customer Service
Representative

Area: Business
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“Business” describes a broad range of activities involving the buying and selling of products and/or services. The field of business education, however, is divided into two general areas.

The first area of study deals with directing the flow of goods and services from producer to consumer. These activities include selling and such sale-supporting functions as buying, transporting, storing, promoting, financing, marketing research and management.

The second general area of study may lead to employment and/or advancement in occupations that include recording and retrieval of data, supervision and coordination of office activities, internal and external communication, and the reporting of information.

Career Opportunities

The range of well-paying positions in business is expanding. There are excellent opportunities for well-prepared people in private business, high-tech industries and government agencies.

The Business Area offers degrees and certificates in different areas: Accounting, General Business, Management, Marketing, and Real Estate. The programs are designed to prepare students for entry-level employment and/or for transfer to a four-year college or university.

To earn an AA degree in Business, all students are required to complete a business core of 14-18 units, the concentration requirements of the particular major, and the college's graduation requirements. ARC offers business degrees in 22 different areas of study (concentrations).

Certificate programs have been developed with the assistance of business and industry advisory committees to provide vocational training for students

who are seeking employment. Many of the courses required for a certificate may apply towards an AA degree. American River College offers certificates in 15 different areas.

Business Core For Degree Programs

The following core classes are required of all business degree candidates. If an option is listed, the student should check the required classes for a concentration to determine which class meets the degree requirement.

Course	Units
ACCT 101*	3 or 4
or ACCT 301	
BUS 110* or ECON 302*	3
BUS 300	3
BUS 340* or 345*	3
BUSTEC 300	1-0
or competency exam to type 25 wpm	
CISC 300	3
selected from CIS classes or ACCT 341, 343; BUSTEC 305, 310	

*Course option defined for concentration. See Requirements for Degree under specific concentration.

General Business - A.A.

Designed to prepare students for entry-level positions in business and government.

Requirements for Degree Major:

38-40 units

Business Core Requirements 17-19 Units

ACCT 101 or 301	3-4
BUS 110 or ECON 302	3
BUS 300	3
BUS 310	3
BUS 340 or 345	3
BUSTEC 300 (or passing a keyboarding competency test)	0/1
CISA 300 and 310	2

Concentration Requirements	21 Units
BUS 105	3
BUS 330	3
MGMT 304	3
MKT 300	3

A minimum of 9 units selected from Business Area courses.

General Business

Basic Certificate

Requirements for Certificate **20 units**

Courses Required

BUS 100	3
BUS 212, 216, 218, 220, 224	5
BUS 300	3
BUS 330	3
BUSTEC 122	3
CISA 300 and 310	2
CISC 300	1

General Business

Pre-Professional Certificate

Requirements for Certificate: **35-37 units**

Courses Required

ACCT 101 or 301	3-4
BUS 105	3
BUS 110 or ECON 302	3
BUS 224	1
BUS 300	3
BUS 310	3
BUS 330	3
BUS 340 or 345	3
BUSTEC 300 (or the passing of a keyboarding competency test)	0/1
CISA 300	1
CISA 310	1
MGMT 304	3
MKT 300	3

5 units from the following:

ACCT 311; MKT 310, 312, 314; BUS 210, 214, 220, 350; BUSTEC 122; CISA 320, 330; CISC 350; MGMT 308, 360, 362, 372

General Business - Transfer A.A..

Designed to prepare students for advanced study in business. Provides for the business core required of most four-year colleges and universities as well as the college graduation requirements. Students should confer with their counselor about specific transfer requirements or any additional general education requirements. Many colleges and universities have different CORE requirements. You can obtain this information from your counselor.

No certificate program.

Requirements for Degree Major: **34-36 units**

Business Core Requirements **14-16 Units**

ACCT 301	4
BUS 300	3
BUS 310 or 345	3
BUSTEC 300 (or the passing of a keyboarding competency test)	0/1
CISA 300 and 310	2
ECON 302	3

Concentration Requirements	20 Units
ACCT 311	4
ECON 304	3
MATH 340 or 342	3
STAT 301	3

7 units chosen from the following: ACCT 341 or 343; BUS 320; BUSTEC 305, 310; CISA 320, 330; CISC 305, 350; MGMT 300 or 304; MKT 300

General Education Graduation Requirements: Students must also complete the general education graduation requirements for an A.A. degree. See Graduation requirements.

Call Center Customer Service Representative Certificate

Requirements for Certificate **8 units**

Courses Required

Courses Required	Units
BUS 240	3
BUS 241	2
BUSTEC 300	1
CISA 301	1
CISC 300	1

BUS 100 Business English 3 Units

Formerly: BUS 50

Prerequisite: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310 with a grade of "C" or better; or placement through assessment.

Advisory: Touch-typing.

Course Not Transferable UC or CSU

Hours: 54 hours LEC

This course stresses the mechanics of English as specifically applied to the field of business. Contents include sentence structure, punctuation, grammar, spelling, business vocabulary, dictionary usage, and business document formatting. The application of these skills requires the use of a computer. This course is required of all office administration majors. It is recommended for all business majors during their first semester.

BUS 105 Business Mathematics 3 Units

Formerly: BUS 60

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320; or placement through assessment.

Course Not Transferable UC or CSU

Hours: 54 hours LEC

This course is a review of basic mathematical skills and introduces equations and formulas in solving for unknowns. Applications of mathematics in business include such areas as banking, commercial discounts, retail and wholesale markup/markdown, payroll computations, simple and compound interest, bank discount, present value, taxes, insurance, depreciation, and financial statements. Recommended and useful for every major in business. AA/AS area D2.

BUS 110 Business Economics 3 Units

Formerly: BUS 59

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.

Course Not Transferable UC or CSU

Hours: 54 hours LEC

This course is designed for two-year Accounting, Business, Computer Information, Marketing, and Real Estate majors. Both microeconomic and

macroeconomic theory will be covered with the emphasis towards applications. Does not meet ECON 302 or 304 requirements for transfer students. AA/AS area C2.

BUS 150 Retail/Wholesale Operations Management 3 Units

Formerly: BUS 68

Prerequisite: None

Advisory: MKT 300 and 312.

Course Not Transferable UC or CSU

Hours: 54 hours LEC

This is a specialized course for those in the marketing distribution system at either the wholesale or retail level. Purchasing, transportation, storage, pricing, asset management, and information management are a few of the topics covered.

BUS 210 The Business Plan 1 Unit

Formerly: BUS 71A

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350

Course Not Transferable UC or CSU

Hours: 18 hours LEC

This course offers an organized, step-by-step approach to preparing a business plan. The plan will enable students to solve problems "on paper" before they become operational or money problems. Students will create a business plan as part of the course.

BUS 212 Marketing for Small Businesses 1 Unit

Formerly: BUS 71B

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.

Course Not Transferable UC or CSU

Hours: 18 hours LEC

This course emphasizes how a small business or non-profit organization can market its service or product to the consumer. The student will learn about ways to improve market mix, identify target markets, and develop a marketing plan.

BUS 214 Financing a Small Business 1 Unit

Formerly: BUS 71C

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.

Course Not Transferable UC or CSU

Hours: 18 hours LEC

This course covers sources and ways of raising capital for small businesses. It will explore how much money is needed and where it can be obtained, start-up costs, and projecting monthly and yearly costs. Financial ratios and key financial statements are also covered.

BUS 216 Essential Records for the Small Business 1 Unit

Formerly: BUS 71D

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.

Course Not Transferable UC or CSU

Hours: 18 hours LEC

This course emphasizes the various types of records that small businesses must keep. The focus will be upon financial, employment, and tax records. Simple, easy-to-use record-keeping systems will be covered.

BUS 218 Management Skills for the Small Business 1 Unit

Formerly: BUS 71E

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.

Course Not Transferable UC or CSU

Hours: 18 hours LEC

A small business owner must understand and motivate others to help the business reach its objectives. This course covers such functions as planning and organizing work flow, delegating responsibilities, understanding leadership styles, decision making, stress and time management, and working with employee organizations.

BUS 220 Retailing and Merchandising for the Small Business 1 Unit

Formerly: BUS 71F

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.

Course Not Transferable UC or CSU

Hours: 18 hours LEC

This course will emphasize retailing concepts, such as inventory control and turnover rates, selecting merchandise sources, using trade and cash discounts, pricing, markup and markdown, and shrinkage control. Students will also learn how to develop a merchandising plan, inventory control system, and assess consumer behavior and demographics.

BUS 224 Customer Service 1 Unit

Formerly: BUS 71I

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.

Course Not Transferable UC or CSU

Hours: 18 hours LEC

This course is a study of the principles involved in building an effective customer service team. Customer service activities in business, government, and other service industries will be examined so that improved customer service will be emphasized.

BUS 226 Loss Prevention and Security 1 Unit

Formerly: BUS 71J

Prerequisite: BUS 350.

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105.

Course Not Transferable UC or CSU

Hours: 18 hours LEC

This course focuses on the procedures in developing a loss prevention program. Such topics as store design, employee training, and the use of loss detection devices will be introduced. Local laws relating to shoplifting will be presented and explained.

BUS 228 Selling Techniques for the Small Business 1 Unit

Formerly: BUS 71K

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 350, MKT 300.

Course Not Transferable UC or CSU

Hours: 18 hours LEC

This class will focus on those skills that will aid an individual to become a professional salesperson. The skills presented will be those that will aid both product and service salespeople. This course is recommended for anyone who might have to use some sales techniques in any business, industry, or government position.

BUS 230 QuickBooks (R) for Small Business 1 Unit

Formerly: BUS 71M

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103, or ESLR 320 and ESLW 320; BUS 350.

Course Not Transferable UC or CSU

Hours: 18 hours LEC This class will emphasize the use of QuickBooks (R) to aid the small business operator in creating financial statements and other financial reports. Not open for students who have taken Accounting 61.

BUS 240 Call Center Customer Service 3 Units

Formerly: BUS 87

Prerequisite: None

Course Not Transferable UC or CSU

Hours: 54 hours LEC

This course is designed to provide an understanding of customer service and methods for practicing the same in the modern contact center environment. Course topics include: Defining customer service, types of customers, the value of a customer to a business, establishing rapport and dealing with difficult co-workers, customers and situations. The course also introduces the contact center via the Virtual Call Center Simulator (VCCS), client calls, responses, data-entry and a number of additional simulated call center situations.

BUS 241 Call Center Operations 2 Units

Formerly: BUS 88

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.

Course Not Transferable UC or CSU

Hours: 36 hours LEC

This course is designed to provide an understanding of the call and contact center environment, what it means to be a customer service representative (CSR), and how to efficiently use the phone to maximize your effectiveness as a CSR. Course topics include various types of call centers and how each differs in goal and function, and mastering the use of the phone as a CSR tool.

BUS 294 Topics in Business .5-3 Units

Formerly: BUS 80

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310.

Course Not Transferable UC or CSU

Hours: 0-54 hours LEC; 0-108 hours LAB

Individualized topics are developed in cooperation with business and industry to meet specialized training needs. Topics may be selected from accounting, business, computer science, management, marketing, office administration and real estate. Maximum of six units. Topics may not be repeated.

BUS 300 Introduction to Business 3 Units

Formerly: BUS 20

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course is a survey class for those commencing studies in any business field. It will survey the primary majors in business such as Management, Marketing, Finance, Accounting, Computer Information Science, and Business Law. Topics will also cover the many environments of business such as business ethics, community concerns, pollution, and many others. AA/AS area C2.

BUS 310 Business Communications 3 Units

Formerly: BUS 8

Prerequisite: BUS 100 or ENGWR 102 or ENGWR 103 and ENGRD 116; or ESLW 320 with a grade of "C" or better, or placement through assessment.

Advisory: Keyboarding skill or BUSTEC 300 (1 unit).

Course Transferable to CSU

Hours: 54 hours LEC

This course focuses on the concepts, strategies, and principles of effective communication. Tools to communicate effectively in a fast-paced technological, global marketplace are emphasized. The course provides opportunities to create, evaluate, critique, and judge business documents and reports. A formal research paper using analytical skills and the ability to draw conclusions and make recommendations is required. AA/AS area D1.

BUS 320 Concepts in Personal Finance (Same as ECON 320) 3 Units

Formerly: BUS 14

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320, and BUS 105.

Course Transferable to CSU

Hours: 54 hours LEC

This course is designed to assist individuals to analyze their financial affairs for lifelong decision making. Elements and conceptual basis of financial planning and the analysis and decision making in areas of budgeting, taxes, borrowing, money management, insurance, investments, and retirement will be examined. Not open to students who have completed Economics 14. AA/AS area 3C2, E2; CSU area D3.

BUS 330 Managing Diversity in the Workplace 3 Units

Formerly: BUS 15

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.

Course Transferable to CSU

Hours: 54 hours LEC

The course examines the leadership skills and abilities needed to manage a multicultural workforce. A primary focus is placed upon the workplace impact of various historical, social, and cultural experience/perspectives related to gender, age, ethnicity, and disability. Workforce issues related to the diversity of the American consumer and global consumer impact on the United States are analyzed. AA/AS areas C2,F; CSU area D3.

BUS 340 Business Law 3 Units

Formerly: BUS 18A

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course focuses on the law in its relationship to the environment of business. Topics covered include the American legal system as an instrument of economic, social, and political control, sources and processes of law, contracts and sales, agency, business organizations, ethics, and the regulatory process. (CAN BUS 12).

BUS 345 Law and Society (Same as Political Science 332) 3 Units

Formerly: BUS 16

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course is an introduction to the Anglo-American Common Law system with emphasis upon the nature and purpose of law. The evolution of legal concepts as a reflection of the social environment, and the basic organization and functioning of the American judicial system presented from a theoretical rather than a practical view point through analysis of selected cases and reading materials. Not to be taken in place of BUS 340 (Business Law) where required. Not open to students who have completed POLS 332. AA/AS area C2; CSU area D3; IGETC area 4.

**BUS 350 Small Business Management/
Entrepreneurship 3 Units**

Formerly: BUS 25

Prerequisite: None

*Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and
ESLW 320.*

Course Transferable to CSU

Hours: 54 hours LEC

This class provides an overview of the various elements involved in starting and operating a small business. It introduces such topics as developing a business plan, finding financial resources, developing personal and business goals, meeting legal requirements, understanding marketing concepts, and other topics of interest to the entrepreneur.

BUS 498 Work Experience in Business 1-4 Units

Formerly: BUS 48

Prerequisite: Current employment or volunteer position.

Course Transferable to CSU

Hours: 18-72 hours LEC

Supervised work experience in business for the purpose of increasing student's understanding of the nature and scope of the operation of business, government or service agencies. Class enrollment is dependent upon student being in a paid or volunteer work experience learning environment. May be repeated for credit.