DEGREES AND CERTIFICATES

Business Administration A.S. for Transfer Degree

This Associate in Science in Business Administration provides students with a major that fulfills the general requirements for transfer to the California State University. Students with this degree will receive priority admission with junior status to the California State University system. The Associate in Science in Business for Transfer (A.S.-T.) may be obtained by the completion of 60 transferable, semester units with a minimum of a 2.0 GPA, including the major or area of emphasis described in the Required Program outlined below (earning a C or better in these courses), and the Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education-Breadth Requirements.

Students should work closely with their ARC counselor to ensure that they are taking the appropriate coursework to prepare for majoring in Business at the four year college they wish to transfer to.

Career Opportunities

Account executive, analyst, bank employee, buyer, manager, entrepreneur, financial planner, government service, insurance representative, investment counselor, public administration, purchasing agent, retail/industrial sales, stockbroker. Some options may require more than 2 years of study and additional licensing.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

• identify and explain the major functional areas of the business organizations including management, marketing, finance, and accounting.
• apply commonly used computer application programs to create relevant business documents.
• apply accounting and mathematical concepts and principles in making decisions about business operations.
• assess the relationships and interdependencies of economic, social, legal, and global environments in which businesses operate.

DEGREES:

A.S. for Transfer - Business Administration
A.A. - General Business
A.A. - Small Business Management
A.A. - Technical Communications

CERTIFICATES:

General Business
Small Business Management
Technical Communications

Department Certificates:

Computer Applications for Small Business
Cross-Cultural Conflict Resolution
Entrepreneurship
General Business - Introduction
Internet Marketing

Requirements for Degree

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 301</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 311</td>
<td>Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>ECON 302</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 304</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MATH 340</td>
<td>Calculus for Business and Economics</td>
<td>3</td>
</tr>
<tr>
<td>MATH 342</td>
<td>Modern Business Mathematics</td>
<td></td>
</tr>
<tr>
<td>MATH 350</td>
<td>Calculus for the Life and Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>STAT 300</td>
<td>Introduction to Probability and Statistics</td>
<td>4</td>
</tr>
<tr>
<td>STAT 305</td>
<td>Statway, Part II</td>
<td>6</td>
</tr>
<tr>
<td>BUS 310</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>CISA 308</td>
<td>Exploring Word Processing and Presentation</td>
<td>1</td>
</tr>
<tr>
<td>CISA 315</td>
<td>Introduction to Electronic Spreadsheets</td>
<td>2</td>
</tr>
<tr>
<td>CISA 316</td>
<td>Intermediate Electronic Spreadsheets</td>
<td>2</td>
</tr>
<tr>
<td>CISA 318</td>
<td>Exploring Spreadsheet Software</td>
<td>1</td>
</tr>
<tr>
<td>CISA 340</td>
<td>Presentation Graphics</td>
<td>2</td>
</tr>
<tr>
<td>CISC 305</td>
<td>Introduction to the Internet</td>
<td>1</td>
</tr>
<tr>
<td>CISC 308</td>
<td>Exploring Computer Environments and the Internet</td>
<td>1</td>
</tr>
<tr>
<td>CISC 310</td>
<td>Introduction to Computer Information Science</td>
<td>3</td>
</tr>
<tr>
<td>CISC 320</td>
<td>Operating Systems</td>
<td>1</td>
</tr>
<tr>
<td>CISN 300</td>
<td>Network Systems Administration</td>
<td>3</td>
</tr>
<tr>
<td>CISP 350</td>
<td>Database Programming</td>
<td>3</td>
</tr>
</tbody>
</table>

1 Students can also select one of the following courses if not already used: MATH 340, MATH 342, MATH 350, STAT 300, STAT 305.

Associate in Science for Transfer Degree Requirements: The Business Administration Associate in Science for Transfer (A.S.T.) Degree may be obtained by completion of 60 transferable, semester units with a minimum 2.0 GPA, including (a) the major or area of emphasis described in the Required Program, and (b) either the Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education-Breadth Requirements.
General Business Degree
The General Business A.A. degree is designed to provide a strong foundation for those entering into a variety of business fields in the private and public sector. The program includes coursework that is essential for entry-level positions and enhances the knowledge base of those who are seeking career progression.

Student Learning Outcomes
Upon completion of this program, the student will be able to:
- identify and explain the major functional areas of the business organizations including management, marketing, finance, and accounting.
- develop leadership skills and abilities that are effective in managing a multicultural workforce.
- analyze practical business problems and utilize critical thinking and research skills in the evaluation of alternative solutions.
- apply accounting concepts and principles in making decisions about business operations.
- integrate management principles in relationship to finance, personnel, products, services and information.
- communicate effectively verbally and in writing in various business settings.
- apply commonly used computer application programs to compose relevant business documents.

Career Opportunities
Account executive, analyst, bank employee, buyer, clerk, data-entry clerk, data-entry specialist, entrepreneur, financial planner, government service, insurance representative, investment counselor, manager, marketing, market research, office assistant, public administration, purchasing agent, retail/industrial sales.

Requirements for Degree 32-35 Units

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 101</td>
<td>Fundamentals of College Accounting (3)</td>
<td>3 - 4</td>
</tr>
<tr>
<td>or ACCT 301</td>
<td>Financial Accounting (4)</td>
<td></td>
</tr>
<tr>
<td>BUS 105</td>
<td>Business Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>BUS 110</td>
<td>Business Economics (3)</td>
<td>3</td>
</tr>
<tr>
<td>or ECON 302</td>
<td>Principles of Macroeconomics (3)</td>
<td></td>
</tr>
<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td></td>
</tr>
<tr>
<td>BUS 310</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>BUS 320</td>
<td>Concepts in Personal Finance</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law (3)</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 345</td>
<td>Law and Society (3)</td>
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<tr>
<td>CISA 305</td>
<td>Beginning Word Processing (2)</td>
<td>1-2</td>
</tr>
<tr>
<td>or CISA 308</td>
<td>Exploring Word Processing and Presentation Software (1)</td>
<td></td>
</tr>
<tr>
<td>CISA 315</td>
<td>Introduction to Electronic Spreadsheets (2)</td>
<td>1-2</td>
</tr>
<tr>
<td>or CISA 318</td>
<td>Exploring Spreadsheet Software (1)</td>
<td></td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

And a minimum of 6 units from the following: 6

BUS, MGMT, MKT, RE courses not used to fulfill other requirements for the degree

Associate Degree Requirements: The General Business Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements

General Business Certificate
The General Business certificate provides an overview of the various disciplines in business such as management, marketing, accounting and finance. It is intended to meet the needs of students who wish to develop, retrain or upgrade skills.

Student Learning Outcomes
Upon completion of this program, the student will be able to:
- identify the functions of management and apply them in business situations.
- analyze written communication.
- evaluate and apply the basic concepts of marketing in both for-profit and non-profit organization.
- develop leadership skills and abilities that are effective in managing a multicultural workforce.
- apply commonly used computer application programs to create relevant business documents.
- apply business mathematics in order to analyze data and solve business problems.
- explain small business practices such as record-keeping, financing, marketing, and creating a business plan.
- compose effective business documents.

Requirements for Certificate 24-25 Units

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 101</td>
<td>Fundamentals of College Accounting (3)</td>
<td>3 - 4</td>
</tr>
<tr>
<td>or ACCT 301</td>
<td>Financial Accounting (4)</td>
<td></td>
</tr>
<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 310</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>CISC 300</td>
<td>Computer Familiarization</td>
<td>1</td>
</tr>
<tr>
<td>MGMT 304</td>
<td>Introduction to Management Functions</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

And a minimum of 5 units from the following: 5

BUS 210 | The Business Plan (1) |
| BUS 212 | Marketing for Small Businesses (1) |
| BUS 214 | Financing a Small Business (1) |
| BUS 216 | Essential Records for the Small Business (1) |
| BUS 218 | Management Skills for the Small Business (1) |
| BUS 224 | Customer Service (1) |
| BUS 330 | Managing Diversity in the Workplace (3) |
| BUS 350 | Small Business Management/Entrepreneurship (3) |
| CISA 305 | Beginning Word Processing (2) |
| CISA 315 | Introduction to Electronic Spreadsheets (2) |
| CISA 320 | Introduction to Database Management (1) |
| CISA 340 | Presentation Graphics (2) |
| MGMT 362 | Techniques of Management (3) |

See losrios.edu/gainful-emp-info/gedt.php?major=011046C01 for Gainful Employment Disclosure.
**Small Business Management Degree**

The Small Business Management degree provides training and education for those wishing to own or manage a small entrepreneurial venture. The various elements involved in starting and operating a small business are covered.

**Student Learning Outcomes**

Upon completion of this program, the student will be able to:

- evaluate the feasibility of success when starting a new business venture.
- research and compose a business plan that can be used for planning as well as financing.
- employ appropriate management, finance, accounting, and marketing techniques required in operating a business.

**Requirements for Degree 33-34 Units**

- ACCT 101 Fundamentals of College Accounting (3) ........................................ 3 - 4
- or ACCT 301 Financial Accounting (4)
- BUS 105 Business Mathematics ........................................................... 3
- or BUS 110 Business Economics (3) .......................................................... 3
- or ECON 302 Principles of Macroeconomics (3)
- BUS 300 Introduction to Business ............................................................ 3
- BUS 340 Business Law ........................................................................... 3
- BUS 350 Small Business Management/Entrepreneurship ....................... 3
- MGMT 304 Introduction to Management Functions (3) ......................... 3
- or MGMT 362 Techniques of Management (3)
- MKT 300 Principles of Marketing ............................................................. 3
- MKT 312 Retailing .................................................................................. 3

And a minimum of 3 units from the following: ........................................... 3

- ACCT 341 Computerized Accounting (2)
- ACCT 343 Computer Spreadsheet Applications for Accounting (2)
- BUSTEC 305 Business Technology Essentials (1)
- BUSTEC 310 Introduction to Word/Information Processing (3)
- One or more Computer Information Science courses

And a minimum of 3 units from the following: ........................................... 3

- BUS 210 The Business Plan (1)
- BUS 212 Marketing for Small Businesses (1)
- BUS 214 Financing a Small Business (1)
- BUS 216 Essential Records for the Small Business (1)
- BUS 218 Management Skills for the Small Business (1)
- BUS 220 Retailing and Merchandising for the Small Business (1)
- BUS 224 Customer Service (1)
- BUS 228 Selling Techniques for the Small Business (1)

**Associate Degree Requirements:** The Small Business Management Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

**Small Business Management Certificate**

This certificate is designed for existing and potential entrepreneurs. It provides an organized course of study that enables students to develop their entrepreneurial skills, recognize opportunities, and learn the basics of starting and managing a small business.

**Student Learning Outcomes**

Upon completion of this program, the student will be able to:

- create a business plan that covers all facets of operating a business.
- organize and manage the different business functions necessary for ongoing operations.
- appraise and evaluate business opportunities.

See losrios.edu/gainful-emp-info/gedt.php?major=011176C01 for Gainful Employment Disclosure.

**Requirements for Certificate 16 Units**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BUS 210</td>
<td>The Business Plan ........................................ 1</td>
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<tr>
<td>BUS 212</td>
<td>Marketing for Small Businesses ........................... 1</td>
</tr>
<tr>
<td>BUS 214</td>
<td>Financing a Small Business ................................ 1</td>
</tr>
<tr>
<td>BUS 216</td>
<td>Essential Records for the Small Business ............... 1</td>
</tr>
<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship ............ 3</td>
</tr>
<tr>
<td>CISC 300</td>
<td>Computer Familiarization .................................. 1</td>
</tr>
</tbody>
</table>

And a minimum of 8 units from the following: .......................................... 8

- ACCT 121 Payroll Accounting (3)
- ACCT 341 Computerized Accounting (2)
- BUS 218 Management Skills for the Small Business (1)
- BUS 220 Retailing and Merchandising for the Small Business (1)
- BUS 224 Customer Service (1)
- BUS 228 Selling Techniques for the Small Business (1)
- BUS 340 Business Law (3)
- CISA 305 Beginning Word Processing (2)
- CISA 315 Introduction to Electronic Spreadsheets (2)
- MKT 300 Principles of Marketing (2)
- MKT 312 Retailing (3)
- MKT 314 Advertising (3)

**Technical Communications Degree**

This is an interdisciplinary course of study designed to prepare students for employment as professional writers and communicators in a variety of media intended to instruct and inform audiences. The degree program includes substantial course work in writing, information design, editing, page design, online help development, web site creation, and the use of industry standard applications.

**Student Learning Outcomes**

Upon completion of this program, the student will be able to:

- analyze audience information needs and propose solutions to aid the audience.
- design technical communication solutions for a variety of industry and government purposes.
- design and create web sites and help systems with effective visual design, navigation, and written content.
- design and publish printed pages with effective design, organization, content, and indexing.
- compose professional prose for a variety of audiences with a variety of purposes.
- compose and edit professional documents in grammatically correct, concise English.
- create and use style templates in a variety of industry standard software.

**Career Opportunities**

Technical communicators may be employed in a variety of occupations in government, scientific firms, nonprofits, natural resources, finance, education, and high tech.

**Requirements for Degree 36.5 Units**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BUS 100</td>
<td>English for the Professional ............................ 3</td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing ................................ 2</td>
</tr>
<tr>
<td>CISW 300</td>
<td>Web Publishing .................................................. 3</td>
</tr>
<tr>
<td>JOUR 300</td>
<td>Newswriting and Reporting .................................. 3</td>
</tr>
<tr>
<td>TECCOM 300</td>
<td>Introduction to Technical/Professional Communication .. 3</td>
</tr>
<tr>
<td>TECCOM 310</td>
<td>Technical/Professional Communication: Writing Reports ...................................... 3</td>
</tr>
<tr>
<td>TECCOM 320</td>
<td>Technical/Professional Communication: Proposal Writing ............................................. 3</td>
</tr>
<tr>
<td>TECCOM 330</td>
<td>Technical/Professional Communication: Writing Technical Manuals .................... 3</td>
</tr>
<tr>
<td>TECCOM 340</td>
<td>Technical/Professional Communication: Developing Help Systems ......................... 1.5</td>
</tr>
</tbody>
</table>

(continued on next page)
(Technical Communications Degree continued)

And a minimum of 12 units from the following: .......................... 12
ARTNM 328  Beginning Digital Photo Imagery (3)
ARTNM 330  Intermediate Digital Photo Imagery (3)
ARTNM 352  Design for Publication (3)
CISA 331  Intermediate Desktop Publishing (2)
CISW 310  Advanced Web Publishing (4)
CISW 321  Web Site Development using Dreamweaver (3)
CISW 400  Client-side Web Scripting (4)
CISW 410  Middleware Web Scripting (4)
ENGWR 301  College Composition and Literature (3)

Associate Degree Requirements: The Technical Communications Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

Technical Communications Certificate

The Technical Communications certificate offers an interdisciplinary program of courses in writing, Art/New Media, and Computer Information Systems to prepare students for a variety of technical writing and professional communication careers. The certificate includes the theory, writing skills, design background, and computer applications knowledge needed for jobs in technical communication.

Student Learning Outcomes

Upon completion of this program, the student will be able to:
• analyze audience information needs.
• compose concise, clearly written professional documents organized with the audiences’ needs in mind.
• design printed pages and online screens that communicate organizations’ values, enhance readability, and are easy to use.
• demonstrate basic skills in the use of key word processing, page design, help development, and web design applications.
• evaluate organizations’ communication goals with technical writing ethics in mind.

Career Opportunities

Technical communicators find employment in medical, scientific, high tech, business, university, and government settings. They may write white papers, tutorials, reference and procedure manuals, help systems, user assistance video scripts, grants and proposals, and more.

See losrios.edu/gainful-emp-info/gedt.php?major=011222C01 for Gainful Employment Disclosure.

Requirements for Certificate 21.5-22.5 Units

ARTNM 352  Design for Publication (3) ......................... 3-4
or CISA 330  Desktop Publishing (2)
and CISA 331  Intermediate Desktop Publishing (2)
CISA 305  Beginning Word Processing ......................... 2
CISW 300  Web Publishing ................................. 3
TECOM 300  Introduction to Technical/Professional Communication ..... 3
TECOM 330  Technical/Professional Communication:
Writing Technical Manuals .................................. 3
TECOM 340  Technical/Professional Communication:
Developing Help Systems .................................. 1.5
And a minimum of 6 units from the following: .................... 6
BUS 100  English for the Professional (3)
CISW 321  Web Site Development using Dreamweaver (3)
CISW 400  Client-side Web Scripting (4)
CISW 410  Middleware Web Scripting (4)
TECOM 310  Technical/Professional Communication: Writing Reports (3)
TECOM 320  Technical/Professional Communication: Proposal Writing (3)

DEPARTMENT CERTIFICATES

Computer Applications for Small Business Certificate

This certificate provides an overview of the specific computer related skills needed to run a small business. The focus is on word processing, electronic spreadsheets, desktop publishing, web page creation, computerized accounting, and an overview of small business/entrepreneurship.

Student Learning Outcomes

Upon completion of this program, the student will be able to:
• assess the ways to start a business and which form of business organization should be used
• explain the importance of a business plan, a financial plan, and a marketing plan
• apply principles of management and marketing relevant to the small business
• plan and execute strategies for working with multiple documents, templates, and macros, and apply techniques for using and editing pre-designed styles
• plan, construct, test, and evaluate worksheets that are efficient, accurate, and professional using a spreadsheet application
• create commonly used printed marketing documents using desktop publishing software
• evaluate web page content needs and design a web page
• generate and interpret various reports and financial statements in appropriate bookkeeping software

Requirements for Certificate 15-16 Units

ACCT 101  Fundamentals of College Accounting (3) ................. 3-4
or ACCT 301  Financial Accounting (4)
ACCT 341  Computerized Accounting ............................. 2
BUS 350  Small Business Management/Entrepreneurship ........... 3
CISA 305  Beginning Word Processing ............................... 2
CISA 315  Introduction to Electronic Spreadsheets ................ 2
CISA 330  Desktop Publishing ......................................... 2
CISC 306  Introduction to Web Page Creation ........................ 1

Cross-Cultural Conflict Resolution Certificate

This certificate provides the knowledge and skills needed to resolve cross-cultural conflict with both internal and external customers. It combines a theoretical understanding of conflict with the practical application of handling conflict within the context of a diverse environment.

Student Learning Outcomes

Upon completion of this program, the student will be able to:
• adapt communication behaviors based on cultural values and communication styles.
• analyze negotiation processes, strategies, and techniques.
• develop tactics for effective conflict management and resolution.

Requirements for Certificate 12 Units

BUS 317  Managing Workplace Conflict .............................. 3
BUS 330  Managing Diversity in the Workplace .................... 3
BUS 332  Cross-Cultural Customer Service .......................... 3
SPEECH 325  Intercultural Communication .......................... 3

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Entrepreneurship Certificate

This certificate is designed for existing and potential entrepreneurs. It provides an introductory and organized course of study that enables students to develop their entrepreneurial skills, recognize opportunities, and learn the basics of starting and managing a small business.

Student Learning Outcomes

Upon completion of this program, the student will be able to:
• create a business plan that covers all facets of operating a business
• organize, and manage the different business functions necessary for ongoing operations
• appraise, and evaluate business opportunities

Requirements for Certificate 12 - 13 Units

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 101</td>
<td>Fundamentals of College Accounting</td>
<td>3 - 4</td>
</tr>
<tr>
<td>or ACCT 301</td>
<td>Financial Accounting</td>
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</tr>
<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

General Business - Introduction Certificate

This certificate provides an introductory overview of the various disciplines in business, such as management, marketing, accounting, and finance. It is intended to meet the needs of students who wish to develop, retrain, or upgrade skills.

Student Learning Outcomes

Upon completion of this program, the student will be able to:
• identify the functions of management and apply them in business situations
• analyze written communication
• evaluate and apply the basic concepts of marketing in both for-profit and non-profit
• explain small business practices such as record-keeping, financing, marketing, and creating a business plan

Requirements for Certificate 12 - 13 Units

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 101</td>
<td>Fundamentals of College Accounting</td>
<td>3 - 4</td>
</tr>
<tr>
<td>or ACCT 301</td>
<td>Financial Accounting</td>
<td></td>
</tr>
<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Internet Marketing Certificate

This certificate offers a program of study for students seeking jobs that require skills in technical marketing applications. It provides opportunities to combine traditional marketing theory with the technical skills needed in today’s business environment. Courses address current technology-based business communications, marketing, Internet strategies, applications, and trends.

Student Learning Outcomes

Upon completion of this program, the student will be able to:
• identify and create effective Internet marketing strategies that enhance business relationships with present and future customers.
• apply communication theory, effective writing techniques, and presentation skills to business situations.

Requirements for Certificate 14 Units

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 310</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>CISA 330</td>
<td>Desktop Publishing</td>
<td>2</td>
</tr>
<tr>
<td>CISA 340</td>
<td>Presentation Graphics</td>
<td>2</td>
</tr>
<tr>
<td>CISA 345</td>
<td>Technical Marketing Applications</td>
<td>2</td>
</tr>
<tr>
<td>CISA 346</td>
<td>Social Media Applications</td>
<td>1</td>
</tr>
<tr>
<td>CISW 350</td>
<td>Imaging for the Web</td>
<td>1</td>
</tr>
<tr>
<td>MKT 330</td>
<td>Internet Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Business

BUS 100 English for the Professional 3 Units

Prerequisite: ENGRD 56 or ENGWR 56; OR ENGRD 15 and ENGWR 50; OR ESLR 310 and ESLW 310 with a grade of “C” or better; or placement through the assessment process.

Advisory: BUSTEC 300.1

Hours: 54 hours LEC

This course prepares students for professional business communication. It presents principles of correct and effective English usage as applied in business. Included are skills and techniques of written communication, sentence structure, word usage, punctuation, spelling, business vocabulary, and business document formatting. Emphasis is placed on critical thinking and effective writing techniques by analyzing written communication and composing and organizing paragraphs into effective business documents. Proofreading skills are stressed throughout the course.

BUS 105 Business Mathematics 3 Units

Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 360; OR ESLR 340 AND ESLW 340.

General Education: AA/AS Area II(b)

Hours: 54 hours LEC

This course reviews basic mathematical skills and introduces equations and formulas in solving for unknowns. Calculations for banking, commercial discounts, retail and wholesale markup-markdown, payroll computations, simple and compound interest, bank discount, present value, taxes, insurance, depreciation, and financial statements are explored. This course is recommended for business majors.
BUS 210  Business Economics  3 Units  
Advisory: ENGRD 116 with a grade of “C” or better; OR ESLR 320 and ESLW 340 with a grade of “C” or better.  
General Education: AA/AS Area V(b)  
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 are covered with the emphasis towards applications. This course does not meet ECON 302 or 304 requirements for transfer students.

BUS 210  The Business Plan  1 Unit  
Advisory: BUS 350; and eligible for ENGRD 310 or ENGRD 312 AND ENGRW 300; OR ESLR 340 AND ESLW 340.  
Hours: 18 hours LEC  
This course offers an organized, step-by-step approach to preparing a business plan. All sections of the business plan are covered.

BUS 212  Marketing for Small Businesses  1 Unit  
Advisory: BUS 350; and eligible for ENGRD 310 or ENGRD 312 AND ENGRW 300; OR ESLR 340 AND ESLW 340.  
Hours: 18 hours LEC  
This course covers how small businesses market products and services to consumers through the creation of a marketing plan. Topics include identifying target markets and utilizing the marketing mix to most effectively reach customers.

BUS 214  Financing a Small Business  1 Unit  
Hours: 18 hours LEC  
This course covers the sources and methods of raising capital for small businesses. It explores 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  
Advisory: ENGRW 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a grade of “C” or better.  
Hours: 18 hours LEC  
This course emphasizes the various types of records that small businesses must keep. The focus is on financial, employment, and tax records. Simple, easy-to-use record-keeping systems are covered.

BUS 218  Management Skills for the Small Business  1 Unit  
Advisory: ENGRW 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a grade of “C” or better.  
Hours: 18 hours LEC  
A small business owner must understand and motivate others to help the business reach its objectives. This course covers planning and organizing, delegating responsibilities, leadership styles, decision making, stress management, and working with employee organizations, all of which help the business reach its objectives.

BUS 220  Retailing and Merchandising for the Small Business  1 Unit  
Advisory: ENGRW 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a “C” grade or better.  
Hours: 18 hours LEC  
This course emphasizes retailing concepts, such as inventory control and turnover rates, selecting merchandise sources, using trade and cash discounts, pricing, markup, markdown, and shrinkage control. It also includes how to develop a merchandising plan, inventory control system, and assessing consumer behavior and demographics.

BUS 224  Customer Service  1 Unit  
Advisory: BUS 350  
Hours: 18 hours LEC  
This course introduces a study of the principles involved in building and delivering effective customer service. It focuses on providing value-added service through improved attitude, improved listening, conflict management, problem solving, and successful customer service interactions.

BUS 228  Selling Techniques for the Small Business  1 Unit  
Advisory: BUS 350  
Hours: 18 hours LEC  
The class focuses on those skills needed to successfully engage in the sales process of products/services. Special emphasis is given to small business owners and their needs.

BUS 250  Survey of International Business  3 Units  
Advisory: BUS 300  
Hours: 54 hours LEC  
This course is a comprehensive overview of international business, designed to provide both beginners and experienced business people with a global perspective on international trade, including foreign investments, impact of financial markets, international marketing, and the operation of multi-national corporations.

BUS 295  Independent Studies in Business  1-3 Units  
Prerequisite: None  
Hours: 54-162 hours LAB  
Independent Study is an opportunity for the student to extend classroom experience in this subject, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in this subject and secure approval. Only one independent study for each catalog course will be allowed.

BUS 300  Introduction to Business  3 Units  
Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGRW 300; OR ESLR 340 AND ESLW 340.  
General Education: AA/AS Area V(b)  
Course Transferable to UC/CSU  
Hours: 54 hours LEC  
This course provides 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. It covers specific areas such as management, marketing, finance, accounting, economics, and computer information systems. It is a core requirement for business majors. This course provides an overview that is helpful for selecting a specific career and/or major in the field of business. (C-ID BUS 110)
## BUS 310  Business Communications  3 Units

**Prerequisite:** BUS 100 or ENGW 101 with a grade of “C” or better, or placement through the assessment process.

**Advisory:** BUSTEC 300.1

**General Education:** AA/AS Area II(a)

**Course Transferable to CSU**

| Hours: 54 hours LEC |

This course provides the basic concepts for understanding communication in a changing business environment and focuses on practicing the strategies and principles of effective communication in business situations. Tools to communicate effectively in a fast-paced technological, global marketplace are emphasized. The course provides opportunities to create, edit, evaluate, and critique business documents and reports. A formal research paper using research and analytical skills, and drawing conclusions and making recommendations is required. An oral business presentation is prepared and delivered. (Competency: Writing)

## BUS 312  Workplace Behavior and Ethics  3 Units

**Advisory:** BUSTEC 300.1 and CISC 300 with a grade of “C” or better; and eligible for ENGRD 310 or ENGRD 312 AND ENGW 300, OR ESLR 340 AND ESLW 340.

**General Education:** AA/AS Area III(b)

**Course Transferable to CSU**

| Hours: 54 hours LEC |

This course introduces basic procedures that promote effective workplace practices. Specific topics include communicating effectively, working on teams, problem-solving, preparing and processing information, understanding business ethics, researching ethical business standards, and implementing ethical principles. Activities and techniques help to develop competencies needed in the workplace to communicate with coworkers and customers effectively.

## BUS 317  Managing Workplace Conflict  3 Units

**Course Transferable to CSU**

| Hours: 54 hours LEC |

This course focuses on identifying and understanding the underlying causes of workplace conflict and strategies for managing conflict effectively. It explores the impact of conflict on workplace communication, decision making, and leadership. It includes practical and strategic skills to prevent escalation of conflict and defuse disruptive behaviors.

## BUS 320  Concepts in Personal Finance  3 Units

**Same As:** ECON 320

**Advisory:** ENGW 102 or 103, and ENGRD 116; OR ESLR 340 and ESLW 340.

**General Education:** AA/AS Area V(b); AA/AS Area III(b); CSU Area D2

**Course Transferable to CSU**

| Hours: 54 hours LEC |

This course covers how to analyze financial affairs for lifelong decision making. It examines the basics of financial planning and the analysis and decision making in areas of budgeting, taxes, borrowing, money management, insurance, investments, and retirement. This course is not open to students who have completed ECON 320.

## BUS 330  Managing Diversity in the Workplace  3 Units

**General Education:** AA/AS Area V(b); AA/AS Area VI; CSU Area D3

**Course Transferable to CSU**

| Hours: 54 hours LEC |

The course examines the leadership skills and abilities needed to manage a multicultural workplace. It focuses on the workplace impact of various historical, social, and cultural experience/ perspectives related to gender, age, ethnicity, and disability. Workplace issues related to the diversity of the American consumer and global consumer impact on the United States are analyzed.

## BUS 332  Cross-Cultural Customer Service  3 Units

**Course Transferable to CSU**

| Hours: 54 hours LEC |

This course focuses on defining and developing skills to ensure customer service satisfaction and success. Emphasis is placed on dealing with difficult situations and people from a cross-cultural perspective, and on bringing out the best in others. It provides practical, hands-on techniques for those engaged in customer contact.

## BUS 340  Business Law  3 Units

**Advisory:** ENGW 102 and ENGRD 116 with a grade of “C” or better; OR ESLR 320 and ESLW 320 with a grade of “C” or better.

**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. (C-ID BUS 125)

## BUS 345  Law and Society  3 Units

**Same As:** POLS 332

**Advisory:** Eligible for ENGRD 310 or ENGRD 312 AND ENGW 300; OR ESLR 340 AND ESLW 340.

**General Education:** AA/AS Area V(b); CSU Area D8; IGEC Area 4H

**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 are presented with an emphasis on the practical aspects, theory behind the law, and on the law as a reflection of society through analysis of selected cases and reading materials. Areas studied include the U.S. Constitution, the court system and legal process, the legal profession and requirements for eligibility to become a lawyer, along with the laws of administrative agencies, crimes, torts, contracts, family, landlord-tenant relationships, employment, and probate/estate planning. This course is not open to students who have completed POLS 332.

## BUS 350  Small Business Management/ Entrepreneurship  3 Units

**Course Transferable to CSU**

| Hours: 54 hours LEC |

This course provides an overview of the various elements involved in starting and operating a small business. It covers developing a business plan, finding financial resources, developing personal and business goals, managing employees, meeting legal requirements, understanding marketing concepts, and other topics of interest to the entrepreneur.
BUS 495  Independent Studies in Business  1-3 Units
Prerequisite: None
Course Transferable to CSU
Hours: 54-162 hours LAB
Independent Study is an opportunity for the student to extend
classroom experience in this subject, while working independently of
a formal classroom situation. Independent study is an extension of
work offered in a specific class in the college catalog. To be eligible
for independent study, students must have completed the basic
regular catalog course at American River College. They must also
discuss the study with a professor in this subject and secure approval.
Only one independent study for each catalog course will be allowed.

BUS 498  Work Experience in Business  1-4 Units
Advisory: Eligible for ENGRD 310 or ENGRD 312 AND
ENGWR 300; OR ESLR 340 AND ESLW 340.
Enrollment Limitation: Students must be in a paid or unpaid internship,
volunteer position, or job related to business with a cooperating site supervisor.
Students are advised to consult with the Business Department faculty to
review specific certificate and degree work experience requirements.
General Education: AA/AS Area III(b)
Course Transferable to CSU
Hours: 60-300 hours LAB
This course provides students with opportunities to develop
marketable skills in preparation for employment or advancement
within the field of business. It is designed for students interested
in work experience and/or internships in transfer-level degree
occupational programs. Course content includes understanding the
application of education to the workforce, completion of Title 5
required forms which document the student’s progress and hours spent
at the work site, and developing workplace skills and competencies.
During the semester, the student is required to attend a weekly
orientation and 75 hours of related paid work experience, or 60 hours
of unpaid work experience for one unit. An additional 75 or 60 hours
of related work experience is required for each additional unit.
First-time participants are required to attend a weekly orientation
and a final meeting. Returning participants are required to attend
the first class meeting, a mid-semester meeting, and a final meeting
and may meet individually with the instructor as needed to complete
a work site observation and all program forms, receive updates, and
assignments. Students may take up to 16 units total across all Work
Experience course offerings. This course may be taken up to four
times when there are new or expanded learning objectives. Only one
Work Experience course may be taken per semester.