Business

Overview

Our business degrees, certificates, and courses are designed to provide an entrance into exciting careers, opening doors to immediate employment and/or career advancement. We offer a variety of degrees and certificates to meet students’ present and future needs.

Depending on the course of study, our programs provide the skills for career opportunities as an: account executive, analyst, bank employee, buyer, clerk, data-entry clerk, data-entry specialist, entrepreneur, financial planner, government service, insurance representative, technical writer, investment counselor, manager, market research, office assistant, public administration, purchasing agent, retail/industrial sales, and stockbroker, along with many others.

Degrees and Certificates Offered

- A.S.-T. in Business Administration
- A.A. in General Business
- A.A. in Small Business Management
- Business Information Worker Certificate
- Computer Applications for Small Business Certificate
- Cross-Cultural Conflict Resolution Certificate
- Entrepreneurship Certificate
- General Business - Introduction Certificate
- General Business Certificate
- Internet Marketing Certificate
- Marketing Essentials Certificate
- Small Business Management Certificate
- Technical Communications Certificate

Division Dean
Kirsten Corbin

Department Chair
Rachna Nagi-Condos

Phone (916) 484-8361

Associate Degrees for Transfer

A.S.-T. in Business Administration

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

Catalog Date: June 1, 2021

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE 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 (3)</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 (3)</td>
<td></td>
</tr>
<tr>
<td>STAT 300</td>
<td>Introduction to Probability and Statistics (4)</td>
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</table>

A minimum of 3 units from the following:

A minimum of 5 units from the following:
### Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 101</td>
<td>Fundamentals of College Accounting (3)</td>
<td></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>3</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>CISA 305</td>
<td>Beginning Word Processing (2)</td>
<td>2</td>
</tr>
<tr>
<td>CISA 315</td>
<td>Introduction to Electronic Spreadsheets (2)</td>
<td>2</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

A minimum of 6 units from the following:

- BUS, MGT, MKT, RE courses not used to fulfill other requirements for this major.

Total Units: 34 - 35

1Work Experience (498) courses are limited to 3 units maximum towards degree requirements.

### Student Learning Outcomes

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

- identify and explain the major functional areas of 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 Information

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.

### Associate Degrees

#### A.A. in General Business

This degree is designed to provide a strong foundation for those entering into a variety of business fields in the private and public sector. It includes coursework that is essential for entry-level positions and enhances the knowledge base of those who are seeking career progression.

Catalog Date: June 1, 2021

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

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

### 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.

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1The 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.
A.A. in Small Business Management

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.

Catalog Date: June 1, 2021

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE 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>3</td>
</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>MGMT 304</td>
<td>Principles of Management (3)</td>
<td>3</td>
</tr>
<tr>
<td>or MGMT 362</td>
<td>Techniques of Management (3)</td>
<td></td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 312</td>
<td>Retailing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>A minimum of 3 units from the following:</strong></td>
<td></td>
</tr>
<tr>
<td>ACCT 341</td>
<td>Computerized Accounting (3)</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 343</td>
<td>Computer Spreadsheet Applications for Accounting (2)</td>
<td></td>
</tr>
<tr>
<td>BUSTEC 305</td>
<td>Business Technology Essentials (1)</td>
<td></td>
</tr>
<tr>
<td>BUSTEC 310</td>
<td>Introduction to Word/Information Processing (3)</td>
<td></td>
</tr>
</tbody>
</table>

One or more Computer Information Science course.

A **minimum of 3 units from the following:**

| 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) |

Total Units: 33 - 34

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.

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.

Certificates of Achievement

Business Information Worker Certificate

This certificate prepares students for entry-level office, computer, and administrative support positions in a variety of industries.

Catalog Date: June 1, 2021

Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 100</td>
<td>English for the Professional</td>
<td>3</td>
</tr>
<tr>
<td>BUS 224</td>
<td>Customer Service</td>
<td>1</td>
</tr>
<tr>
<td>BUS 310</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>BUSTEC 101</td>
<td>Computer Keyboarding: 10-Key</td>
<td>1</td>
</tr>
<tr>
<td>BUSTEC 126</td>
<td>Outlook: Basics (1)</td>
<td>1</td>
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<tr>
<td>or CISA 126</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUSTEC 300.1</td>
<td>Keyboarding/Applications: Beginning</td>
<td>1</td>
</tr>
<tr>
<td>BUSTEC 305</td>
<td>Business Technology Essentials</td>
<td>1</td>
</tr>
</tbody>
</table>
COURSE CODE | COURSE TITLE | UNITS
--- | --- | ---
BUSTEC 310 | Introduction to Word/Information Processing | 3
BUSTEC 332 | Integrated Business Projects (3) | 3
or BUS 312 | Workplace Behavior and Ethics (3) | -
CISA 315 | Introduction to Electronic Spreadsheets | 2
Total Units: | | 19

Student Learning Outcomes

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

- demonstrate proficiency in business technology applications.
- demonstrate proficiency in business administration skills.
- demonstrate proficiency in business communication skills.
- apply customer service skills in a business environment and provide a positive customer service experience.

Career Information

Students who successfully complete this certificate are prepared for entry-level positions in office, computer, and administrative support positions in a variety of industries.

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.

Catalog Date: June 1, 2021

Certificate Requirements

| COURSE CODE | COURSE TITLE | UNITS |
--- | --- | ---
ACCT 101 | Fundamentals of College Accounting (3) | 3 - 4
or ACCT 301 | Financial Accounting (4) | -
ACCT 341 | Computerized Accounting | 3
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
Total Units: | | 16 - 17

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

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.

Catalog Date: June 1, 2021

Certificate Requirements

| COURSE CODE | COURSE TITLE | 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
Total Units: | | 12

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.

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.

Catalog Date: June 1, 2021

Certificate Requirements

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<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>

Total Units: 12 - 13

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

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.

Catalog Date: June 1, 2021

Certificate Requirements

<table>
<thead>
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<tbody>
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<td>ACCT 101</td>
<td>Fundamentals of College Accounting (3)</td>
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</tr>
<tr>
<td>or ACCT 301</td>
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<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>

Total Units: 12 - 13

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

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.

Catalog Date: June 1, 2021

Certificate Requirements

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<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>CIS 300</td>
<td>Computer Familiarization</td>
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</tr>
<tr>
<td>MGMT 304</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
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</table>

A minimum of 5 units from the following:

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 330</td>
<td>Managing Diversity in the Workplace (3)</td>
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</tr>
<tr>
<td>MGMT 362</td>
<td>Techniques of Management (3)</td>
<td></td>
</tr>
</tbody>
</table>
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.

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.
- Utilize software applications designed to present and promote business in print and visual media.
- Devise a marketing plan using social media applications and content platforms for marketing both small and large businesses.
- Analyze various software applications for Search Engine Optimization (SEO), analytic tools, web building and blog applications, email marketing, and other technical marketing tools.

Career Information

Career opportunities include titles such as social media administrator, digital marketing director, campaign specialist, marketing/events coordinator, media marketing, social media squad, Internet marketing communications, and communications and social media coordinator.

Marketing Essentials Certificate

This certificate provides an introductory overview of the various aspects of marketing, such as target marketing, marketing strategy, advertising, professional selling, retailing, public relations, social media, and customer service. It is intended to meet the needs of employed students who wish to upgrade their marketing skills, as well as those students who are seeking entry-level marketing positions.

**Certificate Requirements**

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 310</td>
<td>Selling Professionally</td>
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</tr>
<tr>
<td>MKT 312</td>
<td>Retailing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 314</td>
<td>Advertising</td>
<td>3</td>
</tr>
</tbody>
</table>
Student Learning Outcomes

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

- analyze the philosophy of the marketing concept, and the importance of customer satisfaction.
- discover the function and elements of the marketing mix.
- incorporate strategies for planning, producing, and selecting the appropriate advertising media, and creating an advertising campaign.
- demonstrate professional selling skills, including sales presentations.
- evaluate principles of retailing, such as store location, store layout and design, pricing, human resource management, and promotional methods.
- compare and contrast various e-marketing tools, such as websites and social media.

Career Information

Marketing, selling, advertising, public relations, and marketing management positions, for profit and non-profit organizations. Also, enhancing marketing skills for the entrepreneur and small business owner.

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 entrepreneurial skills, recognize opportunities, and learn the basics of starting and managing a small business.  

Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
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</thead>
<tbody>
<tr>
<td>BUS 210</td>
<td>The Business Plan</td>
<td>1</td>
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<td>BUS 212</td>
<td>Marketing for Small Businesses</td>
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</tr>
<tr>
<td>BUS 214</td>
<td>Financing a Small Business</td>
<td>1</td>
</tr>
<tr>
<td>BUS 216</td>
<td>Essential Records for the Small Business</td>
<td>1</td>
</tr>
<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship</td>
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<tr>
<td>CISC 300</td>
<td>Computer Familiarization</td>
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<tr>
<td>ACCT 121</td>
<td>Payroll Accounting (3)</td>
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<tr>
<td>ACCT 341</td>
<td>Computerized Accounting (3)</td>
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<tr>
<td>BUS 218</td>
<td>Management Skills for the Small Business (1)</td>
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</tr>
<tr>
<td>BUS 220</td>
<td>Retailing and Merchandising for the Small Business (1)</td>
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</tr>
<tr>
<td>BUS 224</td>
<td>Customer Service (1)</td>
<td></td>
</tr>
<tr>
<td>BUS 228</td>
<td>Selling Techniques for the Small Business (1)</td>
<td></td>
</tr>
<tr>
<td>BUS 340</td>
<td>Business Law (3)</td>
<td></td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing (2)</td>
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</tr>
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<td>CISA 315</td>
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<td></td>
</tr>
<tr>
<td>MKT 312</td>
<td>Retailing (3)</td>
<td></td>
</tr>
<tr>
<td>MKT 314</td>
<td>Advertising (3)</td>
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<tr>
<td>A minimum of 8 units from the following:</td>
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<td></td>
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<tr>
<td>Total Units:</td>
<td>16</td>
<td></td>
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</tbody>
</table>

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.

Technical Communications Certificate

This certificate offers an interdisciplinary program of courses in Technical Communications, 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.

Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTNM 352</td>
<td>Design for Publication (3)</td>
<td>2-3</td>
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<tr>
<td>or CISA 330</td>
<td>Desktop Publishing (2)</td>
<td></td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing (2)</td>
<td>2-3</td>
</tr>
<tr>
<td>or BUSTEC 310</td>
<td>Introduction to Word/Information Processing (3)</td>
<td></td>
</tr>
<tr>
<td>CISW 300</td>
<td>Web Publishing</td>
<td>3</td>
</tr>
<tr>
<td>TECCOM 300</td>
<td>Introduction to Technical/Professional Communication</td>
<td>3</td>
</tr>
</tbody>
</table>
COURSE CODE | COURSE TITLE | UNITS
--- | --- | ---
TECCOM 310 | Writing Digital Content | 1
TECCOM 330 | Writing Technical Manuals | 1

A minimum of 3 units from the following:

BUS 100 | English for the Professional (3) | 1
BUS 310 | Business Communications (3) | 1
CISW 321 | Web Site Development using Dreamweaver (3) | 1

Total Units: 15 - 17

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 audience's needs in mind.
- design print and online resources that communicate organizations' values, enhance readability, and are easy to use.
- demonstrate basic skills in the use of word processing, page design, and web design applications.
- evaluate organizations' communication goals and needs based on technical writing principles.

Career Information

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.

Business (BUS) Courses

BUS 100 English for the Professional

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: BUSTEC 300.1 with a grade of "C" or better
Catalog Date: June 1, 2021

This course prepares students for professional business communication and BUS 310: Business Communications. 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 and employment document formatting. It emphasizes 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

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWTR 300; OR ESLR 340 AND ESLW 340.
General Education: AA/AS Area II(b)
Catalog Date: June 1, 2021

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 110 Business Economics

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: ENGWTR 102 and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better.
General Education: AA/AS Area V(b)
Catalog Date: June 1, 2021

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

Units: 1
Hours: 18 hours LEC
Prerequisite: None.
Advisory: BUS 350; and eligible for ENGRD 310 or ENGRD 312 AND ENGWTR 300; OR ESLR 340 AND ESLW 340.
Catalog Date: June 1, 2021

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

Units: 1
Hours: 18 hours LEC
Prerequisite: None.
Advisory: BUS 350; and eligible for ENGRD 310 or ENGRD 312 AND ENGWTR 300; OR ESLR 340 AND ESLW 340.
Catalog Date: June 1, 2021
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**

- **Units:** 1
- **Hours:** 18 hours LEC
- **Prerequisite:** None.
- **Catalog Date:** June 1, 2021

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**

- **Units:** 1
- **Hours:** 18 hours LEC
- **Prerequisite:** None.
- **Advisory:** ENGW 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a grade of "C" or better.
- **Catalog Date:** June 1, 2021

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**

- **Units:** 1
- **Hours:** 18 hours LEC
- **Prerequisite:** None.
- **Advisory:** ENGW 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a grade of "C" or better.
- **Catalog Date:** June 1, 2021

A small business owner must understand and motivate others to help the business reach its objectives. This course covers planning and organizing work flow, 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**

- **Units:** 1
- **Hours:** 18 hours LEC
- **Prerequisite:** None.
- **Advisory:** ENGW 51 and ENGRD 15, OR ESLR 310 and ESLW 310; BUS 105 and 350 with a "C" grade or better.
- **Catalog Date:** June 1, 2021

This course emphasizes retailing concepts, such as inventory control and turnover rates, selecting merchandise sources, using trade and cash discounts, pricing, markup and 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**

- **Units:** 1
- **Hours:** 18 hours LEC
- **Prerequisite:** None.
- **Advisory:** BUS 350
- **Catalog Date:** June 1, 2021

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**

- **Units:** 1
- **Hours:** 18 hours LEC
- **Prerequisite:** None.
- **Advisory:** BUS 350
- **Catalog Date:** June 1, 2021

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**

- **Units:** 3
- **Hours:** 54 hours LEC
- **Prerequisite:** None.
- **Advisory:** BUS 300
- **Catalog Date:** June 1, 2021

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 294 Topics in Business**

- **Units:** 0.5 - 4
- **Hours:** 9 - 72 hours LEC
- **Prerequisite:** None.
- **Advisory:** Eligible for ENGRD 310 or ENGRD 312 AND ENGW 300; OR ESLR 340 AND ESLW 340.
- **Catalog Date:** June 1, 2021

This course provides opportunities to study topics in business that are not included in current course offerings. Individualized topics may be developed in cooperation with business and industry to meet specialized training needs.
BUS 295 Independent Studies in Business

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 299 Experimental Offering in Business

This is the experimental courses description.

BUS 300 Introduction to Business

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.

BUS 310 Business Communications

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. This experience 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. A business presentation is prepared and delivered.

BUS 312 Workplace Behavior and Ethics

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

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

This course covers how to analyze financial affairs for lifelong decision making. It examines the basics of financial planning, analysis, and decision making in areas of budgeting, taxes, credit, money management, insurance, investments, and retirement with an emphasis on principles to develop economic decision-making skills. This course is not open to students who have completed ECON 320.
BUS 330 Managing Diversity in the Workplace

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU
General Education: AA/AS Area V(b); AA/AS Area VI; CSU Area D3
Catalog Date: June 1, 2021

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

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU
Catalog Date: June 1, 2021

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

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisor: ENGWR 102 and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better.
Transferable: CSU; UC
C-ID: C-ID BUS 125
Catalog Date: June 1, 2021

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.

BUS 350 Small Business Management/Entrepreneurship

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU
Catalog Date: June 1, 2021

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

Units: 0.5 - 4
Hours: 27 - 216 hours LAB
Prerequisite: None.
Transferable: CSU
Catalog Date: June 1, 2021

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

Units: 1 - 4
Hours: 60 - 300 hours LAB
Prerequisite: None.
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.
Advisor: Eligible for ENGRD 310 or ENGRD 312 AND ENGW 300; OR ESLR 340 AND ESLW 340.
Transferable: CSU
General Education: AA/AS Area III(b)
Catalog Date: June 1, 2021

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 complete 75 hours of related paid work experience, or 60 hours of related unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. All students are required to attend the first class meeting, a mid-semester meeting, and a final meeting. Additionally, students who have not already successfully completed a Work Experience course will be required to attend weekly orientations while returning participants may meet individually with the instructor as needed. 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.

BUS 499 Experimental Offering in Business

Units: 0.5 - 4
Prerequisite: None.
Transferable: CSU
Catalog Date: June 1, 2021

This is the experimental courses description.