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, stockbroker along with many others.

Roadmaps

Road maps lay out all of the courses you need to take for a given degree or certificate.

Get a Road map! Explore Ways to Complete These Programs (academics/arc-program-road-maps)

Division Dean
Kirsten Corbin (/about-us/contact-us/faculty-and-staff-directory/kirsten-corbin)

Department Chair
Rachna Nagi-Condos (/about-us/contact-us/faculty-and-staff-directory/rachna-nagi-condos)

Area of Interest
Business (/academics/areas-of-interest/business)

Division
Business & Computer Science Division Office (/academics/arc-business-and-computer-science-division-office)

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, 2020

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</td>
<td>3</td>
</tr>
<tr>
<td>STAT 300</td>
<td>Introduction to Probability and Statistics</td>
<td>4</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Introduction to Business (3)</td>
<td></td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing (2)</td>
<td></td>
</tr>
<tr>
<td>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></td>
</tr>
<tr>
<td>CISA 316</td>
<td>Intermediate Electronic Spreadsheets (2)</td>
<td></td>
</tr>
<tr>
<td>CISA 318</td>
<td>Exploring Spreadsheet Software (1)</td>
<td></td>
</tr>
<tr>
<td>CISA 340</td>
<td>Presentation Graphics (2)</td>
<td></td>
</tr>
<tr>
<td>CISC 305</td>
<td>Introduction to the Internet (1)</td>
<td></td>
</tr>
<tr>
<td>CISC 308</td>
<td>Exploring Computer Environments and the Internet (1)</td>
<td></td>
</tr>
<tr>
<td>CISC 310</td>
<td>Introduction to Computer Information Science (3)</td>
<td></td>
</tr>
<tr>
<td>CISC 320</td>
<td>Operating Systems (1)</td>
<td></td>
</tr>
</tbody>
</table>

A minimum of 3 units from the following:

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<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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</tbody>
</table>

A minimum of 5 units from the following:

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
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</thead>
<tbody>
<tr>
<td>BUS 300</td>
<td>Introduction to Business (3)</td>
<td></td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing (2)</td>
<td></td>
</tr>
<tr>
<td>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></td>
</tr>
<tr>
<td>CISA 316</td>
<td>Intermediate Electronic Spreadsheets (2)</td>
<td></td>
</tr>
<tr>
<td>CISA 318</td>
<td>Exploring Spreadsheet Software (1)</td>
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</tr>
<tr>
<td>CISA 340</td>
<td>Presentation Graphics (2)</td>
<td></td>
</tr>
<tr>
<td>CISC 305</td>
<td>Introduction to the Internet (1)</td>
<td></td>
</tr>
<tr>
<td>CISC 308</td>
<td>Exploring Computer Environments and the Internet (1)</td>
<td></td>
</tr>
<tr>
<td>CISC 310</td>
<td>Introduction to Computer Information Science (3)</td>
<td></td>
</tr>
<tr>
<td>CISC 320</td>
<td>Operating Systems (1)</td>
<td></td>
</tr>
</tbody>
</table>

Total Units: 25

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.

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, 2020

Degree Requirements

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<tr>
<th>COURSE CODE</th>
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<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>3</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>3</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>
<tr>
<td>A minimum of 6 units from the following:</td>
<td></td>
<td>6^</td>
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</table>

A minimum of 6 units from the following: 3

Total Units: 34 - 35

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

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, 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.

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, 2020

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>3</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>3</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>3</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>
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</table>

A minimum of 3 units from the following: 3
<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 341</td>
<td>Computerized Accounting (3)</td>
<td></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:

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 210</td>
<td>The Business Plan (1)</td>
</tr>
<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 218</td>
<td>Management Skills for the Small Business (1)</td>
</tr>
<tr>
<td>BUS 220</td>
<td>Retailing and Merchandising for the Small Business (1)</td>
</tr>
<tr>
<td>BUS 224</td>
<td>Customer Service (1)</td>
</tr>
<tr>
<td>BUS 228</td>
<td>Selling Techniques for the Small Business (1)</td>
</tr>
</tbody>
</table>

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, 2020

**Certificate Requirements**

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

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, 2020

**Certificate 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>
</tbody>
</table>
### Course Information

**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, 2020

#### Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 317</td>
<td>Managing Workplace Conflict</td>
<td>3</td>
</tr>
<tr>
<td>BUS 330</td>
<td>Managing Diversity in the Workplace</td>
<td>3</td>
</tr>
<tr>
<td>BUS 332</td>
<td>Cross-Cultural Customer Service</td>
<td>3</td>
</tr>
<tr>
<td>SPEECH 325</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

**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, 2020

#### Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
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<tr>
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<td>BUS 340</td>
<td>Business Law</td>
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</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, 2020

#### Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
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</tr>
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<tbody>
<tr>
<td>ACCT 301</td>
<td>Financial Accounting (4)</td>
<td>3</td>
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<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>CISA 315</td>
<td>Introduction to Electronic Spreadsheets</td>
<td>2</td>
</tr>
<tr>
<td>CISA 330</td>
<td>Desktop Publishing</td>
<td>2</td>
</tr>
<tr>
<td>CISC 306</td>
<td>Introduction to Web Page Creation</td>
<td>1</td>
</tr>
</tbody>
</table>

**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

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**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, 2020

#### Certificate Requirements

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<td>Cross-Cultural Customer Service</td>
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**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.

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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.

**Catalog Date:** June 1, 2020

#### Certificate Requirements

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<td>ACCT 101</td>
<td>Fundamentals of College Accounting (3)</td>
<td>3</td>
</tr>
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<td>or ACCT 301</td>
<td>Financial Accounting (4)</td>
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<tr>
<td>BUS 340</td>
<td>Business Law</td>
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</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, 2020

#### Certificate Requirements

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<thead>
<tr>
<th>COURSE CODE</th>
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</thead>
<tbody>
<tr>
<td>ACCT 301</td>
<td>Financial Accounting (4)</td>
<td>3</td>
</tr>
<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship</td>
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</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing</td>
<td>2</td>
</tr>
<tr>
<td>CISA 315</td>
<td>Introduction to Electronic Spreadsheets</td>
<td>2</td>
</tr>
<tr>
<td>CISA 330</td>
<td>Desktop Publishing</td>
<td>2</td>
</tr>
<tr>
<td>CISC 306</td>
<td>Introduction to Web Page Creation</td>
<td>1</td>
</tr>
</tbody>
</table>

**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
Certificate 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 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>
<tr>
<td></td>
<td><strong>Total Units:</strong></td>
<td><strong>12 - 13</strong></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
- 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, 2020

Certificate 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 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>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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<tr>
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<td><strong>A minimum of 5 units from the following:</strong></td>
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</tr>
<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</td>
<td></td>
</tr>
<tr>
<td>BUS 224</td>
<td>Customer Service (1)</td>
<td></td>
</tr>
<tr>
<td>BUS 210</td>
<td>The Business Plan (1)</td>
<td></td>
</tr>
<tr>
<td>BUS 212</td>
<td>Marketing for Small Businesses (1)</td>
<td></td>
</tr>
<tr>
<td>BUS 214</td>
<td>Financing a Small Business (1)</td>
<td></td>
</tr>
<tr>
<td>BUS 350</td>
<td>Small Business Management/Entrepreneurship (3)</td>
<td></td>
</tr>
<tr>
<td>CISA 340</td>
<td>Presentation Graphics (2)</td>
<td></td>
</tr>
<tr>
<td>CISA 329</td>
<td>Introduction to Database Management (1)</td>
<td></td>
</tr>
<tr>
<td>CISA 315</td>
<td>Introduction to Electronic Spreadsheets (2)</td>
<td></td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing (2)</td>
<td></td>
</tr>
<tr>
<td>BUS 216</td>
<td>Essential Records for the Small Business (1)</td>
<td></td>
</tr>
<tr>
<td>BUS 218</td>
<td>Management Skills for the Small Business (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Units:</strong></td>
<td><strong>24 - 25</strong></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.

Catalog Date: June 1, 2020

Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE 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>
</tbody>
</table>
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.

Catalog Date: June 1, 2020

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>
<td>3</td>
</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>
<tr>
<td>MKT 330</td>
<td>Internet Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Units:</td>
<td>15</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.

Catalog Date: June 1, 2020

Certificate Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 210</td>
<td>The Business Plan</td>
<td>1</td>
</tr>
<tr>
<td>BUS 212</td>
<td>Marketing for Small Businesses</td>
<td>1</td>
</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>
<td>3</td>
</tr>
<tr>
<td>CISC 300</td>
<td>Computer Familiarization</td>
<td>1</td>
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<td></td>
<td>A minimum of 8 units from the following:</td>
<td>8</td>
</tr>
<tr>
<td>ACCT 121</td>
<td>Payroll Accounting (3)</td>
<td></td>
</tr>
<tr>
<td>ACCT 341</td>
<td>Computerized Accounting (3)</td>
<td></td>
</tr>
<tr>
<td>BUS 218</td>
<td>Management Skills for the Small Business (1)</td>
<td></td>
</tr>
<tr>
<td>BUS 220</td>
<td>Retailing and Merchandising for the Small Business (1)</td>
<td></td>
</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>
</tbody>
</table>
COURSE CODE | COURSE TITLE | UNITS
--- | --- | ---
CISA 305 | Beginning Word Processing (2) | 
CISA 315 | Introduction to Electronic Spreadsheets (2) | 
MKT 300 | Principles of Marketing (3) | 
MKT 312 | Retailing (3) | 
MKT 314 | Advertising (3) | 

Total Units: 16

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.

Catalog Date: June 1, 2020

Certificate Requirements

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

A minimum of 3 units from the following:

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 100</td>
<td>English for the Professional (3)</td>
</tr>
<tr>
<td>BUS 310</td>
<td>Business Communications (3)</td>
</tr>
<tr>
<td>CISW 321</td>
<td>Web Site Development using Dreamweaver (3)</td>
</tr>
</tbody>
</table>

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 audiences' 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, ESLR 310, and ESLW 310 with grades of "C" or better
Catalog Date: June 1, 2020

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.

Student Learning Outcomes
Upon completion of this course, the student will be able to:

- identify, select, and use appropriate writing aids, references, and Internet resources used in business writing.
- prepare documents that exhibit a clear understanding of the structure of English grammar, word usage, punctuation, spelling, and business vocabulary.
- produce documents that demonstrate the essentials of sentence structure, critical thinking, and effective business writing.
- compose coherent, well-developed, unified paragraphs within documents.
- proofread, edit, and evaluate written sentences, paragraphs, and basic business documents.
BUS 105 Business Mathematics

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.

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

- add, subtract, multiply, and divide whole numbers, fractions, and decimals.
- use fractions, decimals, graphs, and statistics to calculate values.
- analyze application problems.
- solve for unknowns by using formulas, variables, and equations.
- evaluate financial alternatives based on mathematical formulas.
- demonstrate accuracy, neatness, thoroughness, promptness, and speed as they pertain to business mathematics.

BUS 110 Business Economics

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.

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

- summarize and analyze the interaction between macro and micro economics.
- summarize the history of economic thought and its relevance to modern business practices.
- evaluate the effect of government economic actions on business and industry.
- analyze current economic events and their effect on the business community.
- apply various economic principles to business disciplines such as marketing, finance, law, accounting, and ethics.

BUS 210 The Business Plan

This course offers an organized, step-by-step approach to preparing a business plan. All sections of the business plan are covered.

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

- describe the essential elements of a business plan.
- identify resources needed to create a business plan.
- analyze target markets.
- develop a business plan.
- evaluate business plans based on quality and thoroughness of content.
- project start-up, monthly, and yearly costs.

BUS 212 Marketing for Small Businesses

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.

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

- explain the marketing mix: product or service, price, place, and promotion.
• describe competitive advantages for a small business and how to utilize this within the marketing mix.
• analyze potential markets.
• create a marketing plan for a small business utilizing appropriate data.

BUS 214 Financing a Small Business

Units: 1
Hours: 18 hours LEC
Prerequisite: None.
Catalog Date: June 1, 2020

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.

Student Learning Outcomes
Upon completion of this course, the student will be able to:
• evaluate available sources of money for entrepreneurs.
• evaluate typical requirements and qualifications for obtaining various types of financing.
• interpret financial statements and apply key financial ratios.
• arrange and present financial needs and financial statements.
• predict financial needs of the business, one time and ongoing.

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, 2020

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.

Student Learning Outcomes
Upon completion of this course, the student will be able to:
• describe how adequate recordkeeping systems help increase the chance of a small business’s survival.
• identify specific tax treatment of the various types of business organizations.
• research and list how to report business income and expenses, employment taxes, and business use of the home.
• explain and perform the process of completing and filing employment tax and income tax.
• state the factors used in determining the need for professional tax and/or accounting assistance.
• construct a filing system with specific document categories for your own business to organize all your pertinent records.
• define the various types of business records that a small business will encounter during startup and operations.

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, 2020

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.

Student Learning Outcomes
Upon completion of this course, the student will be able to:
• explain the four functions of management: planning, organizing, directing, and evaluating.
• list the traits and characteristics of effective leaders.
• analyze the skills used in training and motivating employees.
• describe the steps used in making decisions and the importance of decision-making skills.
• define the different types of leadership styles.
• formulate a leadership plan and style conducive to a specific small business.

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, 2020

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.

Student Learning Outcomes
Upon completion of this course, the student will be able to:
- develop, evaluate, and implement a merchandise plan.
- analyze pricing theories, including markup and markdown.
- describe various inventory control systems.
- analyze how to meet customers' needs.
- interpret and compare data from various financial records.
- design and construct an inventory control system for a small business.

BUS 224 Customer Service

Units: 1
Hours: 18 hours LEC
Prerequisite: None.
Advisory: BUS 350
Catalog Date: June 1, 2020

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.

Student Learning Outcomes

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

- evaluate the importance of customer service and its relationship to the success of any business.
- describe effective strategies to improve communication
- analyze the role of customer services in the marketing of a good and/or service.
- explain how to develop customer relationships.

BUS 228 Selling Techniques for the Small Business

Units: 1
Hours: 18 hours LEC
Prerequisite: None.
Advisory: BUS 350
Catalog Date: June 1, 2020

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.

Student Learning Outcomes

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

- define the steps in the sales process.
- differentiate among different types of selling.
- identify and demonstrate effective elements of communication style.
- relate the various skills of professional selling techniques to the small business.

BUS 250 Survey of International Business

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: BUS 300
Catalog Date: June 1, 2020

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.

Student Learning Outcomes

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

- compare and contrast domestic business practices and foreign business operations
- interpret and discuss the impact on international trade of economic, cultural, financial, political, and geographic differences.
- explain the differences in development outcomes between market and non-market economies
- construct a strategic plan for opening up global markets for a small business.
- research and assess demographic information for foreign countries or markets to identify which would be most suitable to export goods and services.

BUS 294 Topics in Business

Units: 0.5 - 4
Hours: 9 - 72 hours LEC
Prerequisite: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Advisory: None.
Catalog Date: June 1, 2020

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.

Student Learning Outcomes

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

- describe current subject matter as identified in cooperation with business and industry.
- apply skills to the level identified by the instructor in development of each semester’s offering.
BUS 295 Independent Studies in Business

Units: 1 - 3
Hours: 54 - 162 hours LAB
Prerequisite: None.
Catalog Date: June 1, 2020

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

Units: 0.5 - 4
Prerequisite: None.
Catalog Date: June 1, 2020

BUS 300 Introduction to Business

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Transferable: CSU; UC
General Education: AA/AS Area V(b)
C-ID: C-ID BUS 110
Catalog Date: June 1, 2020

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.

Student Learning Outcomes

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

- describe the economic, social, legal, and governmental environments in which business organizations operate.
- define and describe the key management functions of planning, organizing, leading, and controlling.
- identify the marketing mix and the key tools, terms, and strategies related to each element.
- define business ethics and explain the role of social responsibility in an organization.
- identify how business operates in an international/global environment including interdependence, integrated financial markets, and legal, social, cultural, factors.
- compare and contrast the advantages/disadvantages in each form of business ownership.
- explain the importance of finance to the operations of business.

BUS 310 Business Communications

Units: 3
Hours: 54 hours LEC
Prerequisite: BUS 100 or ENGWR 300 with a grade of "C" or better
Advisory: BUS 100 or ENGRD 310 AND ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Transferable: CSU; UC
General Education: AA/AS Area V(b)
Catalog Date: June 1, 2020

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.

Student Learning Outcomes

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

- apply communication theory, effective writing techniques, and interpersonal communication skills to business situations.
- analyze case studies, evaluate communication problems, and develop appropriate solutions to problems presented.
- compose written communications and business presentations that reflect analytical and decision-making skills.
- organize documents in proper business formats.
- formulate research problem, plan and conduct research, analyze data, develop logical conclusions and recommendations, organize material into a proper report format.
- use effective presentation techniques to deliver a business or client-focused presentation.
- evaluate ways that technology is changing business communication, including positive and negative effects.

BUS 312 Workplace Behavior and Ethics

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: BUS 300.1 and CISC 300 with a grade of "C" or better; and eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.
Transferable: CSU
General Education: AA/AS Area III(b)
Catalog Date: June 1, 2020

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

- analyze personal communication skills in the workplace to respond appropriately to the communication styles of others.
- work effectively on a team.
- identify barriers to good communication and choose effective techniques to overcome them.
- explain active listening techniques—simple signals, mirroring and paraphrasing—to identify facts and feelings.
- specify appropriate guidelines when giving or following instructions.
- demonstrate skills in conflict resolution situations by keeping calm and calming others.
- collect and interpret information and data that can be organized to formulate and implement a solution.
- use various forms of technology to communicate in the workplace.
- assess some personal values and be able to relate how they fit within the ethical standards of an assigned organization.
- define ethical issues and develop ethical plans of action that are appropriate for use in a business setting.
- compare different ethical policies or codes of conduct from at least three organizations.
- prepare a professional portfolio or e-portfolio of acquired workplace skills.

BUS 317 Managing Workplace Conflict

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

- explain and assess the role personality and negotiating temperament plays in workplace conflict management.
- analyze the negotiation process, strategies, and techniques for effective conflict resolution in the workplace.
- apply a situational approach to workplace conflict resolution.
- evaluate benefits and drawbacks of various conflict management strategies in the context of the workplace.

BUS 320 Concepts in Personal Finance

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

- examine economic needs, establish financial goals, and design a personal financial plan to achieve them.
- apply economic principles and concepts to develop a financial plan.
- assess the changing economic environment and develop alternative plans or contingency plans so the personal financial plan remains viable.
- analyze the various investment options to aid in successful financial planning.
- apply the concept of the time value of money.
- explain types of risk and risk management methods to develop a risk management plan.
- analyze advantages and disadvantages of credit, determine the cost of credit, and assess the types and sources of credit.
- construct, implement, review, and revise a financial plan.

BUS 330 Managing Diversity in the Workplace

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

- define culture within the context of the United States workplace.
- evaluate demographic trends in order to determine the effects upon the United States society and workplace.
- analyze how language, gender, race, ethnicity, and organizational culture interact to produce a motivating organizational climate.
- apply leadership skills and abilities that are effective in managing a multicultural workforce.
- analyze the impact of cultural, historical, and stereotypical perspectives on the workplace.

**BUS 332 Cross-Cultural Customer Service**

**Units:** 3  
**Hours:** 54 hours LEC  
**Prerequisite:** None.  
**Transferable:** CSU  
**Catalog Date:** June 1, 2020

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.

**Student Learning Outcomes**

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

- adapt to different customer behavior styles.  
- describe techniques to handle angry customers.  
- evaluate verbal and non-verbal cues in appraising a conflict situation.  
- apply positive communication and listening techniques.  
- apply strategies for service recovery.  
- communicate effectively with a diverse customer population.

**BUS 340 Business Law**

**Units:** 3  
**Hours:** 54 hours LEC  
**Prerequisite:** None.  
**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.  
**Transferable:** CSU; UC  
**C-ID:** C-ID BUS 125  
**Catalog Date:** June 1, 2020

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.

**Student Learning Outcomes**

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

- define and explain important legal principles and analyze how they affect business and personal issues.  
- describe the federal and state court system’s structure and organization and how court procedures are applied during the litigation process including trial.  
- assess the need for law and its importance to our society.  
- analyze legal situations, think logically, distinguish fact from opinion, and formulate strategies based on legal precedents.  
- interpret regulatory laws, legislation and statutes and discuss how they promote fair competition in a private enterprise economic system.  
- assess and apply legal principles by analysis of case problems.

**BUS 350 Small Business Management/Entrepreneurship**

**Units:** 3  
**Hours:** 54 hours LEC  
**Prerequisite:** None.  
**Transferable:** CSU  
**Catalog Date:** June 1, 2020

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.

**Student Learning Outcomes**

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

- assess how 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.  
- evaluate financial reports.  
- analyze the impact of legal requirements and government regulations as related to the operation of the small business.  
- describe the financing process and how to access capital.

**BUS 495 Independent Studies in Business**

**Units:** 0.5 - 4  
**Hours:** 27 - 216 hours LAB  
**Prerequisite:** None.  
**Transferable:** CSU  
**Catalog Date:** June 1, 2020

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.
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.

Student Learning Outcomes

- demonstrate application of industry knowledge and theoretical concepts in business related to a transfer degree level career as written in the minimum three (3) learning objectives created by the student and his/her employer or work site supervisor at the start of the course.
- make effective decisions, use workforce information, and manage his/her personal career plans.
- behave professionally, ethically, and legally at work, consistent with applicable laws, regulations, and organizational norms.
- behave responsibly at work, exhibiting initiative and self-management in situations where it is needed.
- apply effective leadership styles at work, with consideration to group dynamics, team and individual decision making, and workforce diversity.
- communicate in oral, written, and other formats, as needed, in a variety of contexts at work.
- locate, organize, evaluate, and reference information at work.
- demonstrate originality and inventiveness at work by combining ideas or information in new ways, making connections between seemingly unrelated ideas, and reshaping goals in ways that reveal new possibilities using critical and creative thinking skills such as logical reasoning, analytical thinking, and problem-solving.

### BUS 499 Experimental Offering in Business

- **Units:** 0.5 - 4
- **Prerequisite:** None.
- **Transferable:** CSU
- **Catalog Date:** June 1, 2020

This course is offered in consultation with department faculty, and is limited to students who are eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340. It is eligible for a transferable certificate in specific fields. Students are advised to consult with the Business Department faculty to review specific certificate and degree work experience requirements.

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.

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The Business & Computer Science (BCS) Lab

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