

Business (BUS)

BUS& 101 **S,F,W,Sp** **5 credits** **INTRO TO BUSINESS** **SS**

Surveys the business environment and many important elements of business including marketing, finance, accounting, computers, labor unions, small business management, economics, and the functions of management. (Formerly known as BSAD 110)
Prerequisite: None

BUS& 201 **F,W,Sp** **5 credits** **BUSINESS LAW** **SS**

Introduces the law, sources of law, legal thinking, structure of courts, alternative dispute resolution, basic civil procedure, business organization, government constitutional authority and regulation, agency, employment and criminal law as relating to business, real property and landlord/tenant law, torts, international business law issues and ethics. Includes extensive concentration on contract law including Article 2 of the Uniform Commercial Code.

Prerequisites: ENGL& 101 OR BUS 119, or equivalent, with a grade of C or better, or instructor permission.

BUS 100 **S,F,W,Sp** **5 credits** **FOUNDATIONS OF BUSINESS SUCCESS** **RE**

Explores foundational issues for success in college that correlate to success in business. In order to improve college achievement and business acumen, students will learn strategies in reading, study habits, test-taking, communications, mathematics, critical thinking, and teamwork.

Prerequisites: None.

BUS 104 **5 credits** **BUSINESS MATH APPLICATIONS**

Teaches the use of basic mathematical processes to solve business applications. Topics include percentages, simple interest, compound interest, annuities, markups and markdowns, payroll, trade and cash discounts, banking, and solving problems with equations and formulas. (Formerly known as BSAD 104)

Prerequisite: BUS 100 or concurrent enrollment, MATH 078/079 or TECH 078/079 with a grade of C or better or instructor permission.

BUS 118 **5 credits** **ETHICS IN MANAGEMENT**

Surveys current business ethical issues and concerns and is presented using the case study method. Through interactions, students will gain an understanding of how ethical considerations become a part of business decisions. Emphasis will be placed on advertising, affirmative action, product liability, employee rights, management/supervisory interactions, and corporate morality. (Formerly known as BSAD 135)

Prerequisite: None

BUS 119 **5 credits** **BUSINESS COMMUNICATIONS**

Emphasizes planning, organizing, and writing clear, concise business letters. Includes a review of grammar, punctuation, and word usage as applied to written business communication; experience in writing favorable messages. Students will present information orally and prepare a job resume and letter of application. (Formerly known as BSAD 190)

Prerequisite: ENGL 099 (was ENGL 100) or TECH 105 with a grade of C or better or placement test into ENGL& 101.

BUS 144 **5 credits** **MANAGEMENT OF HUMAN RELATIONS:DIV**

Introduces and emphasizes the many aspects of human behavior as they affect individuals and groups in the workplace. Teaches human relations skills in the context of understanding human needs, attitudes, perceptions and motivations, workforce diversity teamwork, stress management, and interpersonal communications. Focus is on management of human relations factors within an organization and understanding the effects of discrimination, prejudice, and intolerance, in the pluralistic workplace.

Prerequisites: None

BUS 150 **5 credits** **CUSTOMER SERVICE/MANAGEMENT**

Introduces the philosophy of service excellence as it pertains to organizations in today's business environment. Emphasis is on the effects of globalization, cultural diversity, and workforce diversity in organizations. Topics include developing interpersonal skills, interacting effectively with employees and customers, and establishing positive relationships with employees and customers, in the pluralistic workplace. Students will learn to identify the challenges and advantages of a diverse workforce and diverse customer base.

Prerequisite: none

BUS 159 **5 credits** **PRINCIPLES OF RETAILING**

Surveys retailing principles and concepts and studies store management, merchandise management, pricing, customer services, advertising, and display.

Prerequisite: None

BUS 165 **5 credits** **SALESMANSHIP**

Surveys multiple aspects of selling, including the importance of selling and salespeople in business and the rewards of a sales career. Topics include: buying behaviors, the ethical and legal issues in sales, the buying process, the approach, the presentation, demonstration of merchandise, handling of objectives, closing the sale, follow-up and effective sales management. (Formerly known as BSAD 115)

Prerequisite: None

- BUS 206** **5 credits**
STATISTICAL METHODS
 Introduces the student to descriptive statistics, probability and inferential statistical methods. Topics include probability distributions, sampling techniques, measures of central tendency and dispersion, correlation, regression, hypothesis testing and statistical inference. Credit cannot be earned for both BUS 206 (was BSAD 206) and MATH 210. (Formerly known as BSAD 206)
 Prerequisites: MATH 098/099 or TECH 098/099 or MATH 087/097 with a grade of C or better.
- BUS 207** **3 credits**
STATISTICAL PROJECTS
 Provides an opportunity for students to apply the statistical processes learned in MATH 210/BUS 206 (was BSAD 206) by designing their own statistical project. Topics may include nonparametric statistics, sampling techniques, design of experiments and data analysis. This course, in conjunction with MATH 211 may be offered as a Capstone course.
 Prerequisite: MATH 210 or BUS 206 (was BSAD 206) with a grade of C or better or concurrent enrollment in MATH 210 or BUS 206.
- BUS 240** **5 credits**
PRINCIPLES OF SUPERVISION
 Analyzes basic functions of the supervisory-level management along with emphasis on skills needed to be an effective leader/manager of a diverse workforce. Emphasis will be on the differences between supervisors and upper management. (Formerly known as BSAD 240)
 Prerequisite: None
- BUS 244** **5 credits**
HUMAN RESOURCE MANAGEMENT
 Introduces the fundamental concepts of Human Resource Management, including hiring skills, long-term planning, employee laws, recruitment, staffing, training, compensation programs (both direct and indirect), collective bargaining, employee relations, safety training, health and EAPs (employee assistance programs).
 Prerequisite: None
- BUS 245** **5 credits**
PRINCIPLES OF MANAGEMENT
 Offers the student a history of management and its various theories. Covers the principles and application of planning, organizing, leading and controlling. Students also view management from the roles of supervisory, middle and top management. (Formerly known as BSAD 275)
 Prerequisite: None

- BUS 259** **5 credits**
STARTING/MANAGING A SMALL BUSINESS
 Surveys the characteristics of small businesses, and includes the study of planning and organizing a new business, starting up a new business, producing products or services, marketing, planning, and control. (Formerly known as BSAD 111)
 Prerequisite: ACCT 101, BUS& 101 (was BSAD 110), and CS 121 (was CIS 120) with a grade of C- or better, or instructor permission.
- BUS 264** **5 credits**
PRINCIPLES OF MARKETING
 Presents marketing functions and their roles in the economic process, emphasizing marketing systems, product planning, promotion, and sales. (Formerly known as BSAD 263)
 Prerequisite: BUS& 101 (was BSAD 110) or instructor permission.
- BUS 265** **5 credits**
ADVERTISING
 Provides an overview of the related fields of sales and advertising. The course encompasses economics of selling and selling processes and studies field of advertising with emphasis on planning, implementing, and controlling the advertising process. (Formerly known as BSAD 270)
 Prerequisite: None
- BUS 270** **Sp** **5 credits**
INTRODUCTION TO PROJECT MANAGEMENT **E**
 Focuses on management principles, methods, and tools to effectively plan and implement complex projects. Includes project scoping, preparation, planning, and monitoring. Covers classical techniques and new methodologies; spreadsheet-based tools; and probabilistic project simulation from strategic, tactical, and operational perspectives.
 Prerequisites: CS 121 and BUS 144 with a grade of C or better, or instructor permission.
- BUS 290** **W** **5 credits**
DESIGN THINKING & ENTREPRENEURSHIP **E**
 Explores concepts in entrepreneurship as well as introduces students to design thinking, human centered design and the theory of change model as an approach to life. It is designed to promote discovery and expand critical thinking as well as provide students with the opportunity to evaluate concepts such as ethics, social responsibility, the business model, financing a new venture, laws & regulations and business governance in relation to entrepreneurial endeavors.
 Prerequisites: None

BUS 294**2 credits****CAREER SUCCESS**

Provides preparation for pursuing a career in business, with a focus on self-assessment, job search, application process documents, and interviewing techniques. This course is intended for Business students in their second year. Students should enroll in this course during one of the last two quarters of their program.

Prerequisite: Program advisor permission.