

BUSINESS ADMINISTRATION (BUSAD)

BUSAD 039 3 Units

Strategies for Successful Employment

Lecture: 54 contact hours

Advisory: CIT 010

This course is designed to help students develop the skills needed to successfully seek employment, including job search strategies, career paths, cover letter and resume writing, mock interviews, job applications, and positive workplace attitudes.

Associate Degree Applicable

BUSAD 050 3 Units

Business Math

Lecture: 54 contact hours

Advisory: MATH 962

This course covers fundamental mathematical calculations and their application to business problems. Topics include payroll, pricing, interest and discount, commission, taxes, and other pertinent uses of mathematics in the field of business.

Associate Degree Applicable

BUSAD 098 1-4 Units

Business Administration Work Experience

WRKEX: 300 contact hours

Supervised training, in the form of on the job employment that will enhance the student's knowledge in the selected field of study. The student's major and job must match. For paid work, 75 hours = 1 unit; for volunteer work, 60 hours = 1 unit. Students may earn a total of 16 units toward graduation in Work Experience 098 courses. See department for specific guidelines.

Associate Degree Applicable

BUSAD 100 3 Units

Introduction to Business

Lecture: 54 contact hours

Advisory: ENGL 015 or eligibility for ENGL 101 or ENGL 101H as determined by the SBVC assessment process.

This course will introduce students to the fundamental concepts of business in a changing world. It includes an overview of such areas as economic systems, management, marketing, accounting, finance, ethics, ownership, organization of business, the legal aspects and regulation of business, as well as globalization.

Associate Degree Applicable

Transfers to both UC/CSU

C-ID: BUS 110

BUSAD 103 3 Units

Marketing Principles

Lecture: 54 contact hours

Advisory: ENGL 101 or ENGL 101H or eligibility as determined by the SBVC assessment process.

This course covers the basic principles and methods of marketing as practiced by all successfully managed business firms. This course is management-oriented, covering demand analysis, forecasting, product development, price determination, distribution channels, material handling, advertising and personal selling.

Associate Degree Applicable

Transfers to CSU only

BUSAD 105 3 Units

Small Business Management/Entrepreneurship

Lecture: 54 contact hours

Advisory: ENGL 101 or ENGL 101H or eligibility as determined by the SBVC assessment process.

This course is designed for business majors and non-business majors who desire a greater knowledge of the fundamentals specifically related to the opening and operation of a small business. The course is designed to provide a working knowledge of the pitfalls associated with small business operations and how to recognize, prevent and solve problems.

Associate Degree Applicable

Transfers to CSU only

BUSAD 106 3 Units

Principles of Selling

Lecture: 54 contact hours

Advisory: ENGL 101 or ENGL 101H or eligibility as determined by the SBVC assessment process.

This course covers the problems of analyzing the sales talk, making an adequate approach, meeting objectives, excuses and techniques of closing the sale, and the psychology involved in selling services, goods, ideas and one's own personality.

Associate Degree Applicable

Transfers to CSU only

BUSAD 108 3 Units

Personal Finance, Investments and Estate Planning

Lecture: 54 contact hours

This course is an integrated approach to personal finance focusing on practical financial decision making as well as the social, psychological, and physiological contexts in which those decisions are made. The student will examine the preparation for managing one's personal finances, including financial planning, income and expense management, investment analysis, retirement planning, consumerism, long-term care, estate planning, credit management, home ownership, death and taxes.

Associate Degree Applicable

Transfers to CSU only

BUSAD 110 3 Units

Human Resource Management

Lecture: 54 contact hours

Advisory: ENGL 101 or ENGL 101H or eligibility as determined by the SBVC assessment process.

This course is a survey of the objectives, functions and practices in the management of employee relations, and the impact of employee relations on the effective achievement of the organization's goals.

Associate Degree Applicable

Transfers to CSU only

BUSAD 112 3 Units

Principles of Retailing

Lecture: 54 contact hours

Advisory: ENGL 101 or ENGL 101H or eligibility as determined by the SBVC assessment process.

This course will cover the role of retailing in serving the needs of the community. The topics will include analysis of consumer needs, store locations, financial requirements and legal processes of starting a retail operation, planning for store layout, merchandise mix, vendor negotiation, pricing, displaying, advertising, selling and controlling of merchandise.

Associate Degree Applicable

Transfers to CSU only

BUSAD 120 3 Units**Business Management/Leadership****Lecture:** 54 contact hours**Advisory:** ENGL 101 or ENGL 101H or eligibility as determined by the SBVC assessment process.

This course is designed for business majors and examines the primary dimensions of the management process including planning, organizing, decision-making and controlling organizational activity. Development of effective management and leadership skills through hands-on simulation exercises.

Associate Degree Applicable**Transfers to CSU only****BUSAD 127 3 Units****Business Communication****Lecture:** 54 contact hours**Prerequisite:** ENGL 101 or ENGL 101H

This course is a study of the principles and role of business communication and the need for communication skills in a global marketplace. Emphasis is placed on written communications, including business letters, proposals, resumes and other business documents. A considerable amount of time is devoted to planning, organizing, outlining, grammar and writing style.

Associate Degree Applicable**Transfers to CSU only****C-ID:** BUS 115**BUSAD 151 3 Units****Human Relations****Lecture:** 54 contact hours**Advisory:** ENGL 101 or ENGL 101H or eligibility as determined by the SBVC assessment process.

This course provides a basic understanding of human interactions in the workplace, focusing on the roles of the individual, the group, and the organization as a whole.

Associate Degree Applicable**Transfers to CSU only****BUSAD 210 3 Units****Business Law****Lecture:** 54 contact hours**Advisory:** ENGL 015 or eligibility for ENGL 101 or ENGL 101H as determined by the SBVC assessment process.

This course explores the legal environment in which business operates. It includes an introduction to law and legal reasoning, ethics, torts, strict and products liability, criminal law and contracts. Special emphasis is placed on acquiring a working knowledge of the rules for contracting in general and the modifications applicable under the Uniform Commercial Code for the sale of goods.

Associate Degree Applicable**Transfers to both UC/CSU****C-ID:** BUSAD 125**BUSAD 211 3 Units****The Legal Environment of Business****Lecture:** 54 contact hours**Advisory:** ENGL 015 or eligibility for ENGL 101 or ENGL 101H as determined by the SBVC assessment process.

This course includes a broad overview of the legal environment of business. Areas of employment regulation, consumer protection, environmental law, land-use control, sole proprietorships, partnerships, corporations, antitrust, securities regulation, comparative and international law are studied.

Associate Degree Applicable**Transfers to both UC/CSU****C-ID:** BUS 120**BUSAD 222 1-3 Units****Independent Study in Business Administration****DIR:** 54 contact hours

Students with previous course work in Business Administration may do assigned projects involving research and analysis of selected topics. This independent study is for students who are interested in furthering their knowledge of Business Administration. Prior to registration, a written contract must be prepared jointly by the instructor and the student. See instructor for details.

Associate Degree Applicable**Transfers to CSU only****BUSAD 601 Noncredit****Finding and Landing a Job****Lecture:** 8 contact hours**Lab:** 16 contact hours

This course provides basic job searching and job application skills for individuals who have not been employed before or have been out of the workforce for an extended period of time. Topics include matching skills and interests to available jobs, prospecting for a job, creating a resume and cover letter, applying for a job, and interviewing. This course is recommended for individuals are looking for a job with no prior or limited prior work experience and individuals who have been out of the workforce for a significant period of time.

BUSAD 602 Noncredit**Working in a Business Office****Lecture:** 12 contact hours**Lab:** 24 contact hours

This course provides a basic working knowledge of business office procedures and tasks. Topics include effective business writing, business documents, and filing. This course is recommended for individuals who wish to seek an entry-level position as an office clerk.

BUSAD 604 Noncredit**Preparing to Be an Entrepreneur****Lecture:** 6 contact hours

This noncredit course is designed to help students discover and develop the personal attributes needed to become or to improve being a successful entrepreneur. The core of the course focuses on what it takes to become a true entrepreneur. The student will begin to understand the competencies required to be an entrepreneur through case studies, creative problem solving, and exercises aimed at self-development. Students will learn the responsibilities, the benefits and the pitfalls that await an entrepreneur.

BUSAD 605 Noncredit**Creating the Business Concept****Lecture:** 10 contact hours

This noncredit course provides a basic understanding of how to create each component of a Business Plan, including the SWOT Analysis (Strengths, Weaknesses, Opportunities, & Threats). The student will examine the industry that incorporates their business and will look at potential forces that may impact its success. They will examine the customer base and competition and discuss how to produce revenue and growth and will examine the financial situation, with a projection of the company's financial future.

BUSAD 606 Noncredit**Building the Business****Lecture:** 6 contact hours

This noncredit course teaches students the steps to take after the business plan is developed. It will give students the skills to find consulting and financial resources for their business in the Inland Empire, while teaching how social media and technology are critical to today's business culture.

BUSAD 607 Noncredit

Finding Customers/Marketing

Lecture: 10 contact hours

This noncredit course teaches students the concepts of marketing, building a customer base and a customer service program. This course provides a basic understanding of how to create a marketing plan, strategy and implementation.

BUSAD 608 Noncredit

Finance, Taxes and Human Resources

Lecture: 10 contact hours

This noncredit course provides a basic understanding of small business finance, taxes, and human resources. It also covers government regulations, payroll, and practices for hiring and keeping the best employees.

BUSAD 609 Noncredit

Management and Operations

Lecture: 6 contact hours

This noncredit course provides a small business owner with the information needed to be an excellent manager and how to run their business efficiently. Students will learn how to negotiate contracts with customers and vendors. Students will also learn management techniques on how to motivate employees.