

BUSINESS

Business, English, and Language Arts

James Weckler, Division Dean

Division Office, Room 301

Mo Hassan, Program Chair, (831) 477-3201

Aptos Counselor: (831) 479-6274 for appointment

Watsonville Counselor: (831) 786-4734

Call (831) 479-6400 for more information

<http://www.cabrillo.edu/programs>

General Business

Program Description:

The Business program is designed to provide students with the theoretical and practical knowledge to prepare them for transfer to four-year institutions. The objective is to teach the fundamental principles underlying organizations, to emphasize education which will improve students' thought processes, to provide familiarity with the basic analytical tools of business and to develop in the student the ability to use the techniques involved in analyzing and evaluating business problems and finding reasonable solutions. Attention is focused on systems and quantitative analysis, accounting, business law, economics and mathematics.

The General Business program offers three options: an Associate in Science Degree or a Certificate of Proficiency which are designed for direct employment, and an Associate in Arts Degree designed for transfer to a four-year college or university.

Model Program for Business

The following Model Program fulfills requirements for the A.A. Degree in Business at Cabrillo College. Specific lower division major preparation at four-year public institutions in California can be found at www.assist.org. Please see a counselor for advisement for transfer to any four-year institution.

A.A. Degree: General Business

A.A. General Education **30 Units**

Core Courses (Choose 20 units)

ACCT 1A	Financial Accounting	4
ACCT 1B	Managerial Accounting.	4
BUS 5	Business Information Systems	4
BUS 9	Business Statistics.	3
BUS 18	Business Law.	4
BUS 20	Introduction to Business	3
BUS 60	International Business	3
ECON 1A	Introduction to Macroeconomics	3
ECON 1B	Introduction to Microeconomics	3
MATH 13	Finite Mathematics.	3
MATH 18	Business Calculus	3

Required of most business majors depending on university of transfer. See business adviser for specifics.

Electives:

(Any Course numbered 1-99). 10

Total Units **60**

A.S. Degree: General Business (Occupational)

A.S. General Education **21 Units**

General Business Occupational Core Courses (25 units)

ACCT 1A	Financial Accounting	4
BUS 5	Business Information Systems	4
BUS 18	Business Law.	4
BUS 20	Introduction to Business	3
BUS 60	International Business	3
BUS 82	Marketing Principles	3
FIN 4	Money Management.	4

Approved Electives (9 units)

ACCT 1B	Managerial Accounting.	4
BUS 9	Business Statistics.	3
BUS 21	Internet Resources for Business.	1.5
BUS 50	Advertising for Small Business	3
BUS 52	Business Communications.	3
BUS 67	Human Relations and Resources	3
BUS 68	International Business Law	4
BUS 71	International Marketing	3
BUS 75	Business, Society and Government	3
BUS 88	Starting and Operating a New Small Business.	3
BUS 89	Starting & Operating an eCommerce Business	3
BUS 120	Introduction to Project Management	3
BUS 155	Business Mathematics.	3
BUS 199C	Career Work Experience Education.	1 - 4

Electives:

(Any Course numbered 1-199). 5

Total Units **60**

A.S. Degree: General Business (Transfer)

A.S. General Education **21 Units**

Core Courses (Choose 30 units)

ACCT 1A	Financial Accounting	4
ACCT 1B	Managerial Accounting.	4
BUS 5	Business Information Systems	4
BUS 9	Business Statistics.	3
BUS 18	Business Law.	4
BUS 20	Introduction to Business	3
BUS 60	International Business	3
ECON 1A	Introduction to Macroeconomics	3
ECON 1B	Introduction to Microeconomics	3
MATH 13	Finite Mathematics.	3
MATH 18	Business Calculus	3

Required of most business majors depending on university of transfer. See business adviser for specifics.

Electives :

(Any Course numbered 1-199). 9

Total Units **60**

Certificate of Achievement, Business

General Business Occupational Core Courses (25 Units)

ACCT 1A	Financial Accounting	4
BUS 5	Business Information Systems	4
BUS 18	Business Law	4
BUS 20	Introduction to Business	3
BUS 60	International Business	3
BUS 82	Marketing Principles	3
FIN 4	Money Management.	4
Required Courses		
CABT 157	Business and Technical Writing	3
or		
ENGL 100	Elements of Writing	3
or		
ENGL 1A/1AH/1AMC/1AMCH		3
Total Units		28

Business Courses

BUS 5

Business Information Systems

4 units; 3 hours Lecture, 3 hours Laboratory

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Introduces management information systems, systems design and development, data communications, data management, office automation, computer hardware and software concepts, and the use of information technology to compete in the business world. Software applications such as word processing (Word), financial spreadsheets (Excel) and data base systems (Access) are introduced with appropriate business applications. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU, UC.

BUS 9

Business Statistics

3 units; 3 hours Lecture, 1 hour Laboratory

Prerequisite: MATH 152 with a minimum grade of C or better or two years of high school algebra with grade average "C" or better, or MATH 13.

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Collection and presentation of data; measures of central tendency, dispersion, probability, sampling distributions, statistical inference, regression correlation, index numbers, time series analysis, and forecasting. Excel will be introduced for some statistical tests.

Transfer Credit: Transfers to CSU, UC, with limits: BUS 9 combined with MATH 12/12H- maximum credit: 1 course.

BUS 18

Business Law

4 units; 3 hours Lecture, 2 hours Laboratory

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Repeatability: May be taken a total of 2 times.

Introduces the United States justice system, covering and relating criminal, civil, employment, torts and contract laws to business operations. History and nature of law, court systems, administrative agencies, crimes, cyber law, the formation and operation of contracts, corporate organization structures, ethical decisions and corporate responsibility and antitrust laws will be covered. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU, UC.

BUS 20

Introduction to Business

3 units; 3 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Surveys business principles, problems, practices and procedures. Discussions of the nature of business, ownership, recruitment and training of personnel, labor-management relations, production and distribution of goods, competition, profits, transportation, finance, government, business relations and the interaction of business with society.

Transfer Credit: Transfers to CSU, UC.

BUS 21

Internet Resources for Business

1.5 units; 1.5 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Use of key Internet tools and resources (e.g. search engines, directories, communication tools, databases and data repositories) that support running a business and doing business research including basic information management skills, and simple web page construction.

Transfer Credit: Transfers to CSU.

BUS 50

Advertising for Small Business

3 units; 3 hours Lecture, 2 hours Laboratory

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Teaches advertising and promotion for small businesses, emphasizing local and regional media. Covers media planning, budgeting, and purchasing, media creation, design and layout for television, radio, newspaper, magazine, brochures, fliers, outdoor, direct mail, web, press releases and more as marketing tools. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.

BUS 52

Business Communications

3 units; 3 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Introduces business communication examining form, structures, and style specific to the business environment, focusing on written communication, develops the skills needed in today's global business environment.

Transfer Credit: Transfers to CSU.

BUS 60**International Business**

3 units; 3 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Repeatability: May be taken a total of 4 times.

This course provides general knowledge of international markets and business. The course will cover organizational and business techniques for various cultures, and markets including: cultural differences, political economy, economic integration, exporting, importing, currency exchange markets and global marketing strategy. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 67****Human Relations and Resources**

3 units; 3 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Applies the principles of motivation, leadership fundamentals, quality improvement, communication, cultural awareness, and organizational structure as they pertain to Human Resources. Topics include motivational theories, business ethics, employee training, conflict resolution, leadership styles, and international cultural awareness.

Transfer Credit: Transfers to CSU.**BUS 68****International Business Law**

4 units; 4 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Introduces international business and environmental laws and their utilization in creating and executing effective corporate strategies and international business transactions. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 71****International Marketing**

3 units; 3 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Repeatability: May be taken a total of 2 times.

Focuses on the impact of cultural and economic elements on global trade and opportunities. The course is designed to promote an understanding of the impact a country's culture and environment have on the marketing plan and marketing strategies.

Transfer Credit: Transfers to CSU.**BUS 75****Business, Society and Government**

3 units; 3 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Teaches the relationship dynamics between business, government, and society. Critically examines how business ethics, global environment, social factors, and government regulations influence business decisions, consumers, and legislators. Analyzes and compares the advantages and disadvantages of socially responsible and economic business models. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 82****Marketing Principles**

3 units; 3 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Teaches the application of business marketing concepts and principles. Course introduces and analyzes the marketing mix (product, price, promotion, and placement) and marketing strategies as they pertain to business operations. The course will provide general and practical knowledge on marketing research, target market analysis, consumer behavior and promotional campaigns.

Transfer Credit: Transfers to CSU.**BUS 88****Starting and Operating a New Small Business**

3 units; 3 hours Lecture, 2 hours Laboratory

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Repeatability: May be taken a total of 2 times.

Teaches skills to succeed in new ventures: legal steps, paperwork, start-up capital, demand, pricing, business feasibility, location, expenses, cash flow, marketing and business plan. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 89****Starting & Operating an eCommerce Business**

3 units; 3 hours Lecture, 2 hours Laboratory

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Repeatability: May be taken a total of 2 times.

Teaches eCommerce for new or existing businesses planning to create a professional business presence online. Covers eCommerce, designing a Website, Web assets, technology, Web architecture, Web sales, security, online advertising, maintaining the Website, legalities and using professional software. May be offered in a Distance-Learning Format.

Transfer Credit: Transfers to CSU.**BUS 120****Introduction to Project Management**

3 units; 3 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Introduces and provides practice with the elements of managing a project: basic tools and language of project management, the interrelationships of cost, schedule and performance, project scopes and goals, scheduling and estimating, resource assignment, risk management, organizational dynamics, and project monitoring and control.

BUS 155**Business Mathematics**

3 units; 3 hours Lecture

Prerequisite: MATH 254CM or basic arithmetic skills.

A study of mathematics as applied to business, with emphasis on notes and interest, invoices and discounts, annuities, payrolls, sales and property taxes, stocks and bonds and bank reconciliations. Required for all Accounting and Business certificates and degrees.

BUS 163

Global Business Management

3 units; 3 hours Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Introduces basic management principles, concepts and practices. An explanation of management functions and leadership styles will be provided. Current issues and trends will be integrated throughout the course.

BUS 190A-Z

Special Topics in Globalization, Business and Society

1 - 4 units; 1 hour Lecture

Recommended Preparation: Eligibility for ENGL 100 and READ 100.

Repeatability: May be taken a total of 4 times.

This course examines the impact of globalization and technological innovations on modern society, trade, and business practices. The course will also examine how a specific culture and society manifest itself in business negotiations, etiquette, and world trade. The course may focus on a specific country, region, or area to examine the impacts and manifestations.