BOT 101  General Botany Lecture  (3)
3 hours lecture
Note: Not open to students with prior credit in BOT 100
Transfer acceptability: CSU; UC – BOT 100 and 101/101L combined: maximum credit, 4 units
The diversity, structure, and function of major plant groups including cellular metabolism, soil water relationships, classification, genetics, life cycle patterns, growth, and the basic ecological and evolutionary concepts of botany.

BOT 101L  General Botany Laboratory  (1)
3 hours laboratory
Prerequisite: A minimum grade of ‘C’ in BOT 101, or concurrent enrollment in BOT 101
Note: Not open to students with prior credit in BOT 100
Transfer acceptability: CSU; UC – BOT 100 and 101/101L combined: maximum credit, 4 units
A laboratory course in plant biology. Special emphasis on the structure, growth, function, genetics, and life cycles of major plant groups. This is a general education course intended for non-science majors.

BOT 195  Field Study of Native Plants  (1, 1.5, 2, 2.5, 3)
½-1 hours lecture - 1½-7½ hours laboratory
Prerequisite: A minimum grade of ‘C’ in BIOL 100; or BIOL 101; or BIOL 114; or BIOL 130; or BIOL 131; or BOT 100; or BOT 101; or ZOO 100; or ZOO 101
Transfer acceptability: CSU; UC – Credit determined by UC upon review of course syllabus.
Extended field study of the flora of selected geographical areas including habitats, adaptations, and identification of native and naturalized species. See Class Schedule for locality to be visited. Fee charged.

BOT 197 Botany Topics  (.5 - 4)
Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture and/or laboratory may be scheduled by the department. Refer to Class Schedule.
Transfer acceptability: CSU; UC – Credit determined by UC upon review of course syllabus. Topics in Botany. See Class Schedule for specific topic offered. Course title will designate subject covered.

Business (BUS)
See also Accounting, Business Management, Insurance, International Business, Legal Studies, Real Estate

Contact the Business Administration Department for further information.
(760) 744-1150, ext. 2488
Office: MD-341

Associate in Science Degrees -
AS Degree requirements are listed in Section 6 (green pages).
• Administrative Assistant
• Advertising, Marketing, and Merchandising
• Business - General
• E-Marketing
• Medical Office Specialist

Associate in Science for Transfer -
AA-T, IGETC, and CSUGE requirements are listed in Section 6 (green pages).
• Business Administration

Certificates of Achievement -
Certificate of Achievement requirements are listed in Section 6 (green pages).
• Administrative Assistant
• Advertising, Marketing, and Merchandising
• E-Marketing
• Medical Office Specialist
• Retail Management

PROGRAMS OF STUDY

Administrative Assistant
This program is designed to prepare the student for an entry level or higher office position and reflects significant changes in the level of preparedness in Digital Information Literacy that is required to enter business and industry.

A.S. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements
ACCT 101  Bookkeeping  3
BUS 100  Introduction to Business  3
BUS 104  Business Information Systems  3
BUS 110  Business Mathematics  3
BUS 120  Introduction to Office Information Systems  3
BUS 152  Social Media for Business  3
BUS 166  Intermediate Keyboarding  2
BUS 167  Microsoft Office Integration  3
BUS 171  Word for Business - Advanced  1
BUS 173  Contemporary Job Search Techniques  1
BUS 176  Excel Intermediate  1
BUS 187  Project for Business  1
BUS 190  Internet for Business  1
BUS 205  Business Communication  3

TOTAL UNITS 31

Credit For Certified Administrative Professional (Cap) Certification: Individuals who hold the certification for Certified Professional Secretary (CPS) or Certified Administrative Professional (CAP) may apply to the Business Administration Department for units toward an Administrative Assistant Associate in Arts Degree. The units granted, with a grade of CR, will be posted to the student’s transcript upon completion of the remaining AA degree requirements. Students must provide evidence of successful completion of the CPS or CAP certification.

Advertising, Marketing, and Merchandising
This program is designed to provide a general academic background of coursework pertinent to entry-level employment and/or upper division education in the field of product or service distribution.

A.S. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements
ACCT 101  Bookkeeping  3
or
ACCT 201  Financial Accounting  4
BUS 110  Business Mathematics  3
BUS 115  Business Law  3
or
BUS 117  Legal Environment of Business  3
BUS 140  Selling for Business  3
BUS 145/ FASH 125  Retailing/Promotion  3
BUS 150  Advertising  3
BUS 155  Marketing  3

Electives (Select 6 units)
BUS 100  Introduction to Business  3
BUS 125  Business English  3
BUS/FCS 136  Personal Finance  3
BUS 157  E-Commerce  3
BUS 158  Marketing Internship  3
BUS 170  Word for Business - Basic  1
BUS 173  Contemporary Job Search Techniques  1
BUS 189  Beyond Outlook Essentials  1
BUS 205  Business Communication  3
BMGT 110  Human Resource Management  3
BMGT 105  Small Business Management  3

See Catalog addendum at http://www.palomar.edu/catalog
Business Administration

The Associate in Science in Business Administration for Transfer degree provides students the basic functions of business including accounting, economics, business ethics, business related soft-ware applications, business communications and business statistical study. The degree prepares students for entry into an extraordinary number of academic studies such as: accounting, finance, marketing, business administration, advertising, merchandizing, banking, economics, entrepreneurial studies, health care management, hospitality management, international business, and public relations. It can also provide skills necessary for entry-level positions in the field of business.

To obtain the Associate in Science in Business Administration for Transfer, students must complete the following:

- Maximum of 60 CSU-transferable units with a minimum grade point average (GPA) of 2.0, and a grade of “C” or better in all courses required for the major:
  - A minimum of 18 semester units in the major as determined by the community college district, and:
  - One of the following general education patterns:
    - The California State University General Education-Breadth (CSU GE-Breadth) pattern of 39 units; OR:
    - The Intersegmental General Education Transfer Curriculum (IGETC) pattern of 37 units

AS-T TRANSFER MAJOR

Program Requirements

- ACCT 201 Financial Accounting 4
- ACCT 202 Managerial Accounting 4
- ECON 101 Principles of Economics (Macro) 3
- ECON 102 Principles of Economics (Micro) 3
- BUS 117 Legal Environment of Business 3

List A: Select one of the following:

- MATH 130 Calculus for Business and the Social Sciences 4
- MATH 120 Elementary Statistics 4

List B: Select two of the following or any course from List A not already chosen:

- BUS 104 Business Information Systems 3
- CSIT 125 Computer Information Systems 3
- BUS 204 Quantitative Business Analysis 3
- BUS 100 Introduction to Business 3
- BUS 205 Business Communication 3

TOTAL UNITS 27

Business-General

This program is primarily designed for students who are seeking an overview of business. The program provides skills necessary for entry-level positions in the field of business. If transferring to a four year institution use the Associate Degree for Transfer Business (AD-T Business Administration).

A.S. DEGREE MAJOR

Program Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACCT 101 Bookkeeping</td>
<td>3</td>
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<tr>
<td>ACCT 201 Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 104 Accounting Spreadsheet Concepts</td>
<td>2</td>
</tr>
<tr>
<td>BUS 100 Introduction to Business</td>
<td>3</td>
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<tr>
<td>BUS 110 Business Mathematics</td>
<td>3</td>
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<tr>
<td>BUS 115 Business Law</td>
<td>3</td>
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<tr>
<td>BUS 117 Legal Environment of Business</td>
<td>3</td>
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<tr>
<td>BUS 155 Marketing</td>
<td>3</td>
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<tr>
<td>IBUS 105 International Marketing</td>
<td>3</td>
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<tr>
<td>BMGT 101 Introduction to Management</td>
<td>3</td>
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<tr>
<td>BMGT 105 Small Business Management</td>
<td>3</td>
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<tr>
<td>IBUS 100 Introduction to International Business and Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 205 Business Communication</td>
<td>3</td>
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<tr>
<td>CSIT 105 Computer Concepts and Applications</td>
<td>3</td>
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<tr>
<td>CSIT 120 Computer Applications</td>
<td>3</td>
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</tbody>
</table>

TOTAL UNITS 35 - 38

* Not required if acceptable level skill has been completed in high school. Students excused from BUS 165 must substitute an elective.

Recommended Electives: BUS 170, 171; ECON 101; PSYCH 100

E-Marketing

This program combines business skills in marketing and advertising with technical skills in web design and digital media production. Students will gain a working knowledge of Web 2.0 techniques used in e-marketing such as digital media design, search engine optimization, social networking, and other methods of creating digital content for driving website traffic.

A.S. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>BUS 150 Advertising</td>
<td>3</td>
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<tr>
<td>BUS 152 Social Media for Business</td>
<td>3</td>
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<tr>
<td>BUS 155 Marketing</td>
<td>3</td>
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<tr>
<td>IBUS 105 International Marketing</td>
<td>3</td>
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<tr>
<td>BUS 157 E-Commerce</td>
<td>3</td>
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<tr>
<td>GCIP 140 Digital Imaging/Photoshop I</td>
<td>3</td>
</tr>
<tr>
<td>GCMW 177 Search Engine Optimization (SEO) for Web Design</td>
<td>3</td>
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<tr>
<td>GCMW 204 Motion Graphics for Multimedia</td>
<td>3</td>
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</tbody>
</table>

TOTAL UNITS 27
### Electives (Select 6 units)

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Units</th>
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<tbody>
<tr>
<td>ACCT 101</td>
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<tr>
<td>BMGT 105</td>
<td>Small Business Management</td>
<td>3</td>
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<tr>
<td>BUS 104</td>
<td>Business Information Systems</td>
<td>3</td>
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<td>BUS 145 / FASH 125</td>
<td>Retailing/Promotion</td>
<td>3</td>
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<tr>
<td>BUS 185</td>
<td>Powerpoint for Business</td>
<td>1</td>
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<td>BUS 190</td>
<td>Internet for Business</td>
<td>1</td>
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<tr>
<td>BUS 205</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>GCIP 141</td>
<td>Digital Imaging/Photoshop II</td>
<td>3</td>
</tr>
<tr>
<td>GCIP 240</td>
<td>Digital Imaging/Photoshop III</td>
<td>3</td>
</tr>
<tr>
<td>GCMW 106</td>
<td>Multimedia for Social Networking</td>
<td>3</td>
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<tr>
<td>GCMW 120</td>
<td>Designing for the Social Web</td>
<td>3</td>
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<tr>
<td>GCMW 140</td>
<td>Web Graphics</td>
<td>3</td>
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<tr>
<td>GCMW 165</td>
<td>Digital Video Design</td>
<td>3</td>
</tr>
<tr>
<td>GCMW 205</td>
<td>Digital Video for Multimedia</td>
<td>3</td>
</tr>
</tbody>
</table>

**TOTAL UNITS 31-32**

### Business

**SPCH 115 Interpersonal Communication** 3  
or  
**SPCH 100 Oral Communication** 3

**BUS 120 Intro to Office Info Systems** 3  
**ENG 100 English Composition** 4  
or  
**BUS 145/ BUS 110 Business Mathematics** 3

### Course Offerings

**BUS 82 Medical Insurance Billing and Coding** 3  
(Formerly OIS 82)  
3 hours lecture  
**Recommended preparation:** BUS 80  
Provides entry level skills in medical insurance, billing, diagnostic and medical procedural coding with CPT-4 and ICD-9 guidelines. Includes compiling and abstracting information from the medical record utilizing computer coding techniques and promoting accurate reimbursement of medical claims. Prepares and utilizes health care claim forms.

**BUS 84 Healthcare Writing Techniques** 2  
2 hours lecture  
**Prerequisite:** A minimum grade of ‘C’ in BUS 80  
Application of writing skills to common writing situations found in various medical settings following HIPAA rules and standards. Includes the writing of medical letters, memos, and emails; medical records including charting and documenting; a variety of medical reports; meeting minutes; research and manuscripts.

**BUS 86 Electronic Health Record Applications** 2  
(Formerly OIS 86)  
2 hours lecture  
**Recommended preparation:** BUS 80  
Application of technology in the health care industry. Includes overview of EHR software; privacy, confidentiality, and security of the EHR; transitioning from paper charts to the EHR; administrative use of the EHR; using the EHR for reimbursement; the EHR role in health promotion and patient education; and, the personal health record and patient advocacy.

**BUS 88 Medical Office Administration** 3  
(Formerly OIS 88)  
3 hours lecture  
**Recommended preparation:** BUS 80  
Designed to prepare students for employment as a medical administrative assistant. Topics include the career of a medical administrative assistant; the health care team; medical law and ethics; patient diversity, communications, appointment scheduling, and reception/registration; patient services of HIM, HIPAA; medical billing, health insurance and benefits (CMS-1500, Tricare, CHAMPVA, COBRA); directing the activities of the medical office (business operations, financial management, and human resource management); and, job search essentials.

**BUS 104 Business Information Systems** 3  
3 hours lecture  
**Transfer acceptability:** CSU  
**C-ID BUS 140**  
Examination of information systems and their role in business. Focus on information systems, database management systems, networking, e-commerce, ethics and security, computer systems hardware and software components. Application of these concepts and methods through hands-on projects developing computer-based solutions to business problems.
BUS 110  Business Mathematics  (3)  3 hours lecture  
Transfer acceptability: CSU  
Theory and practical application to business situations of computing trade and cash discounts, commissions, payrolls, property taxes, interest, bank discount, compound interest, present value, annuities, sinking funds, insurance, consumer credit, and depreciation.

BUS 115  Business Law  (3)  3 hours lecture  
Transfer acceptability: CSU; UC – BUS 115, 116, 117, LS 121 combined: maximum credit, one course  
Law in its relationships to business contracts, agency, bailment, and sales.

BUS 116  Business Law  (3)  3 hours lecture  
Recommended preparation: BUS 115  
Transfer acceptability: CSU; UC – BUS 115, 116, 117, LS 121 combined: maximum credit, one course  
Law in its relationships to negotiable instruments, partnerships, corporations, real property, insurance, wills and estates, and bankruptcy.

BUS 117  Legal Environment of Business  (3)  3 hours lecture  
Transfer acceptability: CSU; UC – BUS 115, 116, 117, LS 121 combined: maximum credit, one course  
C-ID BUS 120  
Business legal systems, sources of law, social and ethical influences, judicial and administrative systems, contracts, torts, bankruptcy, agency, business organizations, securities regulation, regulation of property, and protection of intellectual property interests.

BUS 120  Introduction to Office Information Systems  (3)  3 hours lecture  
Note: Offered in the fall semester, day only; spring semester, night only  
Transfer acceptability: CSU  
How automation has changed and restructured the modern office and the specific role technology is playing in that change. Topics covered will include computer fundamentals, key software applications, electronic communications, creation of basic web pages, networking, distance learning, and careers. At the conclusion of this course, students will be prepared to take the IC3 certification.

BUS 125  Business English  (3)  3 hours lecture  
Transfer acceptability: CSU  
Practical approaches to solving the commonly made errors in English language usage, as specifically applied to business-oriented material. Coverage includes vocabulary, spelling, grammar, idioms, sentence structure, and punctuation.

BUS 130  Introduction to Purchasing and Supply Chain Management  (3)  3 hours lecture  
Transfer acceptability: CSU  
Basic principles in purchasing and supply chain management, relationship management, application of processes, inventory management, source selection, obtaining and evaluating offers, buying techniques, contract writing and legal aspects.

BUS 136  Personal Finance  (3)  3 hours lecture  
Note: Cross listed as FCS 136  
Transfer acceptability: CSU  
An integrated approach to personal finance that focuses on practical financial decision-making, as well as the physiological, psychological and sociological contexts in which those decisions are made. Topics include money management, taxes, financial services, consumer credit, consumer purchasing strategies, housing, property and automobile insurance, health and disability insurance, life insurance, investment analysis and retirement and estate planning.

BUS 138  Business Ethics  (2)  2 hours lecture  
Transfer acceptability: CSU  
This course provides a systems approach for making business decisions that are responsible, practical, and defendable. It examines the gray zone of ethical quandaries and provides a methodical process for selecting alternative solutions that are ethical and good for business.

BUS 140  Selling for Business  (3)  3 hours lecture  
Transfer acceptability: CSU  
A study of the working principles of selling in a business environment including prospecting for customers, understanding buying behavior, developing a sales presentation, closing the sale while delivering the best customer service, and maintaining professional relationships.

BUS 142  Customer Service  (1)  1 hours lecture  
Transfer acceptability: CSU  
A study of the working principles of selling in a business environment including prospecting for customers, understanding buying behavior, developing a sales presentation, closing the sale while delivering the best customer service, and maintaining professional relationships.

BUS 145  Retailing/Promotion  (3)  3 hours lecture  
Note: Cross listed as FASH 125  
Transfer acceptability: CSU  
Principles and techniques of retailing, promotion, and advertising pertinent to retail policies and procedures. Includes psychological aspect of retailing. Working foundation for those looking forward to employment in this area.

BUS 150  Advertising  (3)  3 hours lecture  
Transfer acceptability: CSU  
A study of advertising media and methods as sales promotional tools in marketing activities including, but not limited to, such areas as the production and evaluation of advertisements and advertising media.

BUS 152  Social Media for Business  (3)  3 hours lecture  
Transfer acceptability: CSU  
Explores social media use from a business perspective. Students learn how to develop a social media strategy to promote business, build strong customer relationships, and coordinate a common message across multiple channels. Strategic and tactical review of the major social networking platforms will be reviewed in order to drive business goals and create a personal brand online.

BUS 155  Marketing  (3)  3 hours lecture  
Transfer acceptability: CSU  
A study of the role and functions of marketing in the wholesale and retail distribution of industrial and consumer goods and services, to familiarize students with marketing policies and practices, integration of marketing activities, and pertinent government regulations.

BUS 157  E-Commerce  (3)  3 hours lecture  
Recommended preparation: BUS 190  
Transfer acceptability: CSU  
Addresses the methods by which a business can harness the powers of the Web to sell its product. Examines planning an e-business, web site creation and hosting, e-commerce stores, electronic payment issues and security, marketing an e-business, copyright, and privacy policy issues.
BUS 158  Marketing Internship (3)
3 hours lecture  
**Note:** Course not offered every semester  
**Transfer acceptability:** CSU  
A group process whereby students form their own promotions company. Students will work with a local business owner for the purpose of creating and implementing a promotional event to be held on campus, at the client’s place of business, or at another location, as identified through the research component of their plan. Students will engage in activities which include, but are not limited to, market research, advertising, public relations, and budgeting.

BUS 165  Beginning Keyboarding (2)
1 hour lecture - 3 hours laboratory  
**Note:** May be open entry/open exit  
**Transfer acceptability:** CSU  
Introduction to basic business document formatting. Touch-typing of alphabetic, numeric, and symbol keys on a computer keyboard. Includes development of speed and accuracy on straight copy.

BUS 166  Intermediate Keyboarding (2)
1 hour lecture - 3 hours laboratory  
**Recommended preparation:** BUS 165, or a keyboarding speed of 30 net words per minute  
**Transfer acceptability:** CSU  
Continued development of higher speed and accuracy timed writing goals from BUS 165. Emphasis is placed on production of a variety of more complicated multipage business documents and forms.

BUS 167  Microsoft Office Integration (3)
1½ hour lecture - 4½ hours laboratory  
**Recommended preparation:** BUS 120  
**Transfer acceptability:** CSU  
Preparation of a variety of business projects that integrate database (Access), spreadsheet (Excel), word processing (Word), and presentation software applications (PowerPoint). Also includes electronic calendaring (Outlook) and page layout and design (Publisher).

BUS 169 Data Entry Skills (Formerly OIS 108) (1)
½ hour lecture - ½ hour laboratory  
**Recommended preparation:** BUS 165  
**Transfer acceptability:** CSU  
Development of 10-key touch on the computer numeric keypad as applied to a variety of business-related forms. Speed and accuracy are measured to industry standards.

BUS 170  Word for Business – Basic (1)
½ hour lecture - ½ hour laboratory  
**Recommended preparation:** A keyboarding speed of 20 net words a minute  
**Note:** May be open entry/open exit  
**Transfer acceptability:** CSU  
Hands on application with Microsoft Word. Students will create, save, close, open, edit, and print a variety of business documents utilizing the following software features: finding and replacing text, moving and copying text; spell, thesaurus, grammar, and auto text; character, paragraph, page, and document formatting; envelopes; tables; columns; borders and special characters; footnotes and end-notes; draw objects and graphics; hyperlinks; styles and templates; outlines; smart tags; and headers/footers. Class Schedule will designate software package covered.

BUS 171  Word for Business – Advanced (1)
½ hour lecture - ½ hour laboratory  
**Recommended preparation:** BUS 170  
**Note:** May be open entry/open exit  
**Transfer acceptability:** CSU  
Refinement of basic word processing skills and practice of the more sophisticated software features of merge; labels; fields; index and table of contents; macros; master and subdocuments; customizing Word; on-screen forms; charts; bookmarks and cross-referencing; creating and editing Word web pages; comparing and merging documents; linking and embedding objects; and tracking changes. In addition, more advanced printing, file management, and integration of related software will be covered. The Class Schedule will designate software version covered.

BUS 173  Contemporary Job Search Techniques (1)
½ hour lecture - 1½ hours laboratory  
**Transfer acceptability:** CSU  
Use the Internet, current software, and research tools to organize and implement a job search. Includes: on-line resources; preparation and posting of application materials, including digital resume and digital cover letters; interview strategies and mock interviews; industry speakers, and hard copy and online portfolios.

BUS 175  Excel Basic (1)
½ hour lecture - 1½ hours laboratory  
**Recommended preparation:** BUS 110  
**Note:** May be open entry/open exit  
**Transfer acceptability:** CSU  
Introduction to a currently used computer spreadsheet application program. Concepts include defining, designing and navigating spreadsheets; creating, editing, formatting, and printing spreadsheets; working with formulas and functions; and working with charts and graphics. A variety of spreadsheets will be created and edited within practical applications designed for the business environment. Class Schedule will designate software package covered.

BUS 176  Excel Intermediate (1)
½ hour lecture - 1½ hours laboratory  
**Recommended preparation:** BUS 175 or Equivalent  
**Note:** May be open entry/open exit  
**Transfer acceptability:** CSU  
Development of intermediate spreadsheet skills to manipulate worksheet content using a current computer spreadsheet application program. Intermediate concepts include working with lists, filtering, conditional formatting, pivot tables/charts, worksheet groups, workbook templates, lookup functions, auditing tools, document sharing features, macro basics, and publishing to a web page. Concepts are introduced using practical applications designed for the business environment. Class schedule will designate software package covered.

BUS 177  Excel Advanced (1)
½ hour lecture - 1½ hours laboratory  
**Recommended preparation:** A minimum grade of ‘C’ in BUS 176 or Equivalent  
**Note:** May be open entry/open exit  
**Transfer acceptability:** CSU  
Development of advanced skills using a current computer spreadsheet application program. Advanced concepts and skills include performing complex analyses using data tables, arrays, scenarios, goal seek and problem-solving tools, and application add-ins; importing data from external sources including text, database, schema, XML, and web files and real-time sources; defining queries; and, writing and executing macros and sub-routines. Concepts and software features are introduced applying practical applications designed for the business environment. Class schedule will designate software package covered.

BUS 178  Access Basic (1)
½ hour lecture - 1½ hours laboratory  
**Note:** May be open entry/open exit  
**Transfer acceptability:** CSU  
Introduction to a currently used computer database program. Skills include planning, designing, and using a database; tables; forms and sub forms; reports; queries; and relationships within practical applications designed for the business environment. Class Schedule will designate software package covered.

BUS 179  Access Intermediate (1)
½ hour lecture - 1½ hours laboratory  
**Prerequisite:** A minimum grade of ‘C’ in BUS 180  
**Transfer acceptability:** CSU  
Study and application of Microsoft Office Access including creating advanced queries and enhancing table design; creating custom forms; creating custom reports; and, importing, exporting, linking and analyzing data.

BUS 181  Access Advanced (1)
½ hour lecture - 1½ hours laboratory  
**Prerequisite:** A minimum grade of ‘C’ in BUS 181  
**Transfer acceptability:** CSU  
Advanced application of Microsoft® Office Access including applying action queries and advanced table relationships; creating macros; and managing and securing databases at the user level.
BUS 185  PowerPoint for Business (1)
3 hours lecture - 1½ hours laboratory
Note: May be open entry/open exit
Transfer acceptability: CSU
Introduction to a currently used computer presentations program to produce effective presentations using overheads, 35mm photographic slides, or on-screen slides. Skills include defining and designing presentations; preparing slides using the slide, slide sorter, outline, notes page, and slide show views; formatting and animating the presentation; and applying templates within practical applications applied to the business environment. Class Schedule will designate software package covered.

BUS 187  Project for Business (1)
½ hour lecture - ½ hour laboratory
Note: May be open entry/open exit
Transfer acceptability: CSU
Hands-on application with Microsoft Project, a comprehensive software package that includes the processes of initiating, planning, executing, controlling, and closing a project to meet project goals. Students will identify ways of completing projects more efficiently and effectively by covering the topics of planning a project; creating a project schedule; communicating project information; assigning resources and costs to a project; tracking the progress of and closing a project; and, sharing project information with other people and applications.

BUS 189  Beyond Outlook Essentials (1)
½ hour lecture - ½ hour laboratory
Note: May be open entry/open exit
Transfer acceptability: CSU
Comprehensive study of Outlook, an information management and communication program. In-depth study of Outlook used in intra- and internet environments, for organizational and communication purposes. Outlook terminology and concepts, and applications and projects for organizational intranets and the World Wide Web.

BUS 190  Internet for Business (1)
½ hour lecture - ½ hour laboratory
Note: May be open entry/open exit
Transfer acceptability: CSU
Basic concepts of navigating the Internet and Intranet including terminology; browsing and searching the web with emphasis on evaluating the credibility of search results; dedicated e-mail systems and web-based email services; social media; portals and accessing a variety of online resources; overview of internet technologies and security issues; and, practical applications designed for the business environment. In addition, the basics of e-Commerce are covered.

BUS 197  Business Topics (.5 - 4)
Units awarded in topics courses are dependent upon the number of hours required of the student. Any combination of lecture and/or laboratory may be scheduled by the department. Refer to Class Schedule.
Transfer acceptability: CSU
Topics in Business. See Class Schedule for specific topic offered. Course title will designate subject covered.

BUS 204  Quantitative Business Analysis (3)
3 hours lecture
Recommended Preparation: MATH 60, and MATH 120
Transfer acceptability: CSU
The applied science of basing business decisions on numerical data that managers can use to reduce risk in customer, product, investment, and other significant operational and strategic business decisions. Rather than the focus being on the details of computation, the emphasis is placed on a few key concepts for collecting and interpreting business data, drawing conclusions and using data to make predictions to support decision making. Makes extensive use of software tools (such as spreadsheets) for analyzing data. Designed for students majoring in business or economics and is not intended to meet any general education mathematics requirement.

BUS 205  Business Communication (3)
3 hours lecture
Prerequisite: A minimum grade of ‘C’ in English 100
Transfer acceptability: CSU
C-ID BUS 115
This course applies the principles of ethical and effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing, and revising business documents using word processing software for written documents and presentation-graphics software to create and deliver professional-level oral reports. This course is designed for students who already have college-level writing skills.

BUS 210  Business Office Procedures (3)
3 hours lecture
Prerequisite: A minimum grade of ‘C’ in BUS 104 and BUS 106, or concurrent enrollment in BUS 104 and BUS 106
Transfer acceptability: CSU
The role of administrative support personnel in today’s office environment, including topics in workplace dynamics; professional image and business etiquette; ethics; leadership and management; customer service; written and verbal communications; records and financial management; meeting and event planning; travel arrangements; workplace mail and duplicating; job search and advancement; job performance evaluation.

Business International

See International Business

Business Management (BMGT)

Business International

Associate in Science Degrees -
AS Degree requirements are listed in Section 6 (green pages).
• Business Management

Certificates of Achievement -
Certificate of Achievement requirements are listed in Section 6 (green pages).
• Business Management

Programs of Study

Business Management

This program includes a selection of courses that provides academic preparation to individuals who are seeking employment, or are currently employed, within the management structure of business.

A.S. Degree Major or Certificate of Achievement

Program Requirements

<table>
<thead>
<tr>
<th>Program Requirements</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACCT 201</td>
<td>4</td>
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<td>ACCT 104</td>
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<td>BMGT 101</td>
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<td>BMGT 115</td>
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<tr>
<td>BUS 110</td>
<td>3</td>
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<tr>
<td>BUS 115 or BUS 117</td>
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<tr>
<td>BUS 138</td>
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<td>BUS 153</td>
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<td>BUS 205</td>
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</tbody>
</table>

See International Business

Office: MD-341
(760) 744-1150, ext. 2488
Contact the Business Administration Department for further information.