PROGRAM OF STUDY

International Business

This program is designed to prepare individuals for a career in international business and/or management.

A.S. DEGREE MAJOR OR CERTIFICATE OF ACHIEVEMENT

Program Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 104</td>
<td>Accounting Spreadsheet Concepts</td>
<td>2</td>
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<tr>
<td>ACCT 201</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUS 100</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 110</td>
<td>Business Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>BUS 155</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUS 205</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>IBUS 100</td>
<td>Introduction to International Business and Management</td>
<td>3</td>
</tr>
<tr>
<td>IBUS 105</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>IBUS 110</td>
<td>The Cultural Environment of International Business</td>
<td>3</td>
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<tr>
<td>IBUS 115</td>
<td>International Banking and Finance</td>
<td>3</td>
</tr>
<tr>
<td>IBUS 120</td>
<td>Essentials of Import/Export Procedures</td>
<td>3</td>
</tr>
<tr>
<td>CE 100</td>
<td>Cooperative Education</td>
<td>2 - 4</td>
</tr>
</tbody>
</table>

TOTAL UNITS 35 - 37

Recommended Electives: ANTH 105; ECON 110; GEOG 105; PHIL 114; POSC 110

COURSE OFFERINGS

IBUS 100  Introduction to International Business and Management  (3)
3 hours lecture
Transfer acceptability: CSU
Surveys the international dimension of business including trade, financial, economic, cultural framework, foreign investment patterns, and international managerial problems and policies at the corporate level. Also covers the role of the international manager with regard to entering foreign markets and supervising operations in existing markets, and the pros and cons of protectionism.

IBUS 105  International Marketing  (3)
3 hours lecture
Transfer acceptability: CSU
Surveys international organizations’ basic elements for developing markets. Analyzes the market design and the techniques necessary to develop business within selected regions of the world. Discusses the impact due to differences in customs, languages, attitudes, and culture.

IBUS 110  The Cultural Environment of International Business  (3)
3 hours lecture
Transfer acceptability: CSU
Focuses on the cultural environment of international business affecting the conduct of four regions in the Pacific Rim: Canada, Asia, Latin America, and Russia. Students examine the nature and evolution of culture, language, education, religion, and values as they apply to business situations. Examines the differences surrounding political and managerial practices in selected societies.

IBUS 115  International Banking and Finance  (3)
3 hours lecture
Recommended preparation: IBUS 100
Transfer acceptability: CSU
Surveys international organizations’ basic elements for developing markets. Analyzes the market design and the techniques necessary to develop business within selected regions of the world. Discusses the impact due to differences in customs, languages, attitudes, and culture.

IBUS 120  Essentials of Import/Export Procedures  (3)
3 hours lecture
Transfer acceptability: CSU
Application of practical aspects of export and import procedures by international business: organization, development of foreign sales, export and import procedures, and regulations and documentation of financial operations of global trade.

IBUS 197  International 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 International Business. See Class Schedule for specific topic offered. Course title will designate subject covered.

Internet
See Graphic Communications - Multimedia and Web, and CSIT - Web Technology

Italian (ITAL)

Contact the World Languages Department for further information.
(760) 744-1150, ext. 2390
Office: H-201

COURSE OFFERINGS

For students who have completed foreign language course work at the high school level, and need clarification regarding placement in college level course work, contact the Counseling Center. Universities have varying policies regarding the granting of transfer credit when there is a combination of high school and college level course work.

ITAL 101  Italian I  (5)
5 hours lecture - 1 hour laboratory
Transfer acceptability: CSU; UC
This course is the first semester of Italian. This elementary level course is a study of the Italian language and Italian-speaking cultures, with emphasis on the development of communicative skills and basic structures. Course combines in-class instruction and practice with self-paced study in the Foreign Language Laboratory. This beginning-level course is for students with no previous coursework in Italian.

ITAL 102  Italian II  (5)
5 hours lecture - 1 hour laboratory
Prerequisite: A minimum grade of ‘C’ in ITAL 101 or two years of high school Italian
Transfer acceptability: CSU; UC
This course is the second semester of Italian at the elementary level. It is a study of the Italian language and Italian-speaking cultures, with emphasis on the development of communicative skills and basic structures. Course combines in-class instruction and practice with self-paced study in the Foreign Language Laboratory. This beginning-level course is for students with at least one previous semester of Italian.

ITAL 197  Italian Topics  (.5 - 5)
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 Italian. See Class Schedule for specific topic offered. Course title will designate subject covered.
### Japanese (JAPN)

**Contact the World Languages Department for further information.**

(760) 744-1150, ext. 2390

**Office:** H-201

#### COURSE OFFERINGS

For students who have completed foreign language course work at the high school level, and need clarification regarding placement in college level course work, contact the Counseling Center. Universities have varying policies regarding the granting of transfer credit when there is a combination of high school and college level course work.

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<tbody>
<tr>
<td>JAPN 101</td>
<td>Japanese I</td>
<td>5</td>
<td>This is the first semester of Japanese. This elementary-level course is a study of the Japanese language and Japanese-speaking cultures, focusing on oral, listening, reading and writing skills. Emphasis is on the development of communicative skills and basic structures. The course includes a study of fundamental grammar, idiomatic expressions, Hiragana and Katakana, and Kanji. Course combines in-class instruction and practice with self-paced study in the World Languages Resource Center. This beginning-level course is for students with no previous coursework in Japanese.</td>
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<tr>
<td>JAPN 102</td>
<td>Japanese II</td>
<td>5</td>
<td>This course is the second semester of Japanese. This elementary-level course is a study of the Japanese language and Japanese-speaking cultures, with emphasis on development of communicative skills and basic structures. The course includes a study of fundamental grammar, idiomatic expressions, Japanese characters in addition to Hiragana and Katakana (Japanese alaphabets). Course combines in-class instruction and practice with self-paced study in the Foreign Language Laboratory.</td>
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<tr>
<td>JAPN 130</td>
<td>Introduction of Japanese Culture and Literature</td>
<td>3</td>
<td>This course is designed to provide students with a broad understanding of Japanese culture and society through non-fictional and fictional literary works and films from ancient times to present. It will include a brief survey of Japanese history as it relates to cultural developments in Japanese literature, film and the arts. There will be a special focus on critically examining literary works and films to understand and interpret their cultural, social and historical context through primary sources (literature in translation, plays, film, anime, manga, etc.) and secondary sources (literary and cultural criticism). Select readings will introduce students to various topics including folklore, westernization, women's studies, war, and current popular culture. This course is discussion-based and will be conducted in English.</td>
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</tbody>
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### Journalism (JOUR)

**Contact the Media Studies Department for further information.**

(760) 744-1150, ext. 2440

**Office:** P-31

For transfer information, consult a Palomar College Counselor.

#### Associate in Science Degrees -

- **Multimedia Journalism**
- **Journalism**

#### Associate in Arts for Transfer -

- AA-T, IGETC, and CSUGE requirements are listed in Section 6 (green pages).
- **Journalism**

#### Certificates of Achievement -

- Certificate of Achievement requirements are listed in Section 6 (green pages).
- **Multimedia Journalism**

#### Certificates of Proficiency -

- Certificate of Proficiency requirements are listed in Section 6 (green pages).
- **Broadcast Journalism**

#### PROGRAMS OF STUDY

**Broadcast Journalism**

Provides a background in print journalism and broadcast journalism: practical experience in gathering, writing, editing and producing news. This certificate prepares students for employment in the television news industry.

#### CERTIFICATE OF PROFICIENCY

<table>
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<tbody>
<tr>
<td>JOUR 101</td>
<td>3</td>
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<tr>
<td>JOUR 105</td>
<td>3</td>
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<tr>
<td>DBA/ENTT 120</td>
<td>3</td>
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<tr>
<td>DBA 240B</td>
<td>3</td>
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<td>DBA 240D</td>
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<td><strong>TOTAL UNITS</strong></td>
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