

# Business Management

## Departments of Business, Accounting, and Office Information Systems

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### General Description

Study in this area explores management theories, history, principles, and contemporary practices utilized in our increasingly global business environment. The program encompasses a variety of specialized areas including management, marketing, financial services, entrepreneurship, leadership and supervision, eBusiness, human resources, international trade, and community development.

### Career Options

Below is a sample of the career options available for the business management or related major. Most require an associate degree, some require a bachelor's or graduate-level degree: administrator, manager, human resources, small business owner/operator, supervisor, office manager, and insurance professional. Many entry-level employment opportunities are available in retail or wholesale sales, business offices, financial institutions, schools, colleges, and local, state, and federal government.

### Degree/Certificate Options

#### Associate in Science Degree: Career/Technical

|                                     | Major Code |
|-------------------------------------|------------|
| eBusiness                           | 02456      |
| Entrepreneurship and Small Business | 01156      |
| Management                          | 01151      |

#### Certificates of Achievement

|                                                  |       |
|--------------------------------------------------|-------|
| eBusiness—Intermediate                           | 02457 |
| Entrepreneurship and Small Business—Intermediate | 01155 |
| Management—Intermediate                          | 01153 |

#### Certificates of Proficiency

|                                           |       |
|-------------------------------------------|-------|
| eBusiness—Basic                           | A2444 |
| Entrepreneurship and Small Business—Basic | A2442 |
| Financial and Investment Services—Basic   | A2027 |
| Management—Basic                          | 01152 |

#### Entrepreneurship Education

|                                        |       |
|----------------------------------------|-------|
| Automotive Technology Emphasis         | 02192 |
| Event and Convention Planning Emphasis | 02968 |
| Landscape Construction Emphasis        | 02193 |
| Recording Arts Emphasis                | 02194 |
| Web Design Emphasis                    | 02339 |

*Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.*

## ASSOCIATE IN SCIENCE DEGREE

### eBusiness

Career Technical (Major Code: 02456)

Designed to prepare students to work in the dynamic field of electronic business and commerce. The associate degree provides students with a broad range of the business knowledge and technical skills required to be competitive in the job market in the field of eBusiness.

|                                                                      |                                                          |              |
|----------------------------------------------------------------------|----------------------------------------------------------|--------------|
| ACCT 12                                                              | Computerized Accounting (3)                              |              |
|                                                                      | <b>OR</b>                                                | 3–4          |
| ACCT 102                                                             | Principles of Accounting II—Managerial (4)               |              |
| BUS 120                                                              | Introduction to Business                                 |              |
|                                                                      | <b>OR</b>                                                | 3            |
| BUS 121                                                              | Financial Planning and Money Management                  |              |
| BUS 136                                                              | Diverse Workforce Management and Communication (2)       |              |
|                                                                      | <b>OR</b>                                                | 2–3          |
| BUS 152                                                              | Human Relations in Organizations (3)                     |              |
| BUS 150                                                              | Principles of Management                                 |              |
|                                                                      | <b>OR</b>                                                | 3            |
| BUS 177                                                              | Principles of International Business                     |              |
| BUS 183                                                              | Business Mathematics                                     | 3            |
| CIS 133                                                              | Advanced Microcomputer Spreadsheets Software             |              |
|                                                                      | <b>OR</b>                                                | 1            |
| CIS 134                                                              | Microcomputer Database Software—Access                   |              |
| LDR 148                                                              | Business Presentation Skills—Bilingual (English/Spanish) |              |
|                                                                      | <b>OR</b>                                                | 2            |
| LDR 149                                                              | Business Presentation Skills                             |              |
| Plus the courses required for the eBusiness—Intermediate certificate |                                                          | 20–26        |
| <b>Total units</b>                                                   |                                                          | <b>37–45</b> |

*To earn an associate degree, additional general education and graduation requirements must be completed. See page 51.*

## Entrepreneurship and Small Business

Career/Technical (Major Code: 01156)

Designed for both prospective and current owners or managers of a small business. Emphasizes opportunities available in San Diego County for entrepreneurs and provides training in all aspects of the development of a successful small business enterprise.

|                                                                                                |                                                          |              |
|------------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------|
| ACCT 12                                                                                        | Computerized Accounting                                  | 3            |
| BUS 121                                                                                        | Financial Planning and Money Management                  | 3            |
| BUS 150                                                                                        | Principles of Management                                 | 3            |
| <b>OR</b>                                                                                      |                                                          |              |
| BUS 177                                                                                        | Principles of International Business                     | 3            |
| BUS 152                                                                                        | Human Relations in Organizations (3)                     | 2–3          |
| <b>OR</b>                                                                                      |                                                          |              |
| BUS 136                                                                                        | Diverse Workforce Management and Communication (2)       | 3            |
| BUS 183                                                                                        | Business Mathematics                                     | 3            |
| CIS 133                                                                                        | Advanced Microcomputer Spreadsheet Software              | 1            |
| <b>OR</b>                                                                                      |                                                          |              |
| CIS 134                                                                                        | Microcomputer Database Software—Access                   | 2            |
| LDR 148                                                                                        | Business Presentation Skills—Bilingual (English/Spanish) | 3            |
| <b>OR</b>                                                                                      |                                                          |              |
| LDR 149                                                                                        | Business Presentation Skills                             | 3            |
| LDR 151                                                                                        | Human Resources and Labor Relations                      | 30–35        |
| Plus the required courses for the Entrepreneurship and Small Business—Intermediate certificate |                                                          |              |
| <b>Total units</b>                                                                             |                                                          | <b>50–56</b> |

*To earn an associate degree, additional general education and graduation requirements must be completed. See page 51.*

## Management

Career/Technical (Major Code: 01151)

Designed to provide students with key concepts in business management, including the areas of administration, management, marketing, finance, entrepreneurship, supervision, banking, small business, merchandising, international trade, accounting, and information systems. Explores the theories, history, principles, skills, practices, laws, ethics, and technologies governing the increasingly global business environment.

|                                                                       |                                                          |              |
|-----------------------------------------------------------------------|----------------------------------------------------------|--------------|
| BUS 177                                                               | Principles of International Business                     | 3            |
| BUS 121                                                               | Financial Planning and Money Management                  | 3            |
| CIS 133                                                               | Advanced Microcomputer Spreadsheets Software             | 1            |
| <b>OR</b>                                                             |                                                          |              |
| CIS 134                                                               | Microcomputer Database Software—Access                   | 2            |
| LDR 148                                                               | Business Presentation Skills—Bilingual (English/Spanish) | 3            |
| <b>OR</b>                                                             |                                                          |              |
| LDR 149                                                               | Business Presentation Skills                             | 31–32        |
| LDR 151                                                               | Human Resources and Labor Relations                      | 43–44        |
| Plus the required courses for the Management Intermediate certificate |                                                          |              |
| <b>Total units</b>                                                    |                                                          | <b>43–44</b> |

*To earn an associate degree, additional general education and graduation requirements must be completed. See page 51.*

## CERTIFICATES

### eBusiness—Basic

Certificate of Proficiency

Career/Technical (Major Code: A2444)

Designed to introduce students to the field of electronic commerce with a focus on the business and organizational aspects of the field.

|                    |                                                          |             |
|--------------------|----------------------------------------------------------|-------------|
| BUS 134            | eBusiness I: Principles of Electronic Commerce           | 3           |
| BUS 143            | eStrategic Business Planning                             | 2           |
| CIS 101            | Introduction to Computers and Information Processing (4) | 1–4         |
| <b>OR</b>          |                                                          |             |
| CL 120             | Computer Literacy (1)                                    | 1           |
| CIS/LIB 151        | Research Using the Internet                              |             |
| <b>Total units</b> |                                                          | <b>7–10</b> |

**Recommended Electives:** BUS 148, 149.



Some courses within this program may require additional coursework that must be completed prior to enrollment in those courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment.

## eBusiness—Intermediate

Certificate of Achievement

Career/Technical (Major Code: 02457)

Designed to prepare students to work in the dynamic field of electronic business and commerce. Builds upon the combined knowledge and technical skills students have acquired in creating and maintaining a strong business presence on the Web.

|                                                               |                                                |              |
|---------------------------------------------------------------|------------------------------------------------|--------------|
| ACCT 7                                                        | Basic Business Bookkeeping (3)                 |              |
| <b>OR</b>                                                     |                                                | 3–4          |
| ACCT 101                                                      | Principles of Accounting I (4)                 |              |
| BUS 140                                                       | Business Law/The Legal Environment of Business | 3            |
| BUS 142                                                       | Business Ethics—Corporate and Personal         | 1            |
| BUS 144                                                       | Advertising and Promotional Strategy (1)       |              |
| <b>OR</b>                                                     |                                                | 1–3          |
| BUS 174                                                       | Modern Promotion and Marketing Practices (3)   |              |
| BUS 211                                                       | Communication in Business and Industry         |              |
| <b>OR</b>                                                     |                                                | 3            |
| BUS 212                                                       | Business Communication                         |              |
| BUS 290–293                                                   | Work Experience in Business I–IV (2–4)         | 2            |
| Plus the courses required for the eBusiness—Basic certificate |                                                | 13–16        |
| <b>Total units</b>                                            |                                                | <b>26–32</b> |

*Note: It is recommended that students complete the eBusiness—Basic certificate program plus half of the courses required for the eBusiness—Intermediate certificate program prior to enrolling in BUS 290–293.*

## Entrepreneurship and Small Business—Basic

Certificate of Proficiency

Career/Technical (Major Code: A2442)

Designed for both the prospective and the current owner/manager of a small business. Emphasizes basic concepts in bookkeeping, law, and operations management for a small business, as well as the advertising and selling of products and services.

|                    |                                                          |              |
|--------------------|----------------------------------------------------------|--------------|
| BUS 143            | eStrategic Business Planning                             | 2            |
| BUS 148            | Developing and Starting a New Business                   | 3            |
| BUS 149            | Entrepreneurship Operating and Managing a Small Business | 3            |
| CIS/LIB 151        | Research Using the Internet                              | 1            |
| CL 120             | Computer Literacy (1)                                    |              |
| <b>OR</b>          |                                                          | 1–4          |
| CIS 101            | Introduction to Computers and Information Processing (4) |              |
| LDR 152            | Business Innovation and Creativity                       | 1            |
| LEGL 272           | Business Organizations                                   | 2            |
| <b>Total units</b> |                                                          | <b>13–16</b> |

## Entrepreneurship and Small Business—Intermediate

Certificate of Achievement

Career/Technical (Major Code: 01155)

Designed for both prospective and current owners or managers of a small business. Emphasizes further development of skills learned in the basic program to enhance the concepts of bookkeeping, law, small business operations management, and the promotion and sale of products and/or services.

|                                                                                         |                                                |              |
|-----------------------------------------------------------------------------------------|------------------------------------------------|--------------|
| ACCT 7                                                                                  | Basic Business Bookkeeping                     | 3            |
|                                                                                         | <b>OR</b>                                      |              |
| ACCT 12                                                                                 | Computerized Accounting                        | 3            |
| BUS 120                                                                                 | Introduction to Business                       |              |
|                                                                                         | <b>OR</b>                                      | 3            |
| BUS 134                                                                                 | eBusiness I: Principles of Electronic Commerce |              |
| BUS 140                                                                                 | Business Law/The Legal Environment of Business | 3            |
| BUS 142                                                                                 | Business Ethics—Corporate and Personal         | 1            |
| BUS 144                                                                                 | Advertising and Promotional Strategy (1)       | 1–3          |
|                                                                                         | <b>OR</b>                                      |              |
| BUS 147                                                                                 | Successful Selling Techniques (1)              | 1            |
|                                                                                         | <b>OR</b>                                      |              |
| BUS 174                                                                                 | Modern Promotion and Marketing Practices (3)   | 3            |
| BUS 145                                                                                 | Financial Management for Small Business        |              |
| BUS 211                                                                                 | Communication in Business and Industry         | 2            |
|                                                                                         | <b>OR</b>                                      |              |
| BUS 212                                                                                 | Business Communication                         | 2            |
| BUS 290–293                                                                             | Work Experience in Business I–IV (2–4)         |              |
| Plus the required courses for the Entrepreneurship and Small Business—Basic certificate |                                                | 13–16        |
| <b>Total units</b>                                                                      |                                                | <b>30–35</b> |

*Note: It is recommended that students complete the Entrepreneurship and Small Business—Basic certificate plus half of the courses required for the Entrepreneurship and Small Business—Intermediate certificate prior to enrolling in BUS 290–293.*

## Financial and Investment Services—Basic

Certificate of Proficiency

Career/Technical (Major Code: A2027)

Designed to provide students with a basic understanding of financial services and investments which is required for a wide variety of positions in the financial services industry. Covers banking services, including loans, deposit accounts, lines of credit, sales or inventory financing, certificates of deposit, cash management, and mutual funds as well as investment principles, including markets, stock and bonds, investment funds, and insurance investments.

|                    |                                         |              |
|--------------------|-----------------------------------------|--------------|
| ACCT 7             | Basic Business Bookkeeping (3)          | 3–4          |
|                    | <b>OR</b>                               |              |
| ACCT 101           | Principles of Accounting I (4)          | 3            |
| BUS 120            | Introduction to Business                |              |
| BUS 121            | Financial Planning and Money Management | 3            |
| BUS 123            | Introduction to Investments             | 3            |
| BUS 183            | Business Mathematics                    | 3            |
| <b>Total units</b> |                                         | <b>15–16</b> |

## Management—Basic

Certificate of Proficiency

Career/Technical (Major Code: 01152)

Designed to provide students with continued study in key concepts and practices of business management, including marketing, finance, entrepreneurship, supervision, banking, small business, merchandising, international trade, accounting, and information systems.

|                    |                                                    |              |
|--------------------|----------------------------------------------------|--------------|
| BUS 120            | Introduction to Business                           | 3            |
| BUS 136            | Diverse Workforce Management and Communication (2) | 2–3          |
|                    | <b>OR</b>                                          |              |
| BUS 152            | Human Relations in Organizations (3)               | 3            |
| BUS 140            | Business Law/The Legal Environment of Business     |              |
| BUS 150            | Principles of Management                           | 3            |
| <b>Total units</b> |                                                    | <b>11–12</b> |



Some courses within this program may require additional coursework that must be completed prior to enrollment in those courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment.

## Management—Intermediate

Certificate of Achievement

Career/Technical (Major Code: 01153)

Designed to provide students with continued study in key concepts and practices of business management, including marketing, finance, entrepreneurship, supervision, banking, small business, merchandising, international trade, accounting, and information systems.

|                                                                |                                                      |              |
|----------------------------------------------------------------|------------------------------------------------------|--------------|
| ACCT 101                                                       | Principles of Accounting I                           | 4            |
| BUS 142                                                        | Business Ethics—Corporate and Personal               | 1            |
| BUS 174                                                        | Modern Promotion and Marketing Practices             | 3            |
| BUS 183                                                        | Business Mathematics                                 | 3            |
| BUS 211                                                        | Communication in Business and Industry               | 3            |
| <b>OR</b>                                                      |                                                      |              |
| BUS 212                                                        | Business Communication                               |              |
| BUS 290–293                                                    | Work Experience in Business I–IV (2–4)               | 2            |
| CIS 101                                                        | Introduction to Computers and Information Processing | 4            |
| Plus the required courses for the Management—Basic certificate |                                                      | 11–12        |
| <b>Total units</b>                                             |                                                      | <b>31–32</b> |

*Note: It is recommended that students complete the Management—Basic certificate program plus half of the courses required for the Management—Intermediate certificate program prior to enrolling in BUS 290–293.*

## Entrepreneurship Education

Career/Technical

Common Core Courses

Prepares students with the understanding of entrepreneurship and small business management which includes developing, planning, organizing, and operating. Provides students interested in self-employment and those working within small firms with the knowledge and skills to foster small business. Entrepreneurship training contributes to the student's financial independence, career success, and the world's economy. Linking entrepreneurship education with program specific areas, prepares students from a wide spectrum of disciplines with the practical tools to build and maintain small businesses or to work successfully within a small business.

### Common Core

|                    |                                                          |          |
|--------------------|----------------------------------------------------------|----------|
| BUS 143            | eStrategic Business Planning                             | 2        |
| BUS 145            | Financial Management for Small Business                  | 1        |
| BUS 148            | Developing and Starting a New Business                   | 3        |
| BUS 149            | Entrepreneurship Operating and Managing a Small Business | 3        |
| <b>Total units</b> |                                                          | <b>9</b> |

Plus completion of one of the following certificates of emphasis:

- Automotive Technology
- Event and Convention Planning
- Landscape Construction
- Recording Arts
- Web Designer

## Automotive Technology Emphasis

Certificate of Proficiency

Career/Technical (Major Code: 02192)

Prepares students for self-employment and work within small companies in the business aspects of the automotive industry. Builds on their industry education in automotive repair. Expands their education in entrepreneurship and small business management. Contributes to the student's financial independence, career success, and the world's economy. Prepares them to own businesses in the automotive industry or for positions in business management, sales, and customer service.

|                                                         |                                          |           |
|---------------------------------------------------------|------------------------------------------|-----------|
| AT 101                                                  | Introduction to Basic Automotive Service | 3         |
| AT 102                                                  | Automotive Science and Basic Mechanics   | 3         |
| Plus the Common Core courses for Entrepreneur Education |                                          | 9         |
| <b>Total units</b>                                      |                                          | <b>15</b> |

## Event and Convention Planning Emphasis

### Certificate of Proficiency

Career/Technical (Major Code: 02968)

Prepares students for self-employment and work within small businesses in the dynamic hospitality industry. Builds on their industry education in event and convention planning, event marketing, and corporate project management. Expands their education in entrepreneurship and small business management. Contributes to the student's financial independence, career success, and the world's economy. Prepares them for private practice or for key roles within event management firms.

|                                                         |                                               |           |
|---------------------------------------------------------|-----------------------------------------------|-----------|
| EVNT 154                                                | Introduction to Event and Convention Planning | 3         |
| EVNT 155                                                | Event Marketing                               |           |
|                                                         | <b>OR</b>                                     | 3         |
| EVNT 157                                                | Corporate Event Project Management            |           |
| Plus the Common Core courses for Entrepreneur Education |                                               | 9         |
| <b>Total units</b>                                      |                                               | <b>15</b> |

## Landscape Construction Emphasis

### Certificate of Proficiency

Career/Technical (Major Code: 02193)

Prepares students for self-employment and work within small businesses in the landscape industry. Builds on their industry education in project estimating, sprinkler system repair, and working with concrete, masonry, and wood. Expands their education in entrepreneurship and small business management. Contributes to the student's financial independence, career success, and the world's economy. Prepares them to work for others and after passing the state contractor's examination, to own their own landscape construction business.

|                                                         |                                                                       |           |
|---------------------------------------------------------|-----------------------------------------------------------------------|-----------|
| LNT 91                                                  | Sprinkler System Maintenance: Sprinklers, Pipes, and Backflow Devices | 1         |
| LNT 92                                                  | Sprinkler System Maintenance: Valves and Wiring                       | 1         |
| LNT 125                                                 | Landscape Construction: Concrete and Masonry Skills                   | 1         |
| LNT 126                                                 | Landscape Construction: Fence, Deck, and Lumber Skills                | 1         |
| LNT 127                                                 | Landscape Construction: Sprinkler Installation                        | 1         |
| LNT 131                                                 | Landscape Contracting and Estimating                                  | 3         |
| Plus the Common Core courses for Entrepreneur Education |                                                                       | 9         |
| <b>Total units</b>                                      |                                                                       | <b>17</b> |

## Recording Arts Emphasis

### Certificate of Proficiency

Career/Technical (Major Code: 02194)

Prepares students for self-employment and work within small businesses in the dynamic entertainment industry. Builds on their recording industry technical education in recording arts and recording techniques. Expands their education in entrepreneurship and small business management. Contributes to the student's financial independence, career success, and the world's economy. Prepares them for business ownership or key roles within the audio recording and sound mixing fields.

|                                                         |                                |           |
|---------------------------------------------------------|--------------------------------|-----------|
| MUS 150/<br>RA&T 110                                    | Music Business/Career Overview | 3         |
| MUS 151/<br>TELE 151/<br>RA&T 120                       | Recording Techniques           | 3         |
| MUS 152                                                 | Advanced Recording Techniques  | 2         |
| Plus the Common Core courses for Entrepreneur Education |                                | 9         |
| <b>Total units</b>                                      |                                | <b>17</b> |

## Web Designer Emphasis

### Certificate of Proficiency

Career/Technical (Major Code: 02339)

Prepares students for self-employment and work in small businesses in any industry that relies on websites for marketing. Builds on their industry education in web design and usability. Expands their education in entrepreneurship and small business management. Contributes to the student's financial independence, career success, and the world's economy. Prepares them for business ownership and key roles in web design or maintenance positions.

|                                                         |                                 |           |
|---------------------------------------------------------|---------------------------------|-----------|
| CIS 123                                                 | Web Publishing With Dreamweaver | 6         |
| CIS 162                                                 | Web Site Universal Design       | 2         |
| Plus the Common Core courses for Entrepreneur Education |                                 | 9         |
| <b>Total units</b>                                      |                                 | <b>17</b> |



Some courses within this program may require additional coursework that must be completed prior to enrollment in those courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment.