

# BUSINESS

## BUSINESS (BUS)

DIVISION: Business

### BUS 002 PERSONAL FINANCE

**3 unit**

*Transfer Credit: CSU*

Planning and managing personal finances. Emphasis on the significant financial decisions facing each household during its life cycle, including budgeting, record keeping, savings plans, taxes, consumer purchases, credit, homeownership, insurance, investing, retirement, and estate planning. Total of 54 hours lecture.

**Grade Mode:** Audit, Letter Grade

### BUS 005 BUSINESS ANALYTICS

**3 unit**

*Transfer Credit: CSU; UC*

**Prerequisite(s):** STAT 015, 018, 050, or 050H

Study of business analytics including the fundamental concepts and tools needed to understand how organizations can make better-informed business decisions. Emphasis on applications, concepts, and the synthesis of the technical components of data analysis into reports, presentations, and visual dashboards meaningful for the intended audience. Basic principles of statistical programming is introduced to deliver content in a coherent, convincing format. Total of 54 hours of lecture.

**Grade Mode:** Letter Grade, Pass/No-Pass

### BUS 009 INTRODUCTION TO BUSINESS

**3 unit**

*Transfer Credit: CSU; UC*

*C-ID: BUS 110*

Principles, concepts, and functions of modern business in a global society. Examination of the general business environment, economic systems, business ethics, operations, project management, and technology. Emphasis on the fundamentals of economics, business ownership, entrepreneurship, finance, management, leadership, and marketing. Exploration of career options in business and the development of business problem-solving skills. Total of 54 hours lecture.

**Grade Mode:** Audit, Letter Grade, Pass/No-Pass

### BUS 010 INTRODUCTION TO MANAGEMENT

**3 unit**

*Transfer Credit: CSU*

Exploration of management concepts, theories, and principles, with a focus on a manager's job responsibilities and the role that managers play in planning, organizing, leading and motivating teams, and controlling organizations. Total of 54 hours lecture.

**Grade Mode:** Audit, Letter Grade

### BUS 011A BUSINESS COMMUNICATIONS

**3 unit**

*Transfer Credit: CSU*

*C-ID: BUS 115*

**Prerequisite(s):** ENGL 001A or 001AH

Principles and techniques of current and evolving business communication as a process in a variety of business situations. Emphasis on planning, organizing, composing and revising business documents using appropriate utilization of a variety of technological platforms and web resources while incorporating a variety of internet-based communication tools relevant to doing business in today's world. Total of 54 hours lecture.

**Grade Mode:** Letter Grade

### BUS 012A BUSINESS LAW

**3 unit**

*Transfer Credit: CSU; UC credit limitations. See counselor.*

*C-ID: BUS 125*

Development and functions of common law. Definitions and classification of law, court systems and procedures. Law of torts: intentional torts, negligence, defenses, strict liability. Law of intellectual property and cyberlaw. Criminal law and procedures. Law of Contracts: requirement for enforceable agreements, defenses, third parties, performance and remedies. Law of sales and lease contracts: formation, title, risk, insurable interest, performance, remedies and warranties. Constitutional Law and Business. Business ethics. Business entities and agency. Total of 54 hours lecture.

**Grade Mode:** Audit, Letter Grade, Pass/No-Pass

### BUS 012B BUSINESS LAW TRANSACTIONS & ORGANIZATIONS

**3 unit**

*Transfer Credit: CSU; UC credit limitations. See counselor.*

**Prerequisite(s):** BUS 012A

Review of ethics, principles, and application of rules of law relating to business organizations. Topics include negotiable instruments, creditors' rights and bankruptcy, agency and employment, business entities, government regulations, personal property, bailments, real property, and landlord-tenant law. Intended for Business and Paralegal students. Total of 54 hours lecture.

**Grade Mode:** Audit, Letter Grade, Pass/No-Pass

### BUS 014A MATHEMATICAL ANALYSIS FOR BUSINESS-FINITE

**4 unit**

*Transfer Credit: CSU; UC*

*C-ID: MATH 130*

**Prerequisite(s):** Intermediate Algebra or placement into any Math course numbered 001-099

Algebraic and geometric concepts applied to finding solutions of problems in business, economics, and social sciences. Special emphasis on mathematics of finance, linear and quadratic functions, break-even analysis, supply/demand curves, systems of linear equations and inequalities, matrices, linear programming, sets and Venn diagrams, combinatorial techniques, and probability. Total of 54 hours lecture and 54 hours laboratory.

**Grade Mode:** Letter Grade

**BUS 014B MATHEMATICAL ANALYSIS FOR BUSINESS-CALCULUS****4 unit***Transfer Credit: CSU; UC**C-ID: MATH 140***Prerequisite(s):** *Intermediate Algebra or placement into any Math course numbered 001-099*

Techniques of calculus with emphasis placed on the application of these concepts to business and management related problems. Applications of derivatives and integrals of functions including polynomials, rational, exponential and logarithmic functions are studied with special emphasis on system optimization, cost and revenue analysis, marginal analysis, elasticity, consumer and producers' surplus, and continuous flow of money problems. Total of 72 hours lecture.

**Grade Mode:** *Letter Grade***BUS 016 BUSINESS COMPUTATIONS USING TECHNOLOGY****3 unit***Transfer Credit: CSU*

Comprehensive study of business computations using current technology. Topics include banking services, payroll, markup and markdown, interest and loans, taxes, cash and trade discounts, and depreciation. For students interested in business careers. Total of 54 hours lecture.

**Grade Mode:** *Audit, Letter Grade***BUS 070A WORK EXPERIENCE/INTERNSHIP (PAID)****0.5-6 unit***Transfer Credit: CSU***Prerequisite(s):** *Completion of one semester at Pasadena City College and completion of one course in major***Enrollment Limitation:** *Instructor approval*

Provides students on-the-job learning in a paid position. Development of effective work habits, attitudes, and career awareness so as to enable students to become productive employees. Credit may be accrued at the rate of 0.5 to 6 units per semester. One unit of credit for each 75 hours of paid work experience.

**Grade Mode:** *Letter Grade***BUS 070B WORK EXPERIENCE/INTERNSHIP (UNPAID)****0.5-6 unit***Transfer Credit: CSU***Prerequisite(s):** *Completion of one semester at Pasadena City College and completion of one course in major***Enrollment Limitation:** *Instructor approval*

Provides students on-the-job learning in an unpaid position. Development of effective work habits, attitudes, and career awareness so as to enable students to become productive employees. Credit may be accrued at the rate of 0.5 to 6 units per semester. One unit of credit for each 60 hours of unpaid work experience.

**Grade Mode:** *Letter Grade***BUS 104A SUPPORT FOR MATHEMATICAL ANALYSIS FOR BUSINESS-FINITE****0.5 unit****Corequisite(s):** *BUS 014A*

Review of core prerequisite skills, competencies, and concepts for finite mathematical analysis for business with an emphasis on critical thinking and problem solving. Topics include learning strategies and mathematical knowledge necessary for successful completion of Mathematical Analysis for Business-Finite. Intended for students who are concurrently enrolled in BUS 014A: Mathematical Analysis for Business-Finite. Total of 45 hours laboratory.

**Grade Mode:** *Pass/No-Pass***BUS 104B SUPPORT FOR MATHEMATICAL ANALYSIS FOR BUSINESS-CALCULUS****0.5 unit****Corequisite(s):** *BUS 014B*

Review of core prerequisite skills, competencies, and concepts for business calculus with an emphasis on critical thinking and problem-solving. Topics include learning strategies and mathematical knowledge necessary for successful completion of Mathematical Analysis for Business-Calculus. Intended for students who are concurrently enrolled in BUS 014B: Mathematical Analysis for Business-Calculus. Total of 45 hours laboratory.

**Grade Mode:** *Pass/No-Pass***BUS 109 MODELING METHODS****3 unit****Prerequisite(s):** *BUS 005*

Application of predictive models in business areas such as marketing, finance, and supply chain. Utilizes a hands-on approach about models frequently applied to make informed business decisions. Use of regression and classification methods based on ordinary least squares-based regression, logistic regression, and multinomial logit, and classification and regression trees. Implementation of these methods using statistical programming language. Total of 54 hours of lecture.

**Grade Mode:** *Letter Grade***BUS 110 ADVANCED MODELING METHODS****3 unit****Prerequisite(s):** *BUS 005*

Application of various predictive and prescriptive algorithms to make better data-driven business decisions. Emphasis on applications modeling techniques through comprehensive projects. Includes various classification algorithms such as Cluster Analysis, Neural Networks, Discriminant Analysis, and Sentiment Analysis. Students will also be introduced to various topics in Time Series, and other statistical based methods including Principal Component Analysis and Affinity Analysis. Total of 54 hours of lecture.

**Grade Mode:** *Letter Grade, Pass/No-Pass*

**BUS 112 BUSINESS ENGLISH****3 unit**

Review of grammar mechanics; writing effective business communications through study of word usage, punctuation, sentence pattern and structure, and paragraphing. Total of 54 hours lecture.

**Grade Mode:** *Letter Grade*

**BUS 114 BUSINESS MATHEMATICS****3 unit**

Mathematical processes and techniques currently used in the fields of business and finance. Emphasis on solving business problems related to financial decision-making and the management of cash flow. Calculate percentages, trade and cash discounts, markups and markdowns, simple and compound interest, bank discounts, present and future value of annuities and sinking funds. Total of 54 hours lecture.

**Grade Mode:** *Letter Grade*

**BUS 116 ENTREPRENEURSHIP****3 unit**

Fundamental aspects of an entrepreneurial mindset as an essential life skill. Application of proven principles of successful entrepreneurship and the steps necessary to identify and create opportunities. Development of the process of identifying problems, finding solutions, and making business connections beyond the classroom. Total of 54 hours lecture.

**Grade Mode:** *Audit, Letter Grade, Pass/No-Pass*

**BUS 117 HUMAN RELATIONS/ORGANIZATIONAL BEHAVIOR****3 unit**

Study of the interpersonal skills needed to succeed in the business environment. How people work and relate at the individual, group and organizational level. Special attention is given to appropriate communication skills in the workplace, team work, motivation, leadership skill and how to handle organizational change. Total of 54 hours lecture.

**Grade Mode:** *Letter Grade*

**BUS 118 INVESTMENTS****3 unit**

Analysis of stocks, bonds, mutual funds, real estate trusts, commodities, and related investments. Concepts and skills needed to make sound financial decisions, to understand financial statements, interest rates, bond, and stock markets, as well as acquiring, managing and budgeting capital and making financial forecasts. Total of 54 hours lecture.

**Grade Mode:** *Audit, Letter Grade, Pass/No-Pass*

**BUS 128 HUMAN RESOURCES MANAGEMENT****3 unit**

Human resource administration of public and private organizations including personnel administration, supervision and training. Emphasis on actual personnel problems; principles and methods involved in recruitment, selection and placement of employees with regard to affirmative action programs, training, experience and aptitudes. Total of 54 hours lecture.

**Grade Mode:** *Audit, Letter Grade, Pass/No-Pass*

**BUS 150 INTRODUCTION TO INTERNATIONAL BUSINESS****3 unit**

General business problems, theories, techniques, and strategies necessary for the development of business activities in the global marketplace. Topics include the impact of culture, political and economic environments on international business operations of countries worldwide. Global perspective of business fundamentals as they relate to international management, communication, marketing, finance, and ethics. Total of 54 hours lecture.

**Grade Mode:** *Audit, Letter Grade*

**BUS 151 INTERNATIONAL MARKETING****3 unit**

Marketing techniques and strategies necessary to incorporate international marketing concepts into the global marketplace. Promotes an understanding of the impact that a country's culture and environment have on the marketing mix as well as the challenges of competing in global markets. Total 54 hours lecture.

**Grade Mode:** *Audit, Letter Grade*

**BUS 152 PRINCIPLES OF IMPORTING AND EXPORTING****3 unit**

Overview of importing and exporting as drivers of globalization. Explores the benefits, costs, and risks of importing and exporting, as well as trade regulations involved. Covers cross-culture comparisons of foreign business, legal and political practices, trade patterns, and markets as a means of implementing successful import/export plans. Total 54 hours lecture.

**Grade Mode:** *Audit, Letter Grade*

**BUS 160 SALES AND CUSTOMER SERVICE****3 unit**

Analysis of the steps involved in the selling process and the delivery of effective customer service in order to enhance goodwill and improve company performance. Theory and skills include building customer rapport, handling problems and complaints, communicating, dealing with difficult customers and projecting a professional image. Development of the relationship between the company and the competition. Total of 54 hours lecture.

**Grade Mode:** *Letter Grade*

**BUS 170 WORK EXPERIENCE INTERNSHIP****1-3 unit**

**Enrollment Limitation:** *3 units in Business, Business Information Technology or Accounting AND Permission of the Dean*

Supervised work experience in a professional organization to assist in employment transition. Analysis of professional activities, behavior style and collaborative team dynamics. Requires 60 hours of non-paid work or 75 hours of paid work for one semester unit. Total of 60 to 225 hours of work experience.

**Grade Mode:** *Audit, Letter Grade, Pass/No-Pass*

**BUS 180 SUPPLY CHAIN MANAGEMENT**

**3 unit**

Examination of the process of planning, organizing, and controlling the flow of materials and services from supplier to end users/customers.

Focus on coordinating supply management, operations and integrated logistics into a seamless pipeline to maintain a continual flow of products and services. Total of 54 hours lecture.

**Grade Mode:** *Letter Grade*