BUSINESS

Business is the study of the practices and products of commerce. Areas of concentration within this program include business management, business law, marketing, advertising, business ethics, personal finance, real estate, international business, and business communication skills. Business courses satisfy general education requirements for the Associate’s Degree for Transfer in Business Administration, the Associate of Science Degree in Business, a certificate of achievement, numerous skill awards, and lower division transfer requirements.

Faculty

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Discipline Website
http://www.citruscollege.edu/academics/programs/bus

Learning Outcomes

This discipline prepares students to do the following:

- Promote the development of organizational skills, such as networking, writing, speaking, and listening skills that lead to effective communication within and between organizations.
- Develop an understanding of the financial and investment priorities of individuals and organizations as impacted by financial institutions/markets and changing economic conditions.
- Encourage the development of critical and analytical skills within students through readings, lectures, discussions, exams, case studies, and projects.
- Promote the understanding of and appreciation for the ethical behavior and social responsibility of individuals, organizations, and institutions within the global community.
- Demonstrate an understanding of the impact that the global environment has on today's organizations.
- Understand how the functions of management (planning, organizing, leading, and controlling) impact organizational performance.
- Create understanding of the environments that impact organizational growth and job creation. Those factors are the economic and legal, the technological, the competitive, and the social environments.

Courses

BUS 130
Introduction to Business
3 Units (AA/AS; CSU; UC)
54 lecture hours
Grade Mode: Pass/No Pass, Standard Letter
This is a foundation course in business administration. It is recommended for all students planning further study in this field. Lecture, discussion, and problems involve such topics as business finance, personnel, production, distribution, government regulations, and managerial controls.

BUS 132
Business, Ethics and Society
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
An introduction to the study of the interactions and inter-dependencies between business, government and society. The course will investigate contemporary business issues and management dilemmas in relation to broad social concerns. Focus is upon public and private decision making in the business environment and how business practices, ethics and social concerns interrelate. Such topics as human values, corporate governance, government regulation, business ethics, sustainability, stakeholder management and ethical issues in the international arena will be covered.

BUS 140
International Business
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
A comprehensive overview of international business with a global perspective on international trade including foreign investments, impact of financial markets, international marketing, and the operation of multinational corporations.

BUS 141
International Marketing
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: BUS 130.
Concepts, principles, theory and practice of international marketing. United States and foreign marketing organizations, U. S. international marketing position, market entry strategies, analysis of foreign markets, culture and marketing, product design, pricing distribution, promotion, and sales.
BUS 142
Fundamentals of Importing and Exporting
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Logistics management involving goods and services in different countries. International business environment, international transportation, intermediaries, import/export regulations, payment and risks, and cultural differences of the global supply chain.

BUS 146
Personal Finance
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Presents a framework of personal money management concepts, including establishing values and goals, determining sources of income, managing income, preparing a budget, developing consumer buying ability, using credit, understanding savings and insurance, providing for adequate retirement, and estate planning.

BUS 150
Business English
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Pass/No Pass, Standard Letter
Strongly recommended: ENGL 101.
An introductory course in business writing, which includes a common-sense approach to the use of English grammar, punctuation and style in the business context, and strategies for effective writing of business-related communications. Recommended for business majors.

BUS 151
Public Speaking for Business
3 Units (AA/AS)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
This course is an introduction to public speaking and presentation methods. This course covers a variety of business-related public speaking styles and formats. Emphasis will be placed on preparing logical, well-organized, accurate verbal communication. Critical evaluation, reporting and listening skills will also be a focus. Students will learn how to use technology to create audio/visual aids, as well as speaker outlines/notes and audience handouts to assist in their presentations. Presentation topics will be business related.

BUS 152
Business Communications
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Pass/No Pass, Standard Letter
Prerequisite(s): ENGL 101 or ENGL 101E or ENGL 101H.
A study of principles and strategies for developing effective written and oral communication skills for use in the workplace and in business. Several types of written and oral forms of business communication are highlighted. Recommended for business majors.

BUS 160
Business Law and the Legal Environment I
3 Units (AA/AS; CSU; UC)
54 lecture hours
Grade Mode: Pass/No Pass, Standard Letter
A study of law, with an emphasis on the law’s relationship to business. Topics covered include the legal environment of business, court procedures, jurisdiction, torts and crimes in the business environment, intellectual property, principles of contract law, commercial transactions, and ethical business practices.

BUS 161
Business Law and the Legal Environment II
3 Units (AA/AS; CSU; UC)
54 lecture hours
Grade Mode: Pass/No Pass, Standard Letter
A study of law, with an emphasis on the law’s relationship to business. Topics covered include agency, employment law, consumer law, environmental law, sole proprietorships, franchises, partnerships, corporations, insurance, real and personal property, landlord-tenant law, wills and trusts, elder law, creditors’ rights and remedies, secured transactions, bankruptcy law, negotiable instruments, antitrust law, professional liability, and international law.

BUS 163
International Business Law
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
A survey course designed to acquaint the student with International Business Law. Includes discussions regarding the responsibilities of states for the treatment of aliens and foreign businesses, multinational enterprises, foreign investments, importing and exporting, and money and banking. This is an elective course which may be used to satisfy the Associate in Arts or Associate in Science degree requirement in Business.

BUS 170
Small Business Management
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Pass/No Pass, Standard Letter
Strongly recommended: ENGL 101.
The study of business organization emphasizing the small independently owned business. Instructional topics include discussion of the benefits of small business, creation of a new venture, marketing, managing, financial, and administrative controls.

BUS 171
Human Relations in the Workplace
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Human relations behavior in organizations emphasizing personal and interpersonal relationships. Examination of motivation, communication skills, leadership skills, emotional and physical wellness, diversity, and ethical behavior for promoting effectiveness on the job.
BUS 172
Human Resources Management
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
The study of Human Resources Management emphasizing employer/employee relationships, communications, employee selection, job analysis and description, job motivation and productivity, employee benefits, principles of collective bargaining, labor relations, O.S.H.A., and affirmative action.

BUS 175
Introduction to Management
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Pass/No Pass, Standard Letter
Strongly recommended: ENGL 101.
A course focusing on communication, decision making, and leadership for administrative and managerial positions in business, government, the professions, and the volunteer sector.

BUS 185
Elements of Marketing
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
A course focusing on the moving of goods, services, and ideas from producer to consumer. Topics include: functions and institutions of marketing; marketing research and customer motivation; buying, selling, pricing and competition; transportation, storage and packaging; banking, communication, and insurance.

BUS 192
Advertising
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Pass/No Pass, Standard Letter
Strongly recommended: ENGL 101.
A study of media advertising, including magazine, television, radio, newspaper, and direct mail; the purpose and cycles of advertising; laws affecting advertising; and economic effects of advertising.

Programs

Associate Degrees
- ADT in Business Administration (http://catalog.citruscollege.edu/disciplines/business/business-administration-adt)

Certificates of Achievement
- Business Information Professional (http://catalog.citruscollege.edu/disciplines/office-technology/business-information-professional-certificate-of-achievement)

Skill Awards
- Entrepreneurship (http://catalog.citruscollege.edu/disciplines/business/entrepreneurship-skill-award)
- Finance (http://catalog.citruscollege.edu/disciplines/business/finance-skill-award)