

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 2.0, the Associate of Science Degree in Business, the Associate of Science Degree in Business - Accounting Emphasis, numerous certificates of achievement and skill awards, and lower division transfer requirements.

Faculty

| Name | Office Room Number | Phone | Email |
|-------------------|--------------------|--------------|-----------------------------|
| Durfield, Timothy | LB 205 | 626-914-8850 | tdurfield@citruscollege.edu |
| Grossman, Bruce | LB 205 | 626-857-4104 | bgrossman@citruscollege.edu |
| Richard, Levi | LB 205 | 626-857-4054 | lrichard@citruscollege.edu |

Contact Information

Division

Mathematics and Business

Dean

Victoria Dominguez

Administrative Secretary

Cynthia Audelo

Division Office

MA 219

Division Phone Number

626-914-8792

Email

business@citruscollege.edu

Discipline Website

<https://www.citruscollege.edu/academics/programs/bus> (<https://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; Citrus D2; CSU; UC; IGETC 4; CSUGE D)

54 lecture hours

Grade Mode: Standard Letter

This course will examine ethical issues in business using an interdisciplinary approach drawing from philosophy and business management. This course will analyze the empirical and normative factors involved in choice, types of ethical theory, and the nature of moral standards and judgments in business. Topics will include environmental concerns, the distribution of wealth, informational ethics, privacy and autonomy, affirmative action and "social problems." These will be discussed in the context of moral theories such as utilitarianism, deontology, and ethical egoism.

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 multi-national 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**Principles of Money Management****3 Units (AA/AS; CSU; UC; CSUGE E)****54 lecture hours****Grade Mode: Standard Letter**

This course is an introduction to the principles of money management. Students examine their personal relationships with money and explore the psychological, sociological, and physiological factors that influence financial decisions. Emphasis is placed on financial goal setting, culminating in the development of a personal budget and financial plan. Other topics include income generation and career planning; effective spending decisions including major consumer purchases and real estate; savings strategies; credit building; insurance; retirement and estate planning; investment options; and the interrelationships among financial, social, physical, and mental health. This course is intended for all students interested in personal finance and money management.

BUS 151**Public Speaking for Business****3 Units (AA/AS; CSU)****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; Citrus D2; CSU; CSUGE D; CSUGE E)****54 lecture hours****Grade Mode: Standard Letter**

An overview of the basic behavioral science principles used to understand organizational behavior and interpersonal relations. Human relations skills are developed through a combination of theoretical knowledge and group exercises. Topics include self-knowledge, perception, self-image, self-management, communications, motivation, conflict resolution, leadership, diversity, ethical choices, and the effects they have on today's multicultural and highly diverse organizational and social groups.

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.

- QuickBooks (<http://catalog.citruscollege.edu/disciplines/accounting/quickbooks-certificate-achievement/>)
- Small Business Management/Entrepreneurship - Level I (<http://catalog.citruscollege.edu/disciplines/business/small-business-management-entrepreneurship-level-i-certificate-achievement/>)
- Small Business Management/Entrepreneurship - Level II (<http://catalog.citruscollege.edu/disciplines/business/small-business-management-entrepreneurship-level-ii-certificate-achievement/>)

Skill Awards

- Finance (<http://catalog.citruscollege.edu/disciplines/business/finance-skill-award/>)
- International Business (<http://catalog.citruscollege.edu/disciplines/business/international-business-skill-award/>)

Programs

Associate Degrees

- ADT in Business Administration 2.0 (<http://catalog.citruscollege.edu/disciplines/business/business-administration-adt/>)
- A.S. in Business (<http://catalog.citruscollege.edu/disciplines/business/business-as/>)
- A.S. in Business - Accounting Emphasis (<http://catalog.citruscollege.edu/disciplines/business/business-accounting-emphasis-as/>)

Certificates of Achievement

- Business Information Professional (<http://catalog.citruscollege.edu/disciplines/office-technology/business-information-professional-certificate-of-achievement/>)
- Human Resources Management - Level I (<http://catalog.citruscollege.edu/disciplines/business/human-resources-management-level-i-certificate-achievement/>)
- Human Resources Management - Level II (<http://catalog.citruscollege.edu/disciplines/business/human-resources-management-level-ii-certificate-achievement/>)
- Management - Level I (<http://catalog.citruscollege.edu/disciplines/business/management-level-i-certificate-achievement/>)
- Management - Level II (<http://catalog.citruscollege.edu/disciplines/business/management-level-ii-certificate-achievement/>)
- Marketing (<http://catalog.citruscollege.edu/disciplines/business/marketing-certificate-achievement/>)