

# BUSINESS

The Business program offers a variety of courses in business leading to the Associate Degree in Business Administration for Transfer degree, the Associate in Science in Business Management, and the Certificate of Achievement in Business Management. The goal of the Business program is to serve and prepare students to succeed in today's competitive work environment. In addition to courses in the fundamentals of business management, such as accounting, marketing, human resources, business mathematics, business communications, and business law, the program also offers courses in entrepreneurship, and electives in organizational behavior, social media marketing, marketing for small businesses, and business information systems including Microsoft Office, Excel, and Access.

**Note:** Beginning Fall 2022, the AS-T in Business Administration 2.0. replaces the former AS-T in Business Administration. Business Administration 2.0 is more closely aligned with Business majors at more CSU campuses. Students with catalog rights prior to 2022-2023 are not required to change to the new Business Administration 2.0, but should meet with a counselor to determine which degree is most appropriate for them based on their intended transfer destination.

**NOTE:** The UC limits enrollment in some courses. See the UC Transfer Course Agreement (<http://catalog.vcccd.edu/oxnard/transfer-information/transfer-uc/#uctcatext>) page for details.

## Business Courses

### BUS R001 Preparation for Accounting 3 Units

*In-Class Hours:* 52.5 lecture

This course provides preparation for students planning to pursue transferable courses in financial and managerial accounting. This course provides a general overview of accounting designed to give students a background on basic accounting functions. The course will prepare the students with a working knowledge of the accounting cycle, journalizing, posting, trial balance, adjusting and closing entries, and financial statements.

**Grade Modes:** Letter Graded, Credit by exam, license etc., Student Option-Letter/Credit, Pass/No Pass Grading

**Field Trips:** May be required

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** None

### BUS R100 Introduction to Entrepreneurship 1 Unit

*In-Class Hours:* 17.5 lecture

This is an introductory course intended to provide a comprehensive overview of entrepreneurship. The global economy and the critical role that innovation and creativity play in the entrepreneurial process will be examined.

**Grade Modes:** Letter Graded, Credit by exam, license etc.

**Field Trips:** May be required

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

### BUS R103 Business Mathematics 3 Units

*In-Class Hours:* 52.5 lecture

This course utilizes mathematical operations to solve practical business problems. The topics include solving equations, percents with applications, cash and trade discounts, markups and markdowns, simple interest, compound interest, present value, annuities and sinking funds, installment buying and revolving credit cards, statistics and reading and analyzing financial statements. Other topics may be covered.

**Grade Modes:** Letter Graded

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

### BUS R104 Business English 3 Units

*In-Class Hours:* 52.5 lecture

This course develops competency in the fundamentals and mechanics of college-level business communications skills, including grammar, sentence structure, punctuation, and written expression. These English and communication competencies will include practical writing applications such as business letters, memos, and compositions on assigned topics.

**Grade Modes:** Letter Graded

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

### BUS R105 Accounting for Entrepreneurs 1.5 Units

*In-Class Hours:* 17.5 lecture, 26.25 laboratory

This course is an introductory study of the basic accounting required to manage the financial documentation related to running a small business. Emphasis is placed on the practical application of recording, summarizing, and reporting business transactions for internal purposes as well as for completing federal, state, and local reporting requirements.

**Grade Modes:** Letter Graded

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**BUS R111 Business Law 3 Units***Formerly:* BUS R111A*In-Class Hours:* 52.5 lecture*C-ID:* BUS 125

This course is an introduction to the legal process. Topics include sources of law and ethics, contracts, torts, agency, criminal law, business organizations, and judicial and administrative processes. A general review of law as it relates to businesses, individuals and society will be covered. Fundamental legal principles pertaining to business transactions will be covered.

**Grade Modes:** Letter Graded**Field Trips:** May be required**Degree Applicability:** Applies to Associate Degree**AA/AS GE:** None**Transfer Credit:** CSU, UC**UC Credit Limitations:** None**CSU GE-Breadth:** None**IGETC:** None**BUS R120 Introduction to Business 3 Units***In-Class Hours:* 52.5 lecture*C-ID:* BUS 110

This course provides a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and a global society. This course focuses on how these influences impact the primary areas of business including: organizational structure and design; leadership; human resource management; organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, and financial practices; the stock and securities market; and therefore how they affect a business' ability to achieve its organizational goals.

**Grade Modes:** Letter Graded**Degree Applicability:** Applies to Associate Degree**AA/AS GE:** None**Transfer Credit:** CSU, UC**UC Credit Limitations:** None**CSU GE-Breadth:** None**IGETC:** None**BUS R121 Introduction to Management 3 Units***In-Class Hours:* 52.5 lecture

This course examines the basic management functions of a business organization and middle management's responsibilities in planning, organizing, directing, controlling, coordinating, and executing the organizations' goals and objectives. Techniques of decision-making with emphasis on recent advances in areas directly related to management are also introduced. The class introduces the fundamentals of modern management as practiced today, particularly the ways in which the management practices evolved with the rise of large corporations in the late 1800s and into the twenty-first century.

**Grade Modes:** Letter Graded, Credit by exam, license etc., Student Option-Letter/Credit, Pass/No Pass Grading**Degree Applicability:** Applies to Associate Degree**AA/AS GE:** None**Transfer Credit:** CSU, UC**UC Credit Limitations:** None**CSU GE-Breadth:** None**IGETC:** None**BUS R122 Human Resource Management 3 Units***In-Class Hours:* 52.5 lecture

This course examines the concepts of human resource organization and management including finance, operation, and compliance with federal government regulations, internal organization and the personnel practices including collective bargaining of the organization as an employer and its role with employees.

**Grade Modes:** Letter Graded**Degree Applicability:** Applies to Associate Degree**AA/AS GE:** None**Transfer Credit:** CSU**UC Credit Limitations:** None**CSU GE-Breadth:** None**IGETC:** None**BUS R124 Organizational Behavior 3 Units***In-Class Hours:* 52.5 lecture

This course provides information about how people interact in organizations. Topics to be studied include individuals, interpersonal communication, decision making, group dynamics, human needs and motivation, leadership, ethical considerations, quality of work life, managing conflict and initiating change.

**Grade Modes:** Letter Graded**Degree Applicability:** Applies to Associate Degree**AA/AS GE:** None**Transfer Credit:** CSU, UC**UC Credit Limitations:** None**CSU GE-Breadth:** None**IGETC:** None**BUS R125 Personal Finance 3 Units***In-Class Hours:* 52.5 lecture

This course provides an overview of financial planning and budgeting. The process of financial planning logic and underlying fundamentals that drive financial planning will be discussed. Topics include banking, borrowing, taxes, insurance, various forms of investments, credit, interest rates, time value of money, large purchases such as real estate, estate and retirement planning.

**Grade Modes:** Letter Graded**Degree Applicability:** Applies to Associate Degree**AA/AS GE:** None**Transfer Credit:** CSU, UC**UC Credit Limitations:** None**CSU GE-Breadth:** None**IGETC:** None**BUS R134 Marketing for Small Business 2 Units***Formerly:* BUS R198X*In-Class Hours:* 35 lecture

This course covers marketing for the small business owner. It includes coverage on the aspects of marketing planning, market research, product development, promotion, advertising, networking, channels of distribution and web marketing.

**Grade Modes:** Letter Graded**Degree Applicability:** Applies to Associate Degree**AA/AS GE:** None**Transfer Credit:** CSU**UC Credit Limitations:** None**CSU GE-Breadth:** None**IGETC:** None

**BUS R135 Social Media Marketing 1.5 Units**

*Formerly:* BUS R198X

*In-Class Hours:* 17.50 lecture, 26.25 laboratory

This course provides students with an introduction to social media marketing, including social communities, publishing, entertainment, and commerce. Opportunities and limitations of current social media platforms will be examined. The course will emphasize social media's strategic role in traditional marketing, how to build effective social media marketing strategies, and how to track their effectiveness.

**Grade Modes:** Letter Graded

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**BUS R140 Business Communications 3 Units**

*In-Class Hours:* 52.5 lecture

*Prerequisites:* ENGL R101 or ENGL R101H

*C-ID:* BUS 115

This course applies the principles of ethical and effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing, and revising business documents using word processing software for written documents and presentation-graphics software to create and deliver professional-level oral reports. This course is designed for students who already have college-level writing skills.

*Advisories/Rec Prep:* CAOT R805 or Word-processing skills

**Grade Modes:** Letter Graded

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**BUS R199A Directed Studies in Business 0.5-4 Units**

*In-Class Hours:* 8.75-70 lecture

This course is intended for students interested in furthering their knowledge of business on an independent-study basis. The student and instructor will work together to design course content and/or research. Meeting times will be determined by the instructor.

**Grade Modes:** Letter Graded

**Field Trips:** May be required

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**BUS R199B Directed Studies Business Lab 0.5-4 Units**

*In-Class Hours:* 26.25-210 laboratory

This lab course is intended for students interested in furthering their knowledge of business on an independent-study basis. The student and instructor will work together to design course content and/or research. Meeting times will be determined by the instructor.

**Grade Modes:** Letter Graded

**Field Trips:** May be required

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**BUS R800 Introduction to Cannabis 0 Units**

This class is an introduction to cannabis across history, culture and industry. The course covers topics ranging from cultivation to retail and botany to business practices. Topics will include the history of cannabis as an alternative medicine and the legal history of cannabis in both the US and abroad. The course will include political aspects, describing the evolution of cannabis in ancient and modern society. In addition to discussing the the phytocannabinoid and endocannabinoid systems in the human body and how they are influenced by cannabis use. The class will also examine the agriculture and cultivation operations in cannabis and introduce students to the evolution of the enterprise side of the cannabis industry.

*Enrollment Limitations:* Minimum age of 18.

**Grade Modes:** Pass/No Pass Grading

**Repeatable for Credit:** Unlimited.

**Field Trips:** May be required

**Degree Applicability:** Noncredit course; not applicable for degree credit

**AA/AS GE:** None

**Transfer Credit:** None

**BUS R801 The Cannabis Industry 0 Units**

This course provides a basic understanding of how businesses have evolved and changed to meet industry trends from seed-to-sale. Students will benefit from the course's regional focus, with an overview of the cannabis industry in California and the state's track-and-trace system for cannabis products from plants to consumers' hands. Topics covered in the course include the fundamentals and importance of proper cultivation including industry standards for processing, extraction and manufacturing cannabis. The class will discuss significance of appropriate lab set up, protocols, testing and analytics, among other topics. These topics will all be discussed with an emphases on business ethics.

*Enrollment Limitations:* Minimum age of 18.

**Grade Modes:** Pass/No Pass Grading

**Repeatable for Credit:** Unlimited.

**Field Trips:** May be required

**Degree Applicability:** Noncredit course; not applicable for degree credit

**AA/AS GE:** None

**Transfer Credit:** None

**BUS R802 Cannabis Law 0 Units**

This course provides basic knowledge regarding sector-specific legal regulations in areas such as real estate, regulatory compliance, marketing, sales and human resources. Topics will include regulatory compliance, marketing and proper selling in the cannabis industry. The class will also discuss the legal aspects of human resources within the cannabis industry.

*Enrollment Limitations:* Minimum age of 18.

**Grade Modes:** Pass/No Pass Grading

**Repeatable for Credit:** Unlimited.

**Field Trips:** May be required

**Degree Applicability:** Noncredit course; not applicable for degree credit

**AA/AS GE:** None

**Transfer Credit:** None

## Business Information Systems Courses

**BIS R122 Microsoft Office 3 Units**

*In-Class Hours:* 43.75 lecture, 26.25 laboratory

Students will be introduced to the various application programs that make up the suite of Microsoft Office. The focus for this course will be on learning the basic features of Word, Excel, Access, and PowerPoint. Students will learn to apply these productivity tools to various business documents.

**Grade Modes:** Letter Graded, Credit by exam, license etc., Student Option-Letter/Credit, Pass/No Pass Grading

**Field Trips:** May be required

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**BIS R123 Microsoft Excel 3 Units**

*Formerly:* CAOT R123

*In-Class Hours:* 43.75 lecture, 26.25 laboratory

This course provides instruction in Microsoft Excel, concentrating on the development of an understanding and working knowledge of the business and practical applications of a spreadsheet. Students will be introduced to topics such as charts, formulas, functions, Web queries, formatting, financial functions, data tables, and hyperlinks.

**Grade Modes:** Letter Graded, Credit by exam, license etc., Student Option-Letter/Credit, Pass/No Pass Grading

**Field Trips:** May be required

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**BIS R124 Microsoft Access 3 Units**

*Formerly:* CAOT R124; CIS R024A

*In-Class Hours:* 43.75 lecture, 26.25 laboratory

This course provides in-depth knowledge of the concepts behind a database management system and focuses on issues related to practical database design. Students will learn to create conceptual, logical and physical designs of relational databases in response to a set of user requirements. The student will design and implement databases utilizing Microsoft Access.

**Grade Modes:** Letter Graded, Credit by exam, license etc., Student Option-Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

- Business Administration 2.0, Associate in Science for Transfer (<http://catalog.vcccd.edu/oxnard/programs-courses/business/business-administration-20-ast/>)
- Business Management, Associate in Science (<http://catalog.vcccd.edu/oxnard/programs-courses/business/business-management-as/>)
- Business Management, Certificate of Achievement (<http://catalog.vcccd.edu/oxnard/programs-courses/business/business-management-coa/>)
- Business of Cannabis, Certificate of Completion Noncredit (<http://catalog.vcccd.edu/oxnard/programs-courses/business/business-cannabis-coc/>)
- Marketing for Entrepreneurs, Proficiency Award (<http://catalog.vcccd.edu/oxnard/programs-courses/business/marketing-entrepreneurs-pa/>)

*For more information contact:*

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