

# BUSINESS ADMINISTRATION (BA)

## **BA 100** **3.0 UNITS**

### **Fundamentals of Business**

Class Hours: 3.0 Lecture  
Total Contact Hours: 54 Lecture

This course, designed for the beginning business student, will survey business principles, methodologies, problems, practices, and procedures as they pertain to the societal challenges facing business and the economic challenges facing America in a global environment. Business topics will be discussed, such as: the nature of business, ownership, recruitment and training of personnel, human resources, labor-management relations, human behavior, production and distribution of goods, economics, marketing, competition, profits, transportation, finance and accounting, managerial controls, organizational communications and culture, global markets, government, entrepreneurship and business relations.

Transfer Credit: CSU; UC  
C-ID: BUS 110

## **BA 101** **3.0 UNITS**

### **International Business**

Class Hours: 3.0 Lecture  
Total Contact Hours: 54 Lecture

This course is a survey of the factors, problems, terminology, methodologies, concepts and techniques involved in conducting business in the market places of the world, and includes an overview of economic, legal, political, financial, geographic, human resources and social cultural factors that affect business transactions abroad. Financial management and institutions, marketing, information technology, monetary systems, organizational management and goals will be reviewed in a global business environment.

Transfer Credit: CSU

## **BA 102** **3.0 UNITS**

### **International Business Law**

Class Hours: 3.0 Lecture  
Total Contact Hours: 54 Lecture

This is a survey course designed to acquaint the student with the legal aspects of international business law. It 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.

Transfer Credit: CSU

## **BA 104** **3.0 UNITS**

### **Managing Cultural Diversity**

Class Hours: 3.0 Lecture  
Total Contact Hours: 54 Lecture

This course introduces students to various human characteristics and differences which exist in world wide business environments. Communication styles, business ethics, mannerisms, numbers, space, and political and religious beliefs will be highlighted as to their importance in establishing viable and profitable contacts between individuals, cultures, and nations. This course can be taken in either a traditional or an online learning environment.

Transfer Credit: CSU

## **BA 106** **3.0 UNITS**

### **Human Resource Management**

Class Hours: 3.0 Lecture  
Total Contact Hours: 54 Lecture

This course is designed to acquaint the student with the principles and methods related to the effective utilization of personnel in the business organization. It will develop relations involved in recruitment, selection, placement, training, and supervision of employees. It will also include an introduction to the organized labor movement and current labor relations conditions.

Transfer Credit: CSU

## **BA 107** **3.0 UNITS**

### **Human Relations In Business**

Class Hours: 3.0 Lecture  
Total Contact Hours: 54 Lecture

This course is designed to aid future employees and employers to understand and utilize human relations concepts as they apply to the business environment. It will cover such areas as morale, personal efficiency, leadership, personality, motivation, and communication.

Transfer Credit: CSU

## **BA 108** **3.0 UNITS**

### **Labor Management Relations**

Class Hours: 3.0 Lecture  
Total Contact Hours: 54 Lecture

This is an introductory course in labor-management relations for supervisors and union shop stewards. It focuses on collective bargaining and the functions of management, unions and labor agreements. An in depth study will be made of the Labor Management Relations Act as amended, the National Labor Relations Board, and the Landrum-Griffin Act. Special attention is given to grievance procedures and arbitration cases. Negotiations of a collective bargaining agreement will be simulated.

Transfer Credit: CSU

## **BA 109** **3.0 UNITS**

### **Human Resource Development**

Class Hours: 3.0 Lecture  
Total Contact Hours: 54 Lecture

This course covers the entire field of Human Resource Development (HRD), from orientation and skills training to career development and organizational development. In addition to being theory- and research-based, it is also practical- and experience-based, designed for students who wish to become HRD professionals, or managers at all levels.

Transfer Credit: CSU

## **BA 110** **3.0 UNITS**

### **Advertising**

Class Hours: 3.0 Lecture  
Total Contact Hours: 54 Lecture

This course covers the study of magazine, newspaper, radio, billboard, direct mail, and other special forms of publicity. Problems of space, type, copy, and the preparation of the complete layout are discussed. The principles of effective techniques with ample practice in the preparation of different types of advertisements will be covered.

Transfer Credit: CSU

<p><b>BA 113</b>  <b>Legal Environment of Business</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This is a course that provides a meaningful portrayal of the operation and interaction of public and private law in the political and socio-economic environment. This is achieved by the study of the state and federal legal system and the laws that regulate business organizations. This course can be taken in either a traditional or an online learning environment.            Transfer Credit: CSU; UC*            C-ID: BUS 120            *UC: credit limits may apply. LAW 110, LAW 111, and BA 113 combined: maximum credit, one course.</p>	<p><b>3.0 UNITS</b></p>	<p><b>BA 118</b>  <b>Retail Management</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course is designed to meet the needs of retail store managers and help prepare students for positions in retail store management. Topics covered: organizational structure, merchandise planning and control, sales promotion, pricing, and expense management.            Transfer Credit: CSU</p>	<p><b>3.0 UNITS</b></p>
<p><b>BA 114</b>  <b>Marketing</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course covers problems and organizations of systems of distributing goods and services in our business world. It will include promotion through retail and wholesale parallels, consumer buyer habits, pricing, budgeting, transportation, warehousing, sources and uses of marketing information, and marketing of agricultural products. This course can be taken in either a traditional or an online learning environment.            Transfer Credit: CSU</p>	<p><b>3.0 UNITS</b></p>	<p><b>BA 120</b>  <b>Management-Accounting and Internal Control</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>The accounting cycle will be introduced with emphasis on understanding financial records. Instruction will be given on the internal control of the industry being studied, as well as an introduction to the analysis of the financial statements. This course can be taken in either a traditional or an online learning environment.            Transfer Credit: CSU</p>	<p><b>3.0 UNITS</b></p>
<p><b>BA 115</b>  <b>Management-Business</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course will cover the principles and techniques in the management of business. It includes organizing, planning, controlling, directing, and the application of management principles to business organizations.            Transfer Credit: CSU</p>	<p><b>3.0 UNITS</b></p>	<p><b>BA 121</b>  <b>Sales</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course covers opportunities in selling, development of desirable personality traits, methods of approach to prospective customers, the art of demonstrating goods, how to meet objections, and how to close the sale.            Transfer Credit: CSU</p>	<p><b>3.0 UNITS</b></p>
<p><b>BA 116</b>  <b>Managing Green: Sustainability and Innovation</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>The class covers sustainability and innovative management from the history of its origin to theories, framework, and business cases that touch on larger societal and ecological challenges. This course meets the educational needs of business leaders, all of whom are being challenged by government regulations, energy costs, and social responsibilities never before faced.            Transfer Credit: CSU</p>	<p><b>3.0 UNITS</b></p>	<p><b>BA 123</b>  <b>Fundamentals Of Retailing</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course is designed to help the student develop an understanding of the problems, policies, and methods of merchandising as carried on in retail stores. Topics covered: careers in retailing, store layout, pricing goods, buying and receiving of merchandise and customer services.            Transfer Credit: CSU</p>	<p><b>3.0 UNITS</b></p>
<p><b>BA 117</b>  <b>Introduction To Supervision</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This is an introductory course focusing on the leadership skills and responsibilities required of supervisors in industry, business, and government agencies. Topics to be explored will include effective communication practices, training, and evaluation of employees, management systems organization, and delegation of responsibilities. Designed for in-service supervisors and pre-supervisor education, this class offers the demonstration of leadership skills. This course can be taken in either a traditional or an online learning environment.            Transfer Credit: CSU</p>	<p><b>3.0 UNITS</b></p>	<p><b>BA 124</b>  <b>Fundamentals of Training</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This survey course focuses on the acquisition of knowledge, skill development, and competencies from teaching vocational or practical skills, and knowledge. Methods and concepts of on-the-job training, off-the-job training, virtual training, and professional development will be explored.            Transfer Credit: CSU</p>	<p><b>3.0 UNITS</b></p>

<p><b>BA 125</b> <span style="float: right;"><b>3.0 UNITS</b></span>  <b>Designing, Developing, and Delivering Effective Training Programs</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course provides insightful, practical, and comprehensive learning on topics that matter the most to training and Human Resources (HR) professionals: How to design, develop, and deliver effective training programs. In addition, students will study practical applications, adult learning principles that guide learning objectives, and how to establish an environment that is conducive to learning.            Transfer Credit: CSU</p>	<p><b>BA 152</b> <span style="float: right;"><b>3.0 UNITS</b></span>  <b>Fundamentals of Importing and Exporting</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course offers the basics of importing and exporting, including U.S. Customs Service, customs brokers, duty rates, laws and regulations, currency exchange and letters of credit, storage, transportation, financing, terms of access, documentation, trade patterns by countries and commodities. This course can be taken in either a traditional or online learning environment.            Transfer Credit: CSU</p>
<p><b>BA 126</b> <span style="float: right;"><b>3.0 UNITS</b></span>  <b>E-learning</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course provides students with evidence-based guidelines for both self-study (asynchronous) and virtual classroom (synchronous) forms of E-learning. Students will study the guidelines, evidence, and examples that shape decisions about the design, development, and evaluation of E-learning. This course reflects the current state of the E-learning field, blending real-world practices and up-to-date research.            Transfer Credit: CSU</p>	<p><b>BA 153</b> <span style="float: right;"><b>3.0 UNITS</b></span>  <b>Introduction to Entrepreneurship</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course is designed to acquaint the student with the knowledge of principles, procedures, and opportunities in entrepreneurship. It will cover such topics as: the challenge of entrepreneurship, the entrepreneurial journey, launching a business and sources of funding. It will briefly cover the global aspects of entrepreneurship.            Transfer Credit: CSU</p>
<p><b>BA 132</b> <span style="float: right;"><b>3.0 UNITS</b></span>  <b>Computer Applications for Managers</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This survey course focuses on the business management processes and the software products that are available to assist managers, entrepreneurs, and other business professionals in the successful accomplishment of their demanding jobs in a dynamic, global, and technology-driven business environment. The course is designed to review the latest software available to assist managers in accomplishing the full spectrum of management functions to help them shift from old methods of managing to new methods using tools provided by computer technology.            Transfer Credit: CSU</p>	<p><b>BA 155</b> <span style="float: right;"><b>3.0 UNITS</b></span>  <b>Introduction to Global Logistics</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>Recommendation: BA 101 or equivalent with a grade of Pass or "C" or higher.            In this course students analyze the international environment, learn about logistics systems, and learn the correct control procedures to monitor its success. Students learn the factors involved in bringing new products to market across numerous regions, using customized design, packaging, and service offerings, while providing for quick-response delivery, linking innovation, and value-added services to product offerings.            Transfer Credit: CSU</p>
<p><b>BA 149</b> <span style="float: right;"><b>3.0 UNITS</b></span>  <b>Current Management Theory</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course is an introduction to Total Quality Management (TQM) and other current management theories. The ideas of prominent management consultants will be reviewed, discussed, and analyzed. These theories will be compared as to how they can be applied. This course can be taken in either a traditional or an online learning environment.            Transfer Credit: CSU</p>	<p><b>BA 156</b> <span style="float: right;"><b>3.0 UNITS</b></span>  <b>Motivational Presentation Skills for Managers</b>            Class Hours: 3.0 Lecture            Total Contact Hours: 54 Lecture</p> <p>This course is designed to teach managers how to communicate the values, mission, and goals of the organization to create an environment that encourages motivation on the part of employees. Students learn motivational techniques and presentation skills required to be an effective business leader. Topics also include handling conflict, managing changes, and dealing effectively with stress. Emphasis is on the process of developing presentation materials, planning presentations, and using the latest communication technology with which to deliver professional, compelling presentations.            Transfer Credit: CSU</p>

**BA 157****Principles of Public Relations**

Class Hours: 3.0 Lecture

Total Contact Hours: 54 Lecture

This class explores the basic theories and principles of communicating information and concepts. Emphasis is on techniques and methods, with attention given to identifying audiences, using public relations tools, planning public relations programs and campaigns, promoting favorable relations with various segments of the public, and dealing with problem solving. The effective use of public information, publicity, and advertising is covered. This course is not available for students who are enrolled in or have completed JOUR 157 or JAMS 157.

Transfer Credit: CSU

C-ID: JOUR 150

**3.0 UNITS****BA 171****Business Administration Work Experience**

Work Experience/Career Internship provides the opportunity for students to apply skills and knowledge learned in the classroom to exacting experiences in the workplace. The aim of the course is to assist students in becoming more productive workers. In the process of doing so, it creates greater communication with increased understanding between the broker/sponsors, student/trainees, and the college. First semester students meet with their instructors for a minimum of one hour per week. Students also pursue a program of self-evaluation to determine individual job weaknesses and strengths. Semester projects that relate to their major and job skills must be completed on the job/training site. Students will meet weekly with the instructor until their participatory assignments and semester work projects have been approved. This course may be taken for a maximum of 3 times.

Transfer Credit: CSU

**1.0 UNITS****BA 172****Business Administration Work Experience**

Work Experience/Career Internship provides the opportunity for students to apply skills and knowledge learned in the classroom to exacting experiences in the workplace. The aim of the course is to assist students in becoming more productive workers. In the process of doing so, it creates greater communication with increased understanding between the broker/sponsors, student/trainees, and the college. First semester students meet with their instructors for a minimum of one hour per week. Students also pursue a program of self-evaluation to determine individual job weaknesses and strengths. Semester projects that relate to their major and job skills must be completed on the job/training site. Students will meet weekly with the instructor until their participatory assignments and semester work projects have been approved. This course may be taken for a maximum of 3 times.

Transfer Credit: CSU

**2.0 UNITS****BA 173****Business Administration Work Experience**

Work Experience/Career Internship provides the opportunity for students to apply skills and knowledge learned in the classroom to related experiences on the job/training site. The aim of the course is to assist students in expanding specific job skills. In the process of doing so, it creates greater communication with increased understanding between the student/workers, the college, and the employer/trainers. First-semester students meet with their instructors for a minimum of one hour per week. Students also pursue a program of self-evaluation to determine individual job weaknesses and strengths. Semester projects that relate to their major and job skills must be completed on the job/training site. Second-, third-, and fourth-semester students must secure departmental approval before enrolling. Students will meet weekly with the instructor until their participatory assignments and semester work projects have been approved. This course may be taken for a maximum of 4 times.

Transfer Credit: CSU

**3.0 UNITS****BA 174****Business Administration Work Experience**

Work Experience/Career Internship provides the opportunity for students to apply skills and knowledge learned in the classroom to related experiences on the job/training site. The aim of the course is to assist students in expanding specific job skills. In the process of doing so, it creates greater communication with increased understanding between the student/workers, the college, and the employer/trainers. First-semester students meet with their instructors for a minimum of one hour per week. Students also pursue a program of self-evaluation to determine individual job weaknesses and strengths. Semester projects that relate to their major and job skills must be completed on the job/training site. Second-, third-, and fourth-semester students must secure departmental approval before enrolling. Students will meet weekly with the instructor until their participatory assignments and semester work projects have been approved. This course may be taken for a maximum of 4 times.

Transfer Credit: CSU

**4.0 UNITS****BA 204****Project Management**

Class Hours: 3.0 Lecture

Total Contact Hours: 54 Lecture

This course presents the essential knowledge and skills students need to make effective contributions and to have an immediate impact on the accomplishment of projects in which they are involved. It is for everyone involved in projects, not just project managers, in order to succeed in interdisciplinary and cross-functional teams. This course provides the foundation students need to be effective members of project teams and, thereby, boost everyone's potential to rise to the challenge of managing teams and projects.

Transfer Credit: CSU

**3.0 UNITS****BA 205****Organizational Leadership**

Class Hours: 3.0 Lecture

Total Contact Hours: 54 Lecture

This course is designed to introduce the student to the concepts, issues, and practices that comprise the core of organizational leadership from a business and global perspective. It describes the core leadership theories, analyzes them in terms of business success, and examines leadership as it unfolds in the workplace. The various styles of leadership are identified, and the methods of developing, or improving, the student's own leadership skills are discussed.

Transfer Credit: CSU

**3.0 UNITS**

**BA 208****Leadership for Women in Business**

Class Hours: 3.0 Lecture

Total Contact Hours: 54 Lecture

This course explores women's leadership, management, communication styles, and the vision and values women leaders bring to an effective environment in business. It is about balancing work/life and managing drive, ambition, adversity, commitment, networking, and achievement. It examines strategies for developing and encouraging skills that enable and allow women leaders and managers to succeed. This course is not open to students who are currently enrolled in WS 208 or have completed WS 208 or WGS 208.

Transfer Credit: CSU

**3.0 UNITS****BA 210****Entrepreneurship and Innovation**

Class Hours: 3.0 Lecture

Total Contact Hours: 54 Lecture

This course is designed to acquaint the student with concepts of entrepreneurial innovation including the importance of innovation in broad business context. Topics will include sources of innovation, exploiting networks, creating new ventures and managing innovation and entrepreneurship within an organization.

Transfer Credit: CSU

**3.0 UNITS****BA 233****Apple APP Design and Development for Entrepreneurs**

Class Hours: 3.0 Lecture

Total Contact Hours: 54 Lecture

This Introductory programming course is designed for Business Administration students in the Entrepreneurial program with Apple. Students are required to have Apple hardware in order to read the textbook materials and develop their projects. This course teaches application development for iOS using Swift and Xcode.

Transfer Credit: CSU

**3.0 UNITS****BA 298****Directed Studies**

A course to provide opportunity for individual research and field projects under the direction of a faculty member in a given department. With the guidance of the faculty member, students prepare and carry out a written learning agreement describing the purposes and outcomes of the project. Students should expect to meet with the supervising faculty member one to two hours each week for conferences. Credit is based upon the number of hours in the semester expected to complete the project (1 unit for 54 hours). This course may be taken a maximum of 2 times. For selected disciplines, UC transfer credit may be possible after admission to a UC campus, pending review of appropriate course materials by UC staff. See a Counselor for an explanation.

Transfer Credit: CSU

**1.0 UNITS****BA 299****Directed Studies**

A course to provide opportunity for individual research and field projects under the direction of a faculty member in a given department. With the guidance of the faculty member, students prepare and carry out a written learning agreement describing the purposes and outcomes of the project. Students should expect to meet with the supervising faculty member one to two hours each week for conferences. Credit is based upon the number of hours in the semester expected to complete the project (2 units for 108 hours). This course may be taken a maximum of 2 times. For selected disciplines, UC transfer credit may be possible after admission to a UC campus, pending review of appropriate course materials by UC staff. See a counselor for an explanation.

Transfer Credit: CSU

**2.0 UNITS**