

# Business Administration

The Business Department offers theoretical and practical courses for students planning to transfer as business majors, career and technical courses that lead to certificates of proficiency and achievement, and courses designed to improve workplace skills. Career opportunities in business include accounting, marketing, finance, supply chain management, small business development, and management in retail, service, manufacturing, government, and nonprofit organizations.

## Academic and Career Pathway

Business and Technology

### Contact Information

**Chair:** Nate Scharff

**Dean:** Al Taccone

<https://www.miracosta.edu/academics/degree-and-certificate-programs/business-and-technology/business-administration/index.html>

**Department:** Business

**Office:** Building OC4800,  
760.795.6811

### Full-Time Faculty

Annie Ngo

Suganya Sankaranarayanan

Nate Scharff

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## Associate Degrees

### Associate in Science Degree

#### Business Administration 2.0 for Transfer

Students completing this associate degree will have completed lower-division major preparation requirements for a business administration degree, an emphasis or option within a business administration degree, or a degree considered similar to business administration at a participating California State University (CSU) campus.

Following transfer to a participating CSU campus, students will be required to complete no more than 60 units to obtain a bachelor's degree; however, some CSU campuses accepting this degree may require additional lower-division major preparation. This degree may not be appropriate preparation for students transferring to a CSU campus not accepting this degree or to a university or college that is not part of the CSU system. Students should consult with a MiraCosta counselor for further information regarding the most efficient pathway to transfer as a business administration major and to determine which CSU campuses are participating in this program.

### Graduation Requirements

- ▶ Complete a minimum of 60 CSU-transferable semester units.
- ▶ Complete all courses required in the major with a "C" or "P" or better.

- ▶ Complete the CSU-GE (Plan B) or IGETC (Plan C)\* general education pattern. \*Students completing IGETC may be awarded the degree, but they must complete a course from Area IC: Oral Communication to meet CSU admission requirements.
- ▶ Obtain a minimum CSU-transferable GPA of 2.0.
- ▶ Complete a minimum of 12 units in residence at MiraCosta College.

### Program Student Learning Outcome

Upon successful completion of this program, students will be able to develop communication, critical thinking, financial analysis, and problem-solving skills that will effectively prepare them for advanced study in business at the university level.

### Course Requirements

Required courses:

ACCT 201	Financial Accounting	4
or ACCT 201H	Financial Accounting (Honors)	
ACCT 202	Managerial Accounting	4
or ACCT 202H	Managerial Accounting (Honors)	
BUS 140	Legal Environment of Business	3
or BUS 140H	Legal Environment of Business (Honors)	
ECON 101	Principles of Economics: MACRO *	3
ECON 102	Principles of Economics: MICRO *	3
MATH 115	Calculus with Applications *	5
or MATH 150	Calculus and Analytic Geometry I	
or MATH 150H	Calculus and Analytic Geometry I (Honors)	
BUS 204	Business Statistics *	3-5
or BUS 204H	Business Statistics (Honors)	
or BTEC 180	Biostatistics	
or BTEC 180H	Biostatistics (Honors)	
or MATH 103	Statistics	
or MATH 103S	Statistics with Integrated Support	
or PSYC 104	Statistics for Behavioral Science	
or PSYC 104H	Statistics for Behavioral Science (Honors)	
or SOC 125	Introduction to Statistics in Sociology	
BUS 120	Introduction to Business	3
or BUS 120H	Introduction to Business (Honors)	
or BUS 290	Business Communication	
or BUS 290H	Business Communication (Honors)	

**Total Units** **28-30**

\* Course satisfies a general education requirement on the CSU-GE or IGETC general education pattern. To ensure this degree is completed with no more than 60 units, students should select courses that will also satisfy a general education requirement. Note: All of the statistics courses listed are also GE courses.

### Notes:

1. To ensure this degree is completed with no more than 60 units, students should select courses that also satisfy a general education requirement on the CSU-GE or IGETC general education pattern. Students are strongly advised to

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select courses that meet lower-division major preparation requirements at their intended transfer university and to complete the History, Constitution, and American Ideals requirement prior to transfer.

- Cal State University San Marcos (CSUSM) transfer: Students are required to use this degree pathway for the following emphases: Accounting, Business Analytics, Finance, General, Global Business, Management, Management Information Systems and Marketing. Students interested in Business Administration with an emphasis in Global Supply Chain Management may complete the Business Administration 2.0 for Transfer degree.
- San Diego State University (SDSU) transfer: Students may use this degree pathway for the General Business and Financial Services emphasis only. These students should select BUS 290/290H as a choice above. If CSIT 120, Fundamentals of Computer Information Systems, is not completed, the SDSU comparable course, MIS 180, will be required after transfer. Note: MiraCosta College is not in the SDSU local service area. Please see a counselor for further details.

### Associate in Arts Degrees

#### Entrepreneurship

#### Management

#### Marketing

#### Retail Management

#### Supply Chain Management (SCM)

Students may earn one of the above-named associate degrees by completing a certificate of achievement and the general education courses required for MiraCosta College's Associate in Arts degree (see Associate Degrees). Students should meet with a MiraCosta counselor to identify required courses and to develop a written educational plan for the specific degree or certificate they wish to earn.

### Certificates

#### Certificate of Achievement

##### Entrepreneurship

Students who start and run their own businesses enjoy the freedom of being their own boss with unlimited earning potential. This certificate program is for both current and prospective entrepreneurs. It assists students in learning and applying the traits and skills necessary to start, operate, and maintain a successful business. Students choose from a variety of electives, emphasizing either selected business skills or industry-specific expertise. Students may take courses in any sequence.

##### Program Student Learning Outcome

Upon completion of this program, the student will be able to develop a business plan, marketing plan, and financial statements for a proposed business.

##### Required courses:

ACCT 101	Practical Accounting	4
or ACCT 201	Financial Accounting	
or ACCT 201H	Financial Accounting (Honors)	
BUS 130	Entrepreneurship and Small Business Management	3
BUS 132	Marketing	3

BUS 136	Human Relations in Business	3
Select at least 9 elective units from the following:		9
BUS 120	Introduction to Business	
or BUS 120H	Introduction to Business (Honors)	
BUS 134	Retail Management	
BUS 135	Personal Selling	
BUS 138	Business Promotion	
BUS 144	Budgeting Basics	
BUS 147	Personal Finance	
BUS 152	Business Idea Generation and Feasibility Analysis	
BUS 153	Business Startup Fundamentals	
BUS 154	Funding the Entrepreneurial Venture	
BUS 155	Business Plan Development	
BUS 160	International Business	
BUS 289	Career Mentoring	
BUS 292	Internship Studies	
CSIT 146	E-Commerce and Web Presence	
CSIT 155	Social Media for Business	
HOSP 100	Introduction to Hospitality Management	
HOSP 130	Conference and Special Event Management	
MAT 125	Web Design 1: Fundamentals	
MTEC 160	Business of Music and Media I	

**Total Units** **22**

#### Certificate of Achievement

##### Management

The Management certificate benefits students who are trying to keep pace with an increasingly turbulent working environment. It is particularly appropriate for manufacturing firms facing strong international competition and for all service industries. Completion of the certificate gives students a solid introduction to various management philosophies and skills and is a valuable addition to their resume. Students choose from a variety of electives, emphasizing either selected skills or industry-specific expertise. Students may take courses in any sequence.

##### Program Student Learning Outcome

Upon completion of this program, the student will be able to develop communication, critical thinking, and problem solving skills that will effectively prepare them for a career in management.

##### Required courses:

BUS 117	Human Resources Management	3
BUS 131	Management Principles	3
BUS 136	Human Relations in Business	3
BUS 290	Business Communication	3
or BUS 290H	Business Communication (Honors)	
Select at least 9 units from the following:		9
ACCT 202	Managerial Accounting	
or ACCT 202H	Managerial Accounting (Honors)	
BUS 120	Introduction to Business	
or BUS 120H	Introduction to Business (Honors)	

BUS 130	Entrepreneurship and Small Business Management
BUS 133	Project Management
BUS 134	Retail Management
BUS 140	Legal Environment of Business
or BUS 140H	Legal Environment of Business (Honors)
BUS 204	Business Statistics
or BUS 204H	Business Statistics (Honors)
BUS 289	Career Mentoring
BUS 292	Internship Studies
COMM 101	Public Speaking
COMM 106	Group Communication
HOSP 100	Introduction to Hospitality Management

**Total Units** **21**

### Certificate of Achievement

#### Marketing

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. It is critical to all business success. This program is for the student currently in or hoping to enter the marketing field. Students learn how products and services are developed, priced, promoted, and distributed; they also learn and practice marketing skills needed in the job market. Students may take courses in any sequence. Students are encouraged to choose a variety of electives that best increase their skill set.

#### Program Student Learning Outcome

Upon completion of this program the student will be able to develop communication, critical thinking, and problem solving skills that will prepare them for a career in marketing.

Required courses:	
BUS 132	Marketing 3
BUS 135	Personal Selling 3
BUS 138	Business Promotion 3
BUS 290	Business Communication 3
or BUS 290H	Business Communication (Honors)
Select at least 9 elective units from the following: 9	
BUS 120	Introduction to Business
or BUS 120H	Introduction to Business (Honors)
BUS 134	Retail Management
BUS 136	Human Relations in Business
BUS 160	International Business
BUS 204	Business Statistics
or BUS 204H	Business Statistics (Honors)
BUS 289	Career Mentoring
BUS 292	Internship Studies
CSIT 146	E-Commerce and Web Presence
CSIT 155	Social Media for Business
MAT 110	Digital Imaging 1: Adobe Photoshop
MAT 125	Web Design 1: Fundamentals

**Total Units** **21**

### Certificate of Achievement

#### Retail Management

Retail management is an expanding career path supported by many industry sectors. Strong retail managers are essential to business success in electronics, clothing, food, entertainment, home furnishings, cosmetics, gifts, athletic equipment, pet supplies, and just about every other imaginable consumer product and service. This certificate, designed in collaboration with industry leaders, provides the student with many of the competencies required for success at the management level within the vast retail industry. The program encompasses business essentials, such as accounting and marketing, and emphasizes the "soft skills" of management and communication required for career success. This certificate has been endorsed by the Western Association of Food Chains and its member companies.

#### Program Student Learning Outcome

Upon completion of this program, the student will be able to develop communication, marketing, and management skills that effectively prepare them for a career in retail.

Required courses:		
BUS 117	Human Resources Management	3
BUS 131	Management Principles	3
BUS 132	Marketing	3
BUS 134	Retail Management	3
BUS 136	Human Relations in Business	3
BUS 290	Business Communication	3
or BUS 290H	Business Communication (Honors)	
ACCT 101	Practical Accounting	4
or ACCT 201	Financial Accounting	
or ACCT 201H	Financial Accounting (Honors)	
CSIT 110	Computer Applications	3

**Total Units** **25**

### Certificate of Achievement

#### Social Media for Business

This program combines business skills in marketing, advertising, and communication with technical skills in social media and e-commerce. Students gain a working knowledge of techniques to increase and optimize business-oriented web traffic in various social media venues, including Facebook, LinkedIn, Twitter, and other emerging social media and e-commerce platforms. Students achieve focus through elective selections. Students should consider electives based on their need for building more skills with service and communication (BUS 136 and BUS 290), technical skills and software (CSIT 120 and CSIT 137), or web and graphic design (MAT 110 and MAT 125). Students can also gain real-world practical experience through internships (BUS/CSIT/MAT 292) and work experience (BUS/CSIT/MAT 299).

#### Program Student Learning Outcome

Upon completion of this program, the student will be able to develop a social media marketing plan using multiple platforms to reach their audience.

Required courses:		
BUS 132	Marketing	3
BUS 138	Business Promotion	3

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CSIT 146	E-Commerce and Web Presence	3
CSIT 155	Social Media for Business	3
Select a minimum of six units from the courses below:		6
BUS 120 or BUS 120H	Introduction to Business Introduction to Business (Honors)	
BUS 136	Human Relations in Business	
BUS 290 or BUS 290H	Business Communication Business Communication (Honors)	
BUS 292	Internship Studies *	
BUS 299	Occupational Work Experience Education *	
CSIT 120	Fundamentals of Computer Information Systems	
CSIT 137	Google Apps for Business	
CSIT 292	Internship Studies *	
CSIT 299	Occupational Work Experience Education *	
MAT 110	Digital Imaging 1: Adobe Photoshop	
MAT 125	Web Design 1: Fundamentals	
MAT 292	Internship Studies *	
MAT 299	Occupational Work Experience Education *	
<b>Total Units</b>		<b>18</b>

\*Students can take 1-3 units of the 292 and 299 courses.

### Certificate of Achievement

#### Supply Chain Management

Supply chain management (SCM) is the handling of the entire production flow of a good or service, starting from the raw components to delivering the final product to the consumer. It is particularly critical in today's increasingly globalized environment across many industries. Career options in SCM include positions in several functional areas: manufacturing, operations, purchasing, warehousing, transportation, and logistics. This program is for the student currently in or hoping to enter a career in supply chain management. A strong demand in the region for supply chain professionals provides numerous job opportunities in this field. This program also prepares students to obtain professional certifications specific to the field of SCM. Students may take courses in any sequence and are encouraged to choose a variety of electives that best increase their skill set for employment based on their area of focus.

#### Program Student Learning Outcome

Upon completion of this program, the student will be able to demonstrate supply chain management skills and strategies to support global supply chain and operations management activities and decision-making.

Required courses:		
BUS 128	Introduction to Supply Chain Management	3
BUS 140 or BUS 140H	Legal Environment of Business Legal Environment of Business (Honors)	3
BUS 204 or BUS 204H	Business Statistics Business Statistics (Honors)	3
BUS 290	Business Communication	3

or BUS 290H	Business Communication (Honors)	
Select at least nine units from the following:		9
ACCT 201 or ACCT 201H	Financial Accounting Financial Accounting (Honors)	
ACCT 202 or ACCT 202H	Managerial Accounting Managerial Accounting (Honors)	
BUS 131	Management Principles	
BUS 133	Project Management	
BUS 141	Transportation and Logistics	
BUS 143	Warehousing Operations	
BUS 160	International Business	
BUS 205	Manufacturing and Service Operations	
BUS 289	Career Mentoring	
BUS 292	Internship Studies	
COMM 215	Intercultural Communication	
CSIT 110 or CSIT 120	Computer Applications Fundamentals of Computer Information Systems	

**Total Units** **21**

### Certificate of Proficiency

#### Business Administration

The Business Administration certificate allows business students to demonstrate they have acquired research, analysis, and communication skills fundamental to business. Highly motivated students who have demonstrated they have completed at least three honors courses or contracts will earn the "honors" designation on the certificate.

#### Program Student Learning Outcome

Upon completion of this program, the student will have learned and applied discipline-specific research, analysis, and communications skills in business and accounting.

Required courses:

Choose a minimum of four courses. Students who complete three courses with (H) designation will earn an honors endorsement on the certificate. 12-14

BUS 120 or BUS 120H	Introduction to Business Introduction to Business (Honors)	
BUS 140 or BUS 140H	Legal Environment of Business Legal Environment of Business (Honors)	
BUS 204 or BUS 204H	Business Statistics Business Statistics (Honors)	
BUS 290 or BUS 290H	Business Communication Business Communication (Honors)	
ACCT 201 or ACCT 201H	Financial Accounting Financial Accounting (Honors)	
ACCT 202 or ACCT 202H	Managerial Accounting Managerial Accounting (Honors)	

**Total Units** **12-14**

**Certificate of Proficiency**

**Business Fundamentals**

This certificate introduces and provides an overview of the issues and skills involved in business education and/or careers in business. An introductory business course covering marketing, management, and finance is combined with additional skills-based business courses. Together, these courses provide a foundation for work and/or study related to business.

**Program Student Learning Outcome**

Upon completion of this program, the student will be able to explain and differentiate the various business disciplines/ functions using appropriate terminology and context.

Required courses:		
BUS 120	Introduction to Business	3
or BUS 120H	Introduction to Business (Honors)	
Choose two courses:		6-8
ACCT 101	Practical Accounting	
ACCT 201	Financial Accounting	
or ACCT 201H	Financial Accounting (Honors)	
ACCT 202	Managerial Accounting	
or ACCT 202H	Managerial Accounting (Honors)	
BUS 117	Human Resources Management	
BUS 131	Management Principles	
BUS 132	Marketing	
BUS 133	Project Management	
BUS 134	Retail Management	
BUS 135	Personal Selling	
BUS 136	Human Relations in Business	
BUS 138	Business Promotion	
BUS 140	Legal Environment of Business	
or BUS 140H	Legal Environment of Business (Honors)	
BUS 160	International Business	
BUS 204	Business Statistics	
or BUS 204H	Business Statistics (Honors)	
BUS 290	Business Communication	
or BUS 290H	Business Communication (Honors)	
CSIT 110	Computer Applications	
CSIT 120	Fundamentals of Computer Information Systems	
<b>Total Units</b>		<b>9-11</b>

**Certificate of Proficiency**

**Business Quick Startup**

This program offers short, targeted, intensive classes designed to allow students to quickly complete their certificate and start a business. Business Quick Startup is designed to meet a variety of needs, including those of students with a concept they want to bring to market; those who may be interested in starting their own business but need to assess feasibility for an idea; and business owners who have identified an internal conceptual weakness needing improvement. This certificate is action-oriented and students will have tools they need to begin operations at the completion of the program.

**Program Student Learning Outcome**

Upon completion of this program, the student will be able to develop a professional business plan with all supporting startup documentation.

Required courses:		
BUS 132	Marketing	3
BUS 152	Business Idea Generation and Feasibility Analysis	2
BUS 153	Business Startup Fundamentals	1
BUS 154	Funding the Entrepreneurial Venture	1
BUS 155	Business Plan Development	2
Select a minimum of 3 units from the following elective courses:		3
ACCT 104	Payroll Accounting	
ACCT 145	Individual Income Tax	
AUTO 105	Automotive Reconditioning and Detailing	
CSIT 146	E-Commerce and Web Presence	
CSIT 155	Social Media for Business	
DESN 101	Computer-Aided Design and Drafting	
DESN 203	Solid Modeling	
HORT 121	Sustainable Landscape and Turf Management	
HORT 166	Introduction to Sustainable Agriculture	
HOSP 130	Conference and Special Event Management	
<b>Total Units</b>		<b>12</b>

**Certificate of Proficiency**

**Entrepreneurship Fundamentals**

This certificate gives students planning their own business a great start by introducing classes and topics dealing with the three fundamental concerns of all business: money and finance (accounting), pursuing creative ideas and selling (marketing), and hiring, working with, and developing people (human relations). Students who complete this certificate are encouraged to then pursue the Entrepreneurship Certificate of Achievement.

**Program Student Learning Outcome**

Upon completion of this program, the student will be able to develop basic financial, communication, and personal management skills that will prepare them to create an entrepreneurial venture.

Required courses:		
ACCT 101	Practical Accounting	4
BUS 132	Marketing	3
BUS 136	Human Relations in Business	3
Including one of the following:		3
BUS 130	Entrepreneurship and Small Business Management	
<b>Total Units</b>		<b>13</b>



## Certificate of Proficiency

### Project Management

Project management careers include positions in diverse areas of business, such as construction, engineering, information technology, telecommunications, software development, and health care. This certificate focuses on both the development of knowledge and professional skills to become a project manager by developing job-related skills in the field and preparation for the professional certification exam. Coursework topics include principles of project management, computer applications, communication, and management.

### Program Student Learning Outcome

Upon completion of this program, the student will be able to create an effective plan and schedule for a personal or business project from defined criteria, and monitor, control, and measure performance of the project.

Required courses:		
BUS 131	Management Principles	3
BUS 133	Project Management	3
BUS 290	Business Communication	3
or BUS 290H	Business Communication (Honors)	
CSIT 110	Computer Applications	3
Select one course from the following:		3
BUS 120	Introduction to Business	
or BUS 120H	Introduction to Business (Honors)	
BUS 130	Entrepreneurship and Small Business Management	
BUS 136	Human Relations in Business	
CSIT 120	Fundamentals of Computer Information Systems	
DESN 204	Modeling, Prototyping, and Manufacturing	
MAT 120	Media Design 1: Production	
<b>Total Units</b>		<b>15</b>

## Certificate of Proficiency

### Retail Assistant

This certificate covers topics essential to the retail workplace and addresses basic skills required for success in that setting.

### Program Student Learning Outcome

Upon completion of this program, the student will be able to develop basic marketing and sales skills that will enable them to acquire a position in a retail environment.

Required courses:		
ACCT 158	Business Mathematics	3
BUS 132	Marketing	3
BUS 134	Retail Management	3
<b>Total Units</b>		<b>9</b>

## Certificate of Proficiency

### Social Entrepreneurship

Students who start and run their own social enterprises have the potential to make a positive social impact in their community and beyond. This certificate program is for both current and prospective social entrepreneurs. It assists students in learning,

developing, and applying the skills needed to start, operate, and maintain a successful social enterprise. Students may take courses in any sequence.

### Program Student Learning Outcome

Upon completion of this program, students will be able to develop a business plan for a social enterprise that addresses a social problem impacting the local or global community.

Required courses:		
SOC 101	Introduction to Sociology	3
or SOC 101H	Introduction to Sociology (Honors)	
SOC 102	Contemporary Social Problems	3
or SOC 105	Introduction to Justice Studies	
BUS 130	Entrepreneurship and Small Business Management	3
BUS 153	Business Startup Fundamentals	1
BUS 154	Funding the Entrepreneurial Venture	1
BUS 292	Internship Studies	1
or SOC 292	Internship Studies	
<b>Total Units</b>		<b>12</b>

## Courses

### BUS 117: Human Resources Management

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall, Spring

This course introduces human resource management in business. Topics include the role and scope of human resource management in an organization, strategic human resource management planning, employment law, recruiting, training, employee development, employee communication, performance management, compensation and benefits programs, managing diversity and global operations, collective bargaining, and using human resources as a competitive advantage.

### BUS 120: Introduction to Business

Units: 3

Prerequisites: None

Enrollment Limitation: Not open to students with prior credit in BUS 120H.

Acceptable for Credit: CSU, UC

Lecture 3 hours.

Course Typically Offered: Fall, Spring, and Summer

This course introduces the trends and opportunities in today's dynamic business environment as they relate to economics, global markets, ethics and social responsibility, business ownership forms, entrepreneurship, management responsibility, human resources management, marketing, operations, accounting, and financial management. Students gain important business context and discover business career and educational opportunities. UC CREDIT LIMITATION: Credit for BUS 120 or BUS 120H. C-ID BUS-110.

**BUS 120H: Introduction to Business (Honors)**

Units: 3

Prerequisites: None

Enrollment Limitation: Not open to students with prior credit in BUS 120.

Acceptable for Credit: CSU, UC

Lecture 3 hours.

Course Typically Offered: Fall, Spring, and Summer

This course offers students an introduction to trends and opportunities in today's dynamic business environment as they relate to economics, global markets, ethics and social responsibility, business ownership forms, entrepreneurship, management responsibility, human resources management, marketing, operations, accounting, and financial management. Students gain important business context and discover business career and educational opportunities. As an honors course, it provides students the opportunity to conduct supervised independent research and participate in instructor-led and collaborative discussions as well as in field trips related to industries, large publicly traded corporations, and business-related issues. UC CREDIT LIMITATION: Credit for BUS 120 or BUS 120H. C-ID BUS-110.

**BUS 128: Introduction to Supply Chain Management**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall, Spring

This course provides an overview of key supply chain management and logistics processes, concepts, and methodologies. The course explores the framework for supply chain management, major issues and challenges, main cost and service elements, key strategies and practices, and strategic role of information technology. Students gain important global business context and explore supply chain management career and educational opportunities.

**BUS 130: Entrepreneurship and Small Business Management**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall, Spring, and Summer

In this business start-up and management course, students learn about conducting preliminary research, analyzing trends and competition, buying and starting a business or franchise, developing a business plan, considering legal issues, target marketing, accounting, managing personnel, and responsible business practices.

**BUS 131: Management Principles**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall, Spring

This course explores contemporary management application issues. Topics include management theories, finding and developing leaders, motivating employees, strategic planning, hiring and training employees, developing workplace teams, dealing with organizational change, diversity, and ethical and social responsibilities of managers.

**BUS 132: Marketing**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall, Spring

This course introduces students to the principles of marketing. Topics include segmenting, targeting, market research, buyer behavior, distribution, retailing, promotional mix elements, and digital media issues. Students gain an understanding of the marketing mix (product, distribution, promotion, and price) for a defined target market.

**BUS 133: Project Management**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Spring

This course introduces students with varying backgrounds to the fundamental principles of contemporary project management in personal and professional environments. The course covers the principles and methods necessary to create an effective plan and schedule for a project; the techniques to monitor, control, and measure performance of the project once it is underway; and the competing demands of time, scope, and resources. Topics also include project management software, communication, Web resources, certifications, and lifelong learning.

**BUS 134: Retail Management**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Spring

This course introduces the principles and practices used in managing retail businesses. Topics include site selection, layout, organization, staffing, positioning, customer service, promotional techniques, and all aspects of the critical buying function.

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### **BUS 135: Personal Selling**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Spring

This course covers professional selling skills and techniques. Topics include career opportunities, understanding buyer behavior, communication skills, prospecting, interviewing, motivating, persuading, handling objections, negotiating, closing, obtaining referrals, and addressing legal and ethical concerns.

### **BUS 136: Human Relations in Business**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall, Spring

This course covers the major themes of human relations, including self-awareness, communication, motivation, and conflict resolution, from psychological, sociological, and physiological perspectives. It emphasizes interpersonal skills that promote personal and professional success in a culturally diverse, global, and high-tech business environment. Topics include the identification of values, ethics, teamwork, and leadership-skill development. The course also examines strategies that can be utilized to attain physical and emotional well-being with the workplace.

### **BUS 138: Business Promotion**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall

This course provides students with an overview of the promotion function within marketing. Topics include segmenting, buyer personas, positioning, customer journey mapping, creative content creation for both digital and traditional advertising, public relations, and sales promotion tactics.

### **BUS 140: Legal Environment of Business**

Units: 3

Prerequisites: None

Enrollment Limitation: Not open to students with prior credit in BUS 140H.

Acceptable for Credit: CSU, UC

Lecture 3 hours.

Course Typically Offered: Fall, Spring, and Summer

This course introduces business-related law, ethics, social responsibility, and government regulations. Topics include dispute resolution, legal system and laws, torts, crimes, contracts, sales, warranties, negotiable instruments, secured transactions, bankruptcy, agency, employment, business entities, real and personal property, cyberlaw, and intellectual property. UC CREDIT LIMITATION: Credit for BUS 140 or BUS 140H. C-ID BUS-120, BUS-125.

### **BUS 140H: Legal Environment of Business (Honors)**

Units: 3

Prerequisites: None

Enrollment Limitation: Not open to students with prior credit in BUS 140.

Acceptable for Credit: CSU, UC

Lecture 3 hours.

Course Typically Offered: Fall, Spring, and Summer

This course offers students an introduction to business-related law, ethics, social responsibility, and government regulations. Topics include dispute resolution, legal system and laws, torts, crimes, contracts, sales, warranties, negotiable instruments, secured transactions, bankruptcy, agency, employment, business entities, real and personal property, cyberlaw, and intellectual property. As an honors course, it provides students the opportunity to conduct supervised independent legal research, participate in moot-court simulations when appropriate, and lead and participate in collaborative and instructor-led discussions. UC CREDIT LIMITATION: Credit for BUS 140 or BUS 140H. C-ID BUS-120, BUS-125.

### **BUS 141: Transportation and Logistics**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Spring

This course provides an overview of the principles and practices of transportation and its role within supply chain management. The course emphasizes physical transportation systems within the context of logistics management. Students gain important global supply chain context and explore transportation and logistics career and educational opportunities.

### **BUS 143: Warehousing Operations**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Spring

This course provides an overview of warehousing operations and the processes, technologies, and equipment within a warehouse facility as enablers for an efficient, effective, and comprehensive supply. Students gain important global supply chain context and explore warehousing operations career and educational opportunities.

### **BUS 144: Budgeting Basics**

Units: 1

Prerequisites: None

Acceptable for Credit: CSU

Lecture 1 hour.

Course Typically Offered: Spring

This course addresses the preparation of an operating budget for businesses. Students prepare an integrated set of pro-forma financial statements and analyze budget versus actuals reports.



**BUS 147: Personal Finance**

Units: 3

Prerequisites: Knowledge, skills, and abilities at the intermediate algebra level as determined by the math placement process.

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall, Spring

This course assists students in gaining the knowledge, tools, attitude, and skills needed to make informed lifelong financial decisions that will empower their lives. Students explore the social, psychological, and physiological issues related to planning and managing a personal financial plan. Topics include goal setting, budgeting, money management, taxes, savings, consumer credit, automobiles, housing, insurance, investment vehicles, retirement and estate planning, and the financial impact of marriage and divorce.

**BUS 152: Business Idea Generation and Feasibility Analysis**

Units: 2

Prerequisites: None

Acceptable for Credit: CSU

Lecture 2 hours.

Course Typically Offered: Fall, Spring

This course focuses on identification of potential business opportunities and the development of a feasibility study of a proposed business idea.

**BUS 153: Business Startup Fundamentals**

Units: 1

Prerequisites: None

Acceptable for Credit: CSU

Lecture 1 hour.

Course Typically Offered: Fall, Spring

This course addresses all logistical elements of business startup. Students complete required paperwork to start and operate a small business in California.

**BUS 154: Funding the Entrepreneurial Venture**

Units: 1

Prerequisites: None

Acceptable for Credit: CSU

Lecture 1 hour.

Course Typically Offered: Fall, Spring

This course introduces students to the various options available to fund a new or on-going business.

**BUS 155: Business Plan Development**

Units: 2

Prerequisites: None

Acceptable for Credit: CSU

Lecture 2 hours.

Course Typically Offered: Fall, Spring

This course focuses on the development of a professional business plan for the purpose of obtaining funding. It emphasizes development of the business plan document, incorporating effective writing techniques, research, data analysis, and presentation. Students meet and collaborate with Small Business Development Center (SBDC) coaches throughout the course during the development process.

**BUS 160: International Business**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Spring

This course covers international business, trade, and globalization. Topics include politics, laws, economics, cultures, ethics, foreign trade/investment/exchange, internationalizing a business, entering foreign markets, strategizing, structuring, and managing in a global economy with social responsibility.

**BUS 204: Business Statistics**

Units: 3

Prerequisites: None

Enrollment Limitation: Not open to students with prior credit in BUS 204H.

Acceptable for Credit: CSU, UC

Lecture 3 hours.

Course Typically Offered: Fall, Spring, and Summer

This course examines the use of descriptive statistics, probability, confidence intervals, hypothesis testing, analysis of variance, regression and correlation analysis, chi-square, t-tests for one and two populations, and applications of technology-based statistical analysis using data from business, economics, political science, health science, information technology, and education, including the interpretation of the relevance of statistical findings for business problem solving and decision making. UC CREDIT LIMITATION: Credit for BTEC 180/BTEC 180H, BUS 204/BUS 204H, MATH 103/MATH 103S, PSYC 104/PSYC 104H, or SOC 125. Some CSU campuses may also impose this credit limitation.

**BUS 204H: Business Statistics (Honors)**

Units: 3

Prerequisites: None

Enrollment Limitation: Not open to students with prior credit in BUS 204.

Acceptable for Credit: CSU, UC

Lecture 3 hours.

Course Typically Offered: Fall, Spring, and Summer

This course introduces statistical methods for analyzing data in business contexts. As an honors course, it offers an enriched experience for students through a pro-seminar format and more in-depth coverage of course topics including application. This course examines the use of descriptive statistics, probability, confidence intervals, hypothesis testing, analysis of variance, regression and correlation analysis, chi-square, t-tests for one and two populations, and applications of technology-based statistical analysis using data from business, economics, political science, health science, information technology, and education, including the interpretation of the relevance of statistical findings for business problem solving and decision making. UC CREDIT LIMITATION: Credit for BTEC 180/BTEC 180H, BUS 204/BUS 204H, MATH 103/MATH 103S, PSYC 104/PSYC 104H, or SOC 125. Some CSU campuses may also impose this credit limitation.

## Business Administration

### **BUS 205: Manufacturing and Service Operations**

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall

This course focuses on the concepts, principles, problems, and practices of operations management. It emphasizes methodologies and processes for effective and efficient management of manufacturing and services operations. Students gain important global business context and explore operations management career and educational opportunities.

### **BUS 289: Career Mentoring**

Units: 1

Prerequisites: None

Acceptable for Credit: CSU

Lecture 1 hour.

Course Typically Offered: Spring

This course provides students the opportunity to apply the theories and techniques of their discipline in a mentor/protege relationship under the instruction of a faculty coordinator. It introduces students to aspects of successful transfer, completion, and transition to a successful career.

### **BUS 290: Business Communication**

Units: 3

Prerequisites: None

Enrollment Limitation: Not open to students with prior credit in BUS 290H.

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall, Spring, and Summer

This course focuses on the principles of effective written, oral, and electronic communication. It emphasizes solving problems and eliciting positive response through carefully organized and designed memos, letters, reports, and presentations. C-ID BUS-115.

### **BUS 290H: Business Communication (Honors)**

Units: 3

Prerequisites: ENGL 100 or ENGL 100H.

Enrollment Limitation: Not open to students with prior credit in BUS 290.

Acceptable for Credit: CSU

Lecture 3 hours.

Course Typically Offered: Fall, Spring, and Summer

This honors course offers students an enriched academic approach to the principles of effective written, oral, and electronic communication. The course emphasizes solving real-world problems and eliciting positive responses through carefully planned, organized, and designed memos, letters, reports, and presentations. C-ID BUS-115.

### **BUS 292: Internship Studies**

Units: 0.5-14

Prerequisites: None

Corequisite: Complete 54 hours of work per unit, paid or unpaid.

Enrollment Limitation: Instructor, dept chair, and Career Center approval. Fourteen unit maximum in any combination of work experience education and/or internship studies per semester.

Acceptable for Credit: CSU

Course Typically Offered: Fall, Spring, and Summer

This course provides students the opportunity to apply the theories and techniques of their discipline in an internship position in a professional setting under the instruction of a faculty-mentor and site supervisor. It introduces students to aspects of the roles and responsibilities of professionals employed in the field of study. Topics include goal-setting, employability skills development, and examination of the world of work as it relates to the student's career plans. Students must develop new learning objectives and/or work/intern at a new site upon each enrollment.

### **BUS 296: Topics in Business Administration**

Units: 1-3

Prerequisites: None

Acceptable for Credit: CSU

Lecture 1 hour.

Lecture 2 hours.

Lecture 3 hours.

Course Typically Offered: To be arranged

This course gives students an opportunity to study topics in Business Administration that are not included in regular course offerings. Each Topics course is announced, described, and given its own title and 296 number designation in the class schedule.<br/>

### **BUS 299: Occupational Work Experience Education**

Units: 0.5-14

Prerequisites: None

Corequisite: Complete 54 hours of work per unit, paid or unpaid.

Enrollment Limitation: Career Center approval. Fourteen unit maximum in any combination of work experience education and/or internship studies per semester.

Acceptable for Credit: CSU

Course Typically Offered: Fall, Spring, and Summer

This course is intended for students who are employed in a job directly related to their major or career area of interest. It allows such students the opportunity to apply the theories and skills of their discipline to their position and to undertake new responsibilities and learn new skills at work. Topics include goal-setting, employability skills development, and examination of the world of work as it relates to the student's career plans. Students must develop new learning objectives and/or work/intern at a new site upon each enrollment.

**BUS 302: Leadership and Personal Development**

Units: 3

Prerequisites: None

Enrollment Limitation: Only open to students enrolled in the bachelor's degree program in biomanufacturing at MiraCosta College.

Lecture 3 hours.

Course Typically Offered: Fall

This course explores how leaders influence organizations. It focuses on leadership and management topics related to communication, groups and teams, motivation, personal values, professional behavior, organizational structure, and diversity. The course integrates theory and practice. This course is open only to students enrolled in the biomanufacturing bachelor's degree program.