

BUSINESS



The Business Department prepares students for entry-level employment and/or potential further study in the field of Business through the study of general business, communications, math, computers, ethics, and human relations. Students will acquire skills in computer applications, keyboarding and ten-key, office management and procedures, and oral and written communications.

Career Opportunities: Upon successful completion, students will be prepared for careers or employment in the following fields: administration, management, human resources, finance, secretarial, and various office positions.

Contact Information

Business Division Chair

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Associate Degrees

- Associate in Science in Business Administration for Transfer 2.0 (AS-T) (<https://catalog.cos.edu/areas-study/business/associate-science-business-administration-transfer-as-t/>)
- Associate of Science in Business (AS) (<https://catalog.cos.edu/areas-study/business/associate-science-business-not-for-transfer-as/>)

Certificates

- Certificate of Achievement in Business (<https://catalog.cos.edu/areas-study/business/certificate-achievement-business/>)
- Certificate of Achievement in Business Financial Recordkeeping (<https://catalog.cos.edu/areas-study/business/certificate-achievement-business-financial-recordkeeping/>)

For a complete list of courses and descriptions visit: COURSES (<https://catalog.cos.edu/course-descriptions/>)

BUS 018 Business Law 4unit(s)

Hours: 4 Lecture/Discussion

Recommended for most business majors, this course includes an introduction to the U.S. legal system; the relation of ethics to law; administrative, criminal, tort, and labor law; and legal aspects of international trade. Emphasis is on the study of the law of contracts and agency, with case studies, discussion, and analysis. (C-ID BUS120)

BUS 020 Business Statistics 3unit(s)

Hours: 3 Lecture/Discussion

BUS 020 is intended for business administration majors or anyone who wishes to gain an understanding of elementary data analysis, probability, and statistics. It introduces students to the use of probability techniques, hypothesis testing, and predictive techniques to facilitate decision-making. Topics include descriptive statistics; probability and sampling distributions; statistical inference; correlation and linear regression; analysis of variance, chi-square and t-tests, central tendency and dispersion measures; index numbers (CPI, deflators); time series analysis (trends, seasonal variations); probability theory; probability and sampling distributions (normal, exponential, binomial, Poisson); central limit theorem; and application of technology for statistical analysis, including the interpretation of the relevance of the statistical findings. Approved for Distance Learning format. (C-ID MATH110)

Prerequisites: MATH 230 or BUS 119 or equivalent college course with a minimum grade of C or eligibility as determined by COS placement procedures.

BUS 082 Introduction to Business 3unit(s)

Hours: 3 Lecture/Discussion

BUS 082 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 demonstrates 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, financial practices; the stock and securities market; and therefore affect a business' ability to achieve its organizational goals. (C-ID BUS110)

BUS 100 Career Strategies 3unit(s)

Hours: 3 Lecture/Discussion

This course is designed to increase a student's understanding of researching jobs and organizations, resume creation, employment interviewing, and professional development, including communication skills. Networking with the business community is an integral component of this course.

BUS 112 Public Speaking for Business 4unit(s)

Hours: 4 Lecture/Discussion

Equivalent Courses: COMM 112, SPCH 112

This is an introductory course in public speaking and presentation software. This course covers a variety of formal public speaking styles and formats. Students will also learn how to create a computerized slide show, as well as speaker outlines/notes and audience handouts to assist in their presentations.

Advisory on Recommended Preparation: BUS 270 or equivalent college course with a minimum grade of C.

<p>BUS 119 Quantitative Methods 3unit(s) Hours: 3 Lecture/Discussion This is an introductory course for Business Administration majors designed to develop an appreciation of the value of quantitative methods in decision making by formulation and solution of common business problems. Topics include linear models, matrix algebra, linear programming, finance, and an introduction to probability. Approved for Distance Learning format. (C-ID MATH130) Prerequisites: MATH 230 or BUS 020 or equivalent college course with a minimum grade of C or eligibility as determined by COS placement procedures.</p>	<p>BUS 188 Human Relations in Business 3unit(s) Hours: 3 Lecture/Discussion Students will become acquainted with acceptable patterns of behavior and performance standards that will enhance their skills in the workplace and in life. The student will be exposed to management techniques applicable to business, domestic, personal, and social lives. Exploration of issues include soft skills, diversity, leadership, teamwork, motivation, employee development, stress management, physical and emotional health, wellness, ethics, decision making, and problem solving toward the goal of improving interpersonal effectiveness on the job. This course is a general education course that will be of value to both the business and non-business student.</p>
<p>BUS 174 Marketing Principles 3unit(s) Hours: 3 Lecture/Discussion This course introduces students to the fundamentals of marketing by exposing them to planning, producing, storing, promoting, selling, and distributing commodities. In addition, the student will focus on the importance of market research, market segmentation, consumer behavior, marketing plans, and advancements in e-business and the internet. Advisory on Recommended Preparation: ENGL 261 or equivalent college course with a minimum grade of C or eligibility for ENGL 001 as determined by COS Placement Procedures (https://catalog.cos.edu/placement-procedures/).</p>	<p>BUS 268 Electronic Calculating 2unit(s) Hours: 2 Lecture/Discussion This course introduces the students to the ten-key pad. Students will develop speed and accuracy using the touch method, review the principles of arithmetic, and transfer the skills to the solution of business problems. Advisory on Recommended Preparation: BUS 295 or equivalent college course with a minimum grade of C.</p>
<p>BUS 181 Intro to Entrepreneurship 3unit(s) Hours: 3 Lecture/Discussion Business 181 develops an understanding of complex tasks faced by individuals engaged in entrepreneurial activities. It identifies the methods for developing a business idea, the process of starting a business, how to acquire resources, and the key parts of a business plan.</p>	<p>BUS 270 College Keyboarding Level 1 3unit(s) Hours: 2.5 Lecture/Discussion Hours: 2 Lab BUS 270 is an introductory keyboarding course designed to help students develop strong keyboarding skills to key alphabetic, numeric, and symbol keys correctly by touch; learn basic computer application skills of file management and word processing; and format basic business documents.</p>
<p>BUS 184 Business Communications 3unit(s) Hours: 3 Lecture/Discussion This course introduces students to the foundations of communication in a business setting. Students are exposed to various topics related to etiquette, interpersonal and group communication within the context of an office or virtual office setting. Students will develop skills using a 3 x 3 writing process applicable to all forms of written communication, including memos, emails, business letters, micro-messages and reports. Techniques for oral presentations with visual aids, communication ethics and cross-cultural communications are also explored. Upon completing the course, students will be able to analyze and adapt their message to the audience, be able to research, organize and draft a business message and be able to edit and proofread for clarity, conciseness and purpose. Advisory on Recommended Preparation: BUS 293 and ENGL 001 or equivalent college course with a minimum grade of C.</p>	<p>BUS 271 College Keyboarding Level 2 3unit(s) Hours: 2.5 Lecture/Discussion Hours: 2 Lab BUS 271 is an intermediate keyboarding course with emphasis on improving speed and accuracy by touch and learning advanced features of word processing to create, format, and edit advanced business documents. Formatting applications include business correspondence (fax, letters, memos mail merge), forms, tables, reports, itineraries, agendas, minutes, news releases, outlines, flyers, and job search documents. Advisory on Recommended Preparation: BUS 270 or equivalent college course with a minimum grade of C or equivalent skills as determined by departmental assessment; Students need to be able to keyboard quickly and accurately by touch at approximately 25-30 correct words per minute on a five-minute timer.</p>
<p>BUS 185 Ethics in Business and Industry 3unit(s) Hours: 3 Lecture/Discussion The focus of this class will be on the application of ethics to contemporary issues occurring in today's business and industry. Students will also be exposed to the theoretical approaches to ethics.</p>	<p>BUS 293 Business English 4unit(s) Hours: 4 Lecture/Discussion This course is designed to help students become more proficient in and more comfortable with the use of the English language. It provides a complete review of and practice in using the fundamentals of English grammar: parts of speech, spelling, sentence structure, punctuation, capitalization, plurals, possessives, number usage, and vocabulary building.</p>

BUS 295 Business Mathematics

Hours: 3 Lecture/Discussion

A broad course designed to expose students to a wide variety of business computations and applications, including percentages, discounts, markups and markdowns, simple interest, payroll, taxes, commissions, banking, business statistics, and the applied use of algebra in solving business problems.

3unit(s)

B.S., California State University, Fresno
M.B.A., California State University, Fresno

Hott, Lisa

B.A., California State University, Fresno
Certified Public Accountant, California
M.B.A., California State University, Dominguez Hills

BUS 297 Personal Finance

Hours: 3 Lecture/Discussion

This course is for both business and non-business majors and provides an overview of the elements necessary for effective personal financial planning. Topics include the components of a financial plan; personal financial statements; time value of money; managing money; managing liquidity; managing credit; personal loans; tax concepts and planning; investments including stocks, bonds, and mutual funds; purchasing and financing a home; life, health, auto, disability and other types of insurance; retirement planning; and estate planning.

3unit(s)

Mazzola, Susan
B.S., California Polytechnic State University
M.S., California State University, Fresno

Picciuto, Kevin

B.S., California State University, Chico
M.B.A., California State University, Fresno

Skaff, Michael

B.A., California Polytechnic State University
M.B.A., California Polytechnic State University

BUS 319 Support for Quantitative Methods

Hours: 2 Lecture/Discussion

Co-requisite support for BUS 119 Quantitative Methods. This 2-unit course is intended to provide co-requisite support for students requiring remediation in mathematics while they are concurrently enrolled in BUS 119. Emphasis will be placed on prerequisite skills needed for Quantitative Methods as well as study skills, appropriate use of technology, and just in time review and remediation.

2unit(s)

Spencer, Janell
A.A., College Of The Sequoias
B.A., Fresno Pacific University
M.B.A., National University

Corequisites: Concurrent enrollment in BUS 119.**BUS 320 Support for Business Statistics**

Hours: 2 Lecture/Discussion

Co-requisite support for BUS 020 Business Statistics. This 2-unit course is intended to provide co-requisite support for students requiring remediation in mathematics while they are concurrently enrolled in BUS 020. Emphasis will be placed on prerequisite skills needed for statistics as well as study skills, appropriate use of technology, and just in time review and remediation.

2unit(s)**Corequisites:** Concurrent enrollment in BUS 020.**BUS 360 Elementary Keyboarding**

Hours: 0.5 Lecture/Discussion Hours:

2 Lab

1unit(s)

BUS 360 introduces students to the computer keyboard. Students learn to use the touch method to key letters, numbers, and symbols.

Business

Bettencourt, Brian

B.S., California State University, San Jose
M.B.A., National University

Bosma, Tara

B.S., Pepperdine University
M.S., San Diego State University

Giannandrea, Gabriel

B.S., Chapman University
M.B.A., University Of Phoenix

Gutierrez, Jessica

B.S., Fresno Pacific University
M.B.A., Grand Canyon University

Hinojosa, Andy