

BUSINESS

Curriculum Guide for Academic Year 2020-2021

Students planning to transfer to a four-year college or university should refer to the ASSIST web site at www.assist.org and consult a counselor before beginning a program of study. To meet with a counselor, call 562-938-4561 (LAC) or 562-938-3920 (PCC). Students may also wish to visit the Transfer Center on either campus.

Program of Study for the Associate in Arts or Certificate of Achievement

- For the **Associate in Arts Degree**, complete a minimum of 60 units total including courses from Required Core Courses, Required Concentration Courses, Electives, and General Education.
- For the **Certificate of Achievement**, complete Required Core Courses and Required Concentration Courses.
- For the **Certificate of Accomplishment**, complete listed courses.

I. REQUIRED CORE COURSES

			Units	Grade
	GBUS 5	Introduction to Business	3	_____
	LAW 18	Fundamentals of Business Law	3	_____
	♦ ACCTG 1A OR	Financial Accounting OR	5 OR	_____
	♦ ACCTG 200A	Introduction to Accounting	3	_____
♦ For Accounting concentration, students must take ACCTG 1A.				

II. REQUIRED CONCENTRATION COURSES

BUSINESS: ACCOUNTING CONCENTRATION

<u>Minimum Unit Requirements</u>				<u>Concentration Courses:</u>		Units	Grade
Cert of Achievement		Assoc in Arts Degree		♦ † ACCTG 1B	Managerial Accounting	5	_____
Major Coursework	26	Major Coursework	32	ACCTG 205	Fundamentals of Tax	3	_____
Required Core	11	Required Core	11	ACCTG 228	Comp. Gen. Ledger Acct. Sys	2	_____
Concentration	15	Concentration	15	† ACCTG 229	Spreadsheet Accounting	3	_____
		Electives	6	† ACCTG 230	Quickbook Accounting	2	_____
		Gen Ed/Plan A §	25	Electives: Complete SIX (6) units from the following recommended courses: LAW 18B, ACCTG 200A, ECON 1, ECON 2			

BUSINESS: GENERAL BUSINESS CONCENTRATION

<u>Minimum Unit Requirements</u>				<u>Concentration Courses:</u>		Units	Grade
Cert of Achievement		Assoc in Arts Degree		IBUS 1	Intro to International Business	3	_____
Major Coursework	21-23	Major Coursework	27-29	MGMT 49 OR	Intro to Management OR	3 OR	_____
Required Core	9-11	Required Core	9-11	MKTG 47	Essentials of Marketing	3	_____
Concentration	12	Concentration	12	LAW 19 OR	Legal Environment of Bus. OR	3 OR	_____
		Electives	6	GBUS 25	Digital and Social Media	3	_____
		Gen Ed/Plan A §	25	GBUS 10	Personal Financial Mgmt.	3	_____
				Electives: Complete SIX (6) units from the following recommended courses: ECON 1 or ECON 4			

BUSINESS: INTERNATIONAL CONCENTRATION

<u>Minimum Unit Requirements</u>				<u>Concentration Courses:</u>		Units	Grade
Cert of Achievement		Assoc in Arts Degree		IBUS 1	Intro to International Business	3	_____
Major Coursework	24-26	Major Coursework	30-32	IBUS 20	Export-Import Bus Practice	3	_____
Required Core	9-11	Required Core	9-11	IBUS 60	International Business Law	3	_____
Concentration	15	Concentration	15	IBUS 75	Introduction to Logistics	3	_____
		Electives	6	IBUS 52	Intro to Supply Chain Management	3	_____
		Gen Ed/Plan A §	25	Electives: Complete SIX (6) units from the following recommended courses: LAW 18, ECON 1, ECON 5			

BUSINESS: MANAGEMENT CONCENTRATION

Minimum Unit Requirements

Cert of Achievement	Assoc in Arts Degree
Major Coursework 21-23	Major Coursework 27-29
Required Core 9-11	Required Core 9-11
Concentration 12	Concentration 12
	Electives 6
	Gen Ed/Plan A § 25

Concentration Courses:

MGMT 49 OR	Intro to Management OR	Units	Grade
MGMT 50	Human Resources Mgmt.	3 or	_____
MGMT 58	Leadership and Supervision	3	_____
MGMT 60	Management & Org. Behavior	3	_____
MGMT 80	Small Bus. Entrepreneurship	3	_____
Electives: Complete SIX (6) units from the following recommended courses: LAW 19, ECON 2			

BUSINESS: MARKETING CONCENTRATION

Minimum Unit Requirements

Cert of Achievement	Assoc in Arts Degree
Major Coursework 21-23	Major Coursework 27-29
Required Core 9-11	Required Core 9-11
Concentration 12	Concentration 12
	Electives 6
	Gen Ed/Plan A § 25

Concentration Courses:

MKTG 47	Essentials of Marketing	Units	Grade
MKTG 41	Marketing Communications	3	_____
MKTG 40	Salesmanship	3	_____
GBUS 25	Digital and Social Media	3	_____
Electives: Complete SIX (6) units from the following recommended courses: LAW 18B, ECON 2			

Economics – Certificate of Achievement 3019

Minimum Unit Requirements

Cert of Achievement
Concentration 17

Certificate Courses:

† ECON 1/1H	Macro Economic Analysis/Honors	Units	Grade
† ECON 2/2H	Micro Economic Analysis/Honors	3	_____
ECON 4 OR	Contemporary Economic Issues OR	3	_____
ECON 5	The Global Economy	3	_____
LAW 18 OR	Fundamentals of Business Law OR	3	_____
LAW 19	Legal Environment of Business	3	_____
ACCTG 1A OR	Financial Accounting OR	5	_____
† ACCTG 1B	Managerial Accounting	5	_____

For graduation with a **Economics - Certificate of Achievement:**

1. Complete each of the **REQUIRED COURSES** listed above with a **minimum grade of "C"**.
2. Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence; this means at **least 8.5 units** of the required 17 must be **completed at Long Beach City College**. Credit earned by exam, where applicable, may be included.

Program of Study For Certificates of Accomplishment

Foundations of Accounting (4200)				Foundations of Business (4111)			
		Units	Grade			Units	Grade
ACCTG 1A	Financial Accounting	5	_____	GBUS 5	Introduction to Business	3	_____
† ACCTG 1B	Managerial Accounting	5	_____	LAW 18	Fundamentals of Business Law	3	_____
† ACCTG 228 OR	Comp Gen Ledger Acct Sys OR	2 OR	_____	MKTG 40	Salesmanship	3	_____
† ACCTG 229 OR	Spreadsheet Accounting OR	3 OR	_____	ACCTG 200A OR	Introduction to Accounting	3 OR	_____
ACCTG 230	Quickbooks Accounting	2	_____	ACCTG 1A	Financial Accounting	5	_____
Total 12-13				Total 12-14			
Foundations of International Business (4151)				Foundations of Management (4143)			
		Units	Grade			Units	Grade
GBUS 5	Introduction to Business	3	_____	MGMT 49 OR	Introduction to Management OR	3 OR	_____
IBUS 1	Intro to International Business	3	_____	MGMT 50	Human Resource Management	3	_____
IBUS 20	Export/Import Bus Practice	3	_____	MGMT 58	Leadership and Supervision	3	_____
IBUS 52	Intro to Supply Chain Mgmt.	3	_____	MGMT 60	Mgmt & Organizational Behavior	3	_____
Total 12				Total 12			
Foundations of Marketing (4153)				Money and Banking (4144)			
		Units	Grade			Units	Grade
MKTG 40	Salesmanship	3	_____	ACCTG 1A	Financial Accounting	5	_____
MKTG 41	Marketing Communications	3	_____	ECON 1	Macro Economic Analysis	3	_____
MKTG 47	Essentials of Marketing	3	_____	LAW 18	Fundamentals of Business Law	3	_____
IBUS 52	Intro to Supply Chain Mgmt.	3	_____	Total 11			
Total 12							

Business Economics (4145)			Logistics (4127)				
		Units	Grade		Units	Grade	
ACCTG 1B	Managerial Accounting	5	_____	IBUS 1	Intro to International Business	3	_____
ECON 2	Micro Economic Analysis	3	_____	IBUS 20	Export-Import Bus. Practices	3	_____
LAW 18B	Business Law	3	_____	IBUS 52	Intro to Supply Chain Mgmt.	3	_____
	Total	11		IBUS 75	Introduction to Logistics	3	_____
				Total		12	

Real Estate Salesperson (4115)			Real Estate Broker (4154)				
		Units	Grade		Units	Grade	
REAL 80	Real Estate Principles	3	_____	REAL 85	Real Estate Appraisal	3	_____
REAL 81	Real Estate Practices	3	_____	REAL 87	Real Estate Finance	3	_____
REAL 78	Real Estate Economics	3	_____	ACCTG 200A	Introduction to Accounting	3	_____
REAL 253	Property Management	3	_____	LAW 18	Fundamentals of Business Law	3	_____
	Total	12		Total		12	

Foundations of Entrepreneurship (4203)			Personal Financial Planning (4202)				
		Units	Grade		Units	Grade	
MGMT 50	Human Resources Mgmt	3	_____	GBUS 10	Personal Financial Management	3	_____
GBUS 25	Digital and Social Media	3	_____	ACCTG 205	Fundamentals of Tax	3	_____
ACCTG 229	Spreadsheet Accounting	3	_____	COSA 15	Microsoft Excel for Windows	3	_____
MGMT 80	Small Business Entrepreneurship	3	_____	LAW 18	Fundamentals Business Law	3	_____
	Total	12		Total		12	

Social Media Application Development (4201)						
		Units	Grade		Units	Grade
GBUS 5	Introduction to Business	3	_____			
GBUS 25	Digital and Social Media	3	_____			
COSP 201	Mobile App Development	1	_____			
	Total	7				

Additional Information from the Department

For Graduation

Upon applying for graduation, you **must contact** the Office of the Dean of the School of Business and Social Sciences to complete a brief exit survey.

Recommended Coursework

We strongly recommend that students take the following courses as preparation for the Business Curriculum and future success in their careers:

- | | | |
|-----------|------------------------------|--|
| † BCOM 20 | Business Writing | To prepare for the writing assignments in the Business Curriculum |
| MATH 805 | Modern Arithmetic | To prepare for the quantitative assignments in the Business Curriculum |
| COSA 50 | Business Information Systems | To prepare for the technology requirements in the Business Curriculum |

Graduation Requirements

	Associate in Arts Degree	Cert of Achievement	Cert of Accomplishment
Minimum Units	§ Any course that appears on a curriculum guide and the General Education Pattern (Plan A) may fulfill both major and general education requirements (Approved by College Curriculum Committee Spring 2012). For this degree, complete a minimum of 60 units in courses numbered 1-599. Please note that additional elective units may be required to meet this minimum based upon courses selected to fulfill General Education for the Associate Degree.	Complete a minimum of 18 units, as listed in the Program of Study.	Complete a minimum of 9 units as listed in the Program of Study.
Scholarship	Attain an overall GPA of 2.0 or better based on all accredited college work applied to the degree, no matter where completed. Earn grades of "C" or better in all concentration coursework or "P" if	Complete all coursework with a "C" or better, or "P" if course is graded on a P/NP basis.	Complete the above required units with a minimum grade point average of 2.0

	course is graded on a P/NP basis.		
Residence	Complete at least 12 semester units of the required 60 semester units in residence at Long Beach City College in order for the college to grant an Associate of Arts and/or an Associate of Science Degree. Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence at LBCC. Credit earned by exam, where applicable, may be included.	Complete fifty percent (50%) or more of the unit requirements for this field of concentration in residence at LBCC. Credit earned by exam, where applicable, may be included.	Fifty percent (50%) or more of the required units must be completed in residence at LBCC.
Gen Ed & Proficiency	Complete the required A.A./A.S. General Education and Proficiency requirements*, otherwise known as "Plan A". For Plan A requirements, refer to the general catalog or view it online at http://osca.lbcc.edu .	Not applicable to the Certificate of Achievement.	Not applicable to the Certificate of Accomplishment.
Application	Complete the Application for Graduation	Complete the Application for Career or Completion Certificate	
	Submit the appropriate application form to the Admissions and Records office during your final semester of course work. These forms are available in the Admissions and Records office, or online at http://admissions.lbcc.edu/ . Refer to the Schedule of Classes (http://schedule.lbcc.edu) and click the "Important Dates" link to view the actual deadline for each semester.		
*The requirements for general education/proficiency and the field of concentration (major) need to be from the same catalog year. This catalog year may be any year between the year of initial enrollment to the present, provided continuous enrollment is maintained throughout. See the catalog for definition of "continuous enrollment".			

Career Opportunities

According to the National Center for Education Statistics, 22 percent of college students are pursuing a bachelor degree in business. And it is easy to see why. Business is the backbone of the US economy, which explains why the most in demand careers are in the business sector. Business degrees are among the most sought after degrees in America. The Department of Labor predicts that this sector is just behind healthcare and social services in gaining the most jobs this decade, with nearly 3.8 million expected openings.

Are you unsure about the specific field of business you wish to pursue? All of our concentrations will position you to move into an entry-level job in one of our fields of concentration or help you to advance in your current career field. Our courses will provide you with basic skills in marketing, accounting, international business, business management, entrepreneurship, real estate and law.

And, of course, all of our courses can be transferrable to a 4-year college, if you choose to continue with your education (although you should always check with a counselor or faculty advisor). And with the obvious earning differentials between a high-school degree, an associate degree and a bachelor degree this is certainly a viable option. The field that you are preparing for will be even more lucrative and rewarding as you finish your higher education.

(U.S. News and World Report, 2011 and campusexplorer.com)

Program Mission and Outcomes

The mission of the Business Program is to equip our students with the knowledge and skills needed to transfer to a baccalaureate-degree granting institution, to enter the work force, to update workplace skills, or to achieve personal enrichment in a lifelong-learning environment. We will accomplish this through a variety of academic disciplines and in a manner consistent with the mission of Long Beach City College.

Our expectation is that our students will develop high-level knowledge and critical-thinking skills that will prepare them to make informed and ethically-responsible decisions in a complex global environment.

Outcomes:

- Ensure that 85% of all courses meet or exceed their outcome/assessment goals and develop appropriate action plans for continuous improvement.
- Develop strategies throughout all concentrations/courses to enhance the development of our students' critical-thinking skills: their ability to reason, ask appropriate questions and make strong decisions.

- Develop assignments and/or exercises to enhance students' verbal and non-verbal skills: their ability to reflect, write, speak and respond in a personal and professional manner.
- Improve the level of student success and student retention as well as increase the number of degrees and certificates. To develop a strong working relationship with local businesses through the formation of an Industry Council for the purpose of an advisement and collaboration in order to ensure that our course offerings are providing our students with the strongest preparation for entering the workforce. Additionally, it would be our goal for this Council to develop strong feelings for LBCC students and to evolve these feelings into actual job opportunities.
- To develop a method of monitoring the declared major and long-term personal goals of our enrolled students along with the future direction of our certificate/degree graduates (transfer, job, other).

Legend

- ◆ For the Accounting Concentration, you must take ACCTG 1A. For all others, students may choose ACCTG 1A or 200A.
- § For the AA or AS Degree, see “Minimum Units” within the **Graduation Requirements** section listed above regarding the use of courses to fulfill both General Education and Major requirements.
- † This course has a prerequisite. Prerequisite courses must be complete with at least a “C” or “P” grade. Refer to the General Catalog (<http://www.lbcc.edu/cat/index.html>), the Schedule of Classes (<http://schedule.lbcc.edu/>), or the online Credit Course Outline (<http://wdb-asir.lbcc.edu/coursecurriculum/coursedetails/>) for specific prerequisite information.