

BUSINESS

Curriculum Guide for Academic Year 2014-2015

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.

I. REQUIRED CORE COURSES

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

II. REQUIRED CONCENTRATION COURSES

ACCOUNTING CONCENTRATION

<u>Minimum Unit Requirements</u>				<u>Concentration Courses:</u>		Units	Grade
Cert of Achievement		Assoc in Arts Degree		◆ † ACCTG 1B	Principles of 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	Quickbooks Accounting	2	_____
		Gen Ed/Plan A §	25	Electives: For the Associate in Arts in Business, complete 6 units from any other concentration area on this guide.			

BUSINESS GENERAL 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 49A 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 18B OR	Business Law OR	3 OR	_____
		Electives	6	LAW 20	Property Law	3	_____
		Gen Ed/Plan A §	25	GBUS 10	Personal Financial Mgmt.	3	_____
				Electives: For the Associate in Arts in Business, complete 6 units from any other concentration area on this guide.			

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	3	_____
		Gen Ed/Plan A §	25	Electives: For the Associate in Arts in Business, complete 6 units from any other concentration area on this guide.			

Requirements continue on following page.

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:

	Units	Grade
MGMT 49A Intro to Management	3	_____
MGMT 49B OR Human Resources Mgmt. OR	3 OR	_____
MGMT 58 Leadership and Supervision	3	_____
MGMT 60 Management & Org. Behavior	3	_____
MGMT 80 Small Bus. Entrepreneurship	3	_____

Electives: For the Associate in Arts in Business, complete 6 units from any other concentration area on this guide.

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:

	Units	Grade
MKTG 40 Salesmanship	3	_____
MKTG 41 Marketing Communications	3	_____
MKTG 47 Essentials of Marketing	3	_____
IBUS 52 Intro to Supply Chain Mgmt.	3	_____

Electives: For the Associate in Arts in Business, complete 6 units from any other concentration area on this guide.

Program of Study For Certificates of Accomplishment

Foundations of Accounting (4200)				Foundations of Business (4111)			
		Units	Grade			Units	Grade
ACCTG 1A	Principles of Accounting	5	_____	GBUS 5	Introduction to Business	3	_____
† ACCTG 1B	Principles of Accounting	5	_____	LAW 18A	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	Principles of 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 49A OR	Introduction to Management OR	3 OR	_____
IBUS 1	Intro to International Business	3	_____	MGMT 49B	Human Resource Management	3	_____
IBUS 20	Export/Import 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	_____	ECON 1	Macroeconomic Analysis	3	_____
MKTG 41	Marketing Communications	3	_____	ACCTG 1A	Financial Accounting	5	_____
MKTG 47	Essentials of Marketing	3	_____	LAW 18A	Business Law	3	_____
IBUS 52	Intro to Supply Chain Mgmt	3	_____	Total 11			
Total 12							
Business Economics (4145)							
		Units	Grade				
ECON 2	Microeconomic Analysis	3	_____				
ACCTG 1B	Managerial Accounting	5	_____				
LAW 18B	Business Law	3	_____				
Total 11							

Additional Information from the Department

For Graduation

Upon applying for graduation, you must also 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	§ <u>Any course that appears on a curriculum guide and the General Education Pattern (Plan A) may fulfill both major and general education requirements</u> (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 course is graded on a P/NP basis.	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
Residence	Complete at least 30 units of the required 60 in residence at LBCC, or complete in residence at LBCC at least 20 units within the last 30 units of work applied to the 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 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.	Complete the Application for Achievement or Accomplishment Certificate	

**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, through a variety of academic disciplines and in a manner consistent with the mission of the College, 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.

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:

- Achieve a high percentage of courses that meet or exceed the course-level goals for student learning outcomes.
- Continue development of Student Learning Outcomes and Assessment plans, along with contemporary teaching/learning strategies, to increase the percentage of C or better students (student success).
- Enhance individual faculty/student communication patterns designed to motivate under-prepared or underachieving students to follow thru on their academic commitment in order to reduce failures/withdrawals/NC's (completion).
- Develop additional tactics to reduce withdrawals (retention) such as identifying low-involvement students and determining specific strategies to motivate them to remain in the classroom.
- Develop strategies throughout all concentrations/courses which will enhance the development of our students' critical-thinking skills, their ability to reason, ask appropriate questions and make better decisions.
- Develop strategies throughout all concentrations/courses which will enhance the development of our students' verbal and non-verbal skills: their ability to reflect, write, speak and respond in a personal and professional manner.

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.