

BUSINESS

Curriculum Guide for Academic Year 2019-2020

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 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

BUSINESS: 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	Quickbook Accounting	2	_____
	Gen Ed/Plan A § 25			Complete: SIX (6) units from the following recommended electives: 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 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			GBUS 25	Digital and Social Media	3	_____
	Gen Ed/Plan A § 25			GBUS 10	Personal Financial Mgmt.	3	_____
				Complete: SIX (6) units from the following recommended electives: ECON 1, 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			Complete: SIX (6) units from the following recommended electives: LAW 18, ECON 1, ECON 5			

Requirements continue on following page.

BUSINESS: MANAGEMENT CONCENTRATION

Minimum Unit Requirements				Concentration Courses:		Units	Grade
Cert of Achievement		Assoc in Arts Degree		MGMT 49A OR	Intro to Management OR	3 or	_____
Major Coursework	21-23	Major Coursework	27-29	MGMT 49B	Human Resources Mgmt.	3	_____
Required Core	9-11	Required Core	9-11	MGMT 58	Leadership and Supervision	3	_____
Concentration	12	Concentration	12	MGMT 60	Management & Org. Behavior	3	_____
		Electives	6	MGMT 80	Small Bus. Entrepreneurship	3	_____
		Gen Ed/Plan A §	25	Complete: SIX (6) units from the following recommended electives: LAW 18B, ECON 2			

BUSINESS: MARKETING CONCENTRATION

Minimum Unit Requirements				Concentration Courses:		Units	Grade
Cert of Achievement		Assoc in Arts Degree		MKTG 47	Essentials of Marketing	3	_____
Major Coursework	21-23	Major Coursework	27-29	MKTG 41	Marketing Communications	3	_____
Required Core	9-11	Required Core	9-11	MKTG 40	Salesmanship	3	_____
Concentration	12	Concentration	12	GBUS 25	Digital and Social Media	3	_____
		Electives	6	Complete: SIX (6) units from the following recommended electives: LAW 18B, ECON 2			
		Gen Ed/Plan A §	25				

Program of Study For Certificates of Accomplishment

Foundations of Accounting (4200)				Units	Grade	Foundations of Business (4111)				Units	Grade
ACCTG 1A	Principles of Accounting	5	_____	GBUS 5	Introduction to Business	3	_____	LAW 18A	Business Law	3	_____
† ACCTG 1B	Principles of Accounting	5	_____	MKTG 40	Salesmanship	3	_____	ACCTG 200A OR	Introduction to Accounting	3 OR	_____
† ACCTG 228 OR	Comp Gen Ledger Acct Sys OR	2 OR	_____	ACCTG 1A	Principles of Accounting	5	_____	Total 12-14			
† ACCTG 229 OR	Spreadsheet Accounting OR	3 OR	_____	Total 12-13							
ACCTG 230	Quickbooks Accounting	2	_____								
Foundations of International Business (4151)				Units	Grade	Foundations of Management (4143)				Units	Grade
GBUS 5	Introduction to Business	3	_____	MGMT 49A OR	Introduction to Management OR	3 OR	_____	MGMT 49B	Human Resource Management	3	_____
IBUS 1	Intro to International Business	3	_____	MGMT 58	Leadership and Supervision	3	_____	MGMT 60	Mgmt & Organizational Behavior	3	_____
IBUS 20	Export/Import Bus Practice	3	_____	MGMT 80	Small Business Entrepreneurship	3	_____	Total 12			
IBUS 52	Intro to Supply Chain Mgmt.	3	_____								
Total 12											
Foundations of Marketing (4153)				Units	Grade	Money and Banking (4144)				Units	Grade
MKTG 40	Salesmanship	3	_____	ACCTG 1A	Financial Accounting	5	_____	ECON 1	Macro Economic Analysis	3	_____
MKTG 41	Marketing Communications	3	_____	LAW 18A	Business Law	3	_____	Total 11			
MKTG 47	Essentials of Marketing	3	_____								
IBUS 52	Intro to Supply Chain Mgmt.	3	_____								
Total 12											
Business Economics (4145)				Units	Grade	Logistics (4127)				Units	Grade
ACCTG 1B	Managerial Accounting	5	_____	IBUS 1	Intro to International Business	3	_____	IBUS 20	Export-Import Bus. Practices	3	_____
ECON 2	Micro Economic Analysis	3	_____	IBUS 52	Intro to Supply Chain Mgmt.	3	_____	IBUS 75	Introduction to Logistics	3	_____
LAW 18B	Business Law	3	_____	Total 12							
Total 11											

Real Estate Salesperson (4115)				Units	Grade	Real Estate Broker (4154)				Units	Grade
REAL 80	Real Estate Principles	3	_____	REAL 85	Real Estate Appraisal	3	_____	REAL 87	Real Estate Finance	3	_____
REAL 81A	Real Estate Practices	3	_____	ACCTG 200A	Introduction to Accounting	3	_____	Total 9			
REAL 78	Real Estate Economics	3	_____								
REAL 253	Property Management	3	_____								
Total 12											

Foundations of Entrepreneurship (4203)			Units	Grade	Personal Financial Planning (4202)			Units	Grade
MGMT 49B	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	_____		
Total			12	Total			9		
Social Media Application Development (4201)			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 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 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.

