

# BUSINESS

## Curriculum Guide for Academic Year 2015-2016

Students planning to transfer to a four-year college or university should refer to the ASSIST web site at [www.assist.org](http://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

##### ACCOUNTING CONCENTRATION

###### Minimum Unit Requirements

Cert of Achievement		Assoc in Arts Degree	
Major Coursework	26	Major Coursework	32
Required Core	11	Required Core	11
Concentration	15	Concentration	15
		Electives	6
		Gen Ed/Plan A §	25

###### Concentration Courses:

		Units	Grade	
♦ †	ACCTG 1B	Principles of Accounting	5	_____
	ACCTG 205	Fundamentals of Tax	3	_____
	ACCTG 230	Quickbooks Accounting	2	_____
†	ACCTG 228	Comp. Gen. Ledger Acct. Sys.	2	_____
†	ACCTG 229	Spreadsheet Accounting	3	_____

**Electives:** For the Associate in Arts in Business, complete 6 units from any other concentration area on this guide. Recommended Electives: LAW 18B, ACCTG 200A, ECON 1, ECON 2

##### BUSINESS GENERAL 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	
	IBUS 1	Intro to International Business	3	_____
	MGMT 49A OR	Intro to Management OR	3 OR	_____
	MKTG 47	Essentials of Marketing	3	_____
	LAW 18B OR	Business Law OR	3 OR	_____
	LAW 20	Property Law	3	_____
	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. Recommended Electives: ECON 1 or ECON 4

##### BUSINESS INTERNATIONAL CONCENTRATION

###### Minimum Unit Requirements

Cert of Achievement		Assoc in Arts Degree	
Major Coursework	24-26	Major Coursework	30-32
Required Core	9-11	Required Core	9-11
Concentration	15	Concentration	15
		Electives	6
		Gen Ed/Plan A §	25

###### Concentration Courses:

		Units	Grade	
	IBUS 1	Intro to International Business	3	_____
	IBUS 20	Export-Import Bus Practice	3	_____
	IBUS 60	International Business Law	3	_____
	IBUS 75	Introduction to Logistics	3	_____
	IBUS 52	Intro to Supply Chain	3	_____

**Electives:** For the Associate in Arts in Business, complete 6 units from any other concentration area on this guide. Recommended Electives: LAW 18, ECON 1, ECON 5

*Requirements continue on following page.*

**BUSINESS MANAGEMENT CONCENTRATION**

**Minimum Unit Requirements**

<b>Cert of Achievement</b>	<b>Assoc in Arts Degree</b>
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 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. Recommended Electives: LAW 18B, ECON 2

**MARKETING CONCENTRATION**

**Minimum Unit Requirements**

<b>Cert of Achievement</b>	<b>Assoc in Arts Degree</b>
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	3	___
MKTG 41	Marketing Communications	3	___
MKTG 40	Salesmanship	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. Recommended Electives: LAW 18B, ECON 2

**Program of Study For Certificates of Accomplishment**

<b>Foundations of Accounting (4200)</b>				<b>Foundations of Business (4111)</b>			
		<b>Units</b>	<b>Grade</b>			<b>Units</b>	<b>Grade</b>
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	___
<b>Total 12-13</b>				<b>Total 12-14</b>			
<b>Foundations of International Business (4151)</b>				<b>Foundations of Management (4143)</b>			
		<b>Units</b>	<b>Grade</b>			<b>Units</b>	<b>Grade</b>
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	___
<b>Total 12</b>				<b>Total 12</b>			
<b>Foundations of Marketing (4153)</b>				<b>Money and Banking (4144)</b>			
		<b>Units</b>	<b>Grade</b>			<b>Units</b>	<b>Grade</b>
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	___	<b>Total 11</b>			
<b>Total 12</b>							
<b>Business Economics (4145)</b>				<b>Logistics (4127)</b>			
		<b>Units</b>	<b>Grade</b>			<b>Units</b>	<b>Grade</b>
ECON 2	Microeconomic Analysis	3	___	IBUS 1	Intro to International Business	3	___
ACCTG 1B	Managerial Accounting	5	___	IBUS 20	Export-Import Bus. Practices	3	___
LAW 18B	Business Law	3	___	IBUS 52	Intro to Supply Chain Mgmt	3	___
<b>Total 11</b>				IBUS 75	Introduction to Logistics	3	___
				<b>Total 12</b>			

### 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
<b>Minimum Units</b>	§ 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 <b>elective units</b> 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.
<b>Scholarship</b>	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
<b>Residence</b>	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.
<b>Gen Ed &amp; Proficiency</b>	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 <a href="http://osca.lbcc.edu">http://osca.lbcc.edu</a> .	Not applicable to the Certificate of Achievement.	Not applicable to the Certificate of Accomplishment.
<b>Application</b>	Complete the <b>Application for Graduation</b> 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 <a href="http://admissions.lbcc.edu/">http://admissions.lbcc.edu/</a> . Refer to the Schedule of Classes ( <a href="http://schedule.lbcc.edu">http://schedule.lbcc.edu</a> ) and click the "Important Dates" link to view the actual deadline for each semester.	Complete the <b>Application for Achievement or Accomplishment Certificate</b>	

*\*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](http://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.