

The Faculty
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Business Management

The Curriculum

Courses offered in the management curriculum prepare students to enter management positions in the public and private sector in such areas as retail, wholesale, trades, banking, import-export, and government. The curriculum includes lower-division courses that are fully transferable to a four-year college or university for those intending to pursue a baccalaureate degree.

The curriculum also includes Cooperative Work Experience 168, a course which enables business management students to receive college credit for the supervised work they perform and the educational training they receive on the job.

The Associate Degree/Occupational Certificate Major

Students in lower-division management courses focus on the fundamental and intermediate principles and practices of management. Management students receive training which enables them to lead, direct, plan, organize, and make critical managerial decisions. Because such training is widely applicable and knowledge of management principles is essential to all individuals entering the various business fields, students in related areas would greatly benefit from management courses.

Courses offered through the department may be taken to satisfy the requirements for the Associate degree in Business Management, with emphases in Business Administration (A.A.), Business Management (A.S. or Occupational Certificate), Manufacturing Assistant (A.S. or Occupational Certificate), and Supervision (A.S. or Occupational Certificate); the Associate in Science degree in General Business; or the Associate in Science degree or Occupational Certificate in International Management.

If you intend to transfer:

Courses that fulfill major requirements for an associate degree at Irvine Valley College may not be the same as those required for completing the major at a transfer institution offering a baccalaureate degree. If you plan to transfer to a four-year college or university, you should (1) refer to the transfer section of this catalog, (2) consult the catalog of your prospective transfer institution (see the IVC Transfer Center for assistance), and (3) schedule an appointment with an IVC counselor to develop a plan of study before you begin your program. In addition, it may be helpful to meet with the appropriate department faculty at IVC.

If you plan to complete an associate degree or occupational certificate:

You must complete one of the following sets of courses to fulfill the requirements for the Occupational Certificate or the associate degree major. For the Business Administration Emphasis, you must meet the general education requirements for the Associate in Arts (A.A.) degree listed on page 21. For the associate degree in all other emphases, you must meet the general education requirements for the Associate in Science (A.S.) degree listed on page 21. Refer to page 16 for additional options for fulfilling the major requirement for the associate degrees.

BUSINESS MANAGEMENT MAJOR

Business Administration Emphasis (A.A. Degree)

<i>The following core courses are required:</i>		
ACCT 1A	Financial Accounting	4
ACCT 1B	Managerial Accounting	4
ECON 1	Principles of Economics—Micro	3
ECON 2	Principles of Economics—Macro	3
<i>Select at least two courses from the following:</i>		
CIS 1	Introduction to Computer Information Systems	(3)
MGT 12A	The Legal Environment of Business	(3)
MATH 11	A Brief Course in Calculus	(4)
Total units:		20-21

Recommended electives: CIS 1, 30A; CIM 212.1A, 212.2A; CWE 168; MGT 1, 12B, 102, 110, 125, 135; MATH 9, 10; PHIL 2.

Business Management Emphasis (A.S. Degree or Occupational Certificate)

		<i>Units</i>
ACCT 1A	Financial Accounting	4
CIM 107.1A	Introduction to Personal Computer Applications	3
MGT 1	Introduction to Business	3
MGT 12A	The Legal Environment of Business	3
MGT 103	Business English	3
MGT 125	Human Relations in Business	3
MGT 135	Introduction to Marketing	3
Total units:		22

Recommended electives: ACCT 114; CIM 100A, 212.1A; CWE 168; ECON 1, 2; MGT 102, 104, 115, 268; WR 1.

(majors continue on next page)

Manufacturing Assistant Emphasis
(A.S. Degree or Occupational Certificate)

<i>Complete the following courses:</i>		<i>Units</i>
CWE 168	Cooperative Work Experience	2-4
MGT 103	Business English	3
MGT 125	Human Relations in Business	3
MGT 230	Introduction to Total Quality Management	3
<i>Select one of the following courses:</i>		
CIM 107.1A	Introduction to Personal Computer Applications	(3)
CIM 212.1A	Spreadsheet I	(1.5)
CIM 212.2A	Spreadsheet II	(1.5)
<i>Select one of the following courses:</i>		
MGT 102	Public Speaking for Business	(3)
SP 1	Communication Fundamentals	(3)
<i>Select one of the following courses:</i>		
CIM 141	Introduction to Computer Integrated Manufacturing (2)	
ENGT 140	Manufacturing Processes—Systems Introduction (3)	
Total units:		18-22.5

Supervision Emphasis
(A.S. Degree or Occupational Certificate)

<i>Select a minimum of 18 units from the following:</i>		<i>Units</i>
CIM 210.1A	Word Processing	1.5
CIM 212.1A	Spreadsheet I	1.5
MGT 1	Introduction to Business	3
SP 1	Communication Fundamentals	(3)
or	or	
MGT 102	Public Speaking for Business	(3)
MGT 103	Business English	3
MGT 104	Business Communication	3
MGT 115	Managing a Culturally Diverse Work Force	3
MGT 125	Human Relations in Business	3
MGT 230	Introduction to Total Quality Management	<u>3</u>
Total units:		18

Recommended electives: ACCT 1A, 114, 215; CIM 100A, 212.2A, 214.1A; CWE 168; ECON 1; MGT 12A, 268.

GENERAL BUSINESS MAJOR

(A.S. Degree)

Students may fulfill the requirements for the General Business major by completing a minimum of 18 units of course work selected within the fields of accounting, computer information management, and real estate.

INTERNATIONAL MANAGEMENT MAJOR

(A.S. Degree or Occupational Certificate)

<i>Complete the following courses:</i>		<i>Units</i>
MGT 268	Introduction to International Business	3
MGT 269	International Marketing	3
MGT 270	Fundamentals of Import	1.5
MGT 271	Fundamentals of Export	1.5
<i>Choose at least 6 units from the following courses:</i>		
MGT 272	European Economic Community: International Business Environment	(1.5)
MGT 274	Mexico: International Business Environment	(1.5)
MGT 275	Letters of Credit	(1)
MGT 276	Export Licensing	(1)
MGT 277	Trade Finance	(3)
MGT 278	International Finance	(3)
MGT 285	China: International Business Environment	(1.5)
MGT 286	Japan: International Business Environment	(1.5)

<i>Choose at least 5 units from the following courses:</i>		
ANTH 2	Cultural Anthropology	(3)
CHI 1-3	(Select 2.5-5 units from these courses)	(2.5-5)
FR 1-4	(Select 2.5-5 units from these courses)	(2.5-5)
GEOG 2	Cultural Geography	(3)
GEOG 3	World Regional Geography	(3)
JA 1	Beginning Japanese I	(5)
JA 1A	Introduction to Beginning Japanese I	(2.5)
JA 1B	Continuation of Beginning Japanese I	(2.5)
MGT 115	Managing a Culturally Diverse Work Force	(3)
PS 14	International Relations	(3)
SPAN 1-4	(Select 2.5-5 units from these courses)	<u>(2.5-5)</u>
Total units:		20

Cooperative Work Experience

CWE 168 **1-4 units**

COOPERATIVE WORK EXPERIENCE: MANAGEMENT

Prereq: Students must have taken or must be currently taking a course in college-level business management. *Limitation:* Students must be concurrently enrolled in seven units, including CWE. They must also complete an application and have it approved by the CWE coordinator. This course provides students an opportunity for supervised work experience. Students extend their classroom-based occupational learning by working at a job related to their major and to their occupational goal. Student, instructor, and employer will cooperatively develop a minimum of three learning objectives. One unit of credit will be awarded for each 75 hours of paid or 60 hours of volunteer employment for successful completion of learning objectives, and for attendance at scheduled seminar sessions. A maximum of four units may be applied toward major requirements for a certificate. R-1-3
Lecture hours: 1-4

Business Management Courses

GENERAL MANAGEMENT

MGT 1 **3 units**

INTRODUCTION TO BUSINESS

This course presents a survey of the history, organization, and functions of business and promotes an awareness of business as an important element in society. Course topics include the growth of American business, types of organizations, forms of ownership, management systems and controls, basic finance, and career opportunities in business. NR
Lecture hours: 3

MGT 11 **3 units**

BUSINESS LAW

This is an introductory course in business law. Course topics include the history of the legal environments of business; the social, ethical, and political forces affecting the development and operation of the legal system; the basic principles and history of business law; enforcement agencies; and court procedures. A focal point of the course is the law of contracts. UC credit provisions (see UC course list). NR
Lecture hours: 3

MGT 12A **3 units**

THE LEGAL ENVIRONMENT OF BUSINESS

This course will focus on the legal system and its effects on the business environment, including its effects on managerial decision making and methods of resolving disputes. Topics include the sources of law; the law's impact on society and business; the implications of legal ethics in the business environment; business and personal torts and crimes; the regulatory environment; labor and management issues; and international business. UC credit provisions (see UC course list). (CAN BUS 12) NR
Lecture hours: 3

MGT 12B **3 units**

THE LEGAL ENVIRONMENT OF BUSINESS

Recom: Mgt. 12A. A further exploration of the legal system and its effects on the business environment, this course offers advanced study of the Uniform Commercial Code. Topics include commercial paper, secured transactions, corporations, partnerships, insurance, real property, leases, current issues in business law, in-depth case studies, and the Business and Professions Code. UC credit provisions (see UC course list). NR
Lecture hours: 3

MGT 102 **3 units**

PUBLIC SPEAKING FOR BUSINESS

This course is designed to increase students' communication skills, both verbal and nonverbal. Students will be required to do research, develop outlines, and deliver platform presentations on topics related to business. Students will develop skills in listening critically; learn to take a position on a business topic and express that position; and deliver oral presentations, adapting their presentations to specific audiences. Students will learn to plan, prepare, research, and organize business presentations. Students will become familiar with the use of visual aids in a business presentation. Stress reduction techniques and diction will be taught and analyzed. NR
Lecture hours: 3

MGT 103 **3 units**

BUSINESS ENGLISH

This course provides a comprehensive review of the fundamental principles of written and spoken English as used in business, professional, or technical settings. The course studies the conventions of English grammar, sentence structure, punctuation, mechanics, word usage, paragraph construction, and style. NR
Lecture hours: 3

MGT 104 **3 units**

BUSINESS COMMUNICATION

Prereq: Wr. 1. This course studies the principles of effective writing as they apply to business documents. Students will concentrate on writing clear, well-structured letters, intracompany communications, and formal and informal business reports. NR
Lecture hours: 3

MGT 105 **3 units**

OFFICE PROCEDURES

This course is designed to develop skills applicable to the secretarial profession. The course covers a comprehensive range of topics, including word processing; written communications; postal and telephone services; records management; organizing business data; setting priorities; assisting with travel conferences; human relations; and placement, advancement, and supervision in the professional secretarial field. Formerly OIS 120. NR
Lecture hours: 3

MGT 110 **3 units**

BUSINESS FINANCE

Prereq: Acct. 1A. This course describes the fundamentals of business organizations. It includes capitalization, financial planning, credit, special problems of small businesses, and problems of expansion, liquidity, and solvency. Both short-term and long-term capital markets are studied in the context of sources of funds for business operations. The course is designed to give the student a practical understanding of economic and financial markets affecting everyday life and business decision making. Emphasis is on domestic and international market forces, interest rates, inflation, money supply, the basics of statistical information gathering, the time value of money, risk and rates of return, and stock and bond valuation. NR
Lecture hours: 3

MGT 115 **3 units**

MANAGING A CULTURALLY DIVERSE WORK FORCE

This course examines the interpersonal and managerial skills needed to manage a culturally diverse work force. A primary focus is upon the impact of various historical, social, and cultural experiences and perspectives on the work place. The course also presents an analysis of current corporate policies and applicable state and federal legislation as they apply to cultural diversity in the work force. NR
Lecture hours: 3

<p>MGT 120 3 units PRINCIPLES OF BUSINESS MANAGEMENT This course surveys business management principles and practices. It includes a study of organizational structures; the management functions of planning, organizing, coordinating and controlling; and managerial decision-making processes. NR <i>Lecture hours: 3</i></p>	<p>MGT 174B 0.5 unit RESUME WRITING This course is a comprehensive introduction to the resume writing process. Topics include clarifying a specific job target, selecting the most effective resume format, identifying relevant qualifications and experience, developing marketing language skills, preparing cover letters, electronic resume scanning and distribution, and resume software packages. This course is also listed as Applied Psychology 174B; credit will be given in either area, but not both. NR <i>Lecture hours: 0.5</i></p>	<p>MGT 210B 1.5 units PERSONAL ECONOMICS—MARKETS FOR CREDIT, INSURANCE, AND SAVINGS This is the second in the series of introductory courses in personal economics. It is intended to familiarize members of households with the basic concepts of household management. The course examines the issues of credit management for credit cards, automobile loans, and mortgages; savings strategies for retirement, large purchases, or security needs; and household insurance. Additionally, the course examines the economic climate through the analysis of the economic indicators and economic forecasts. This course is also listed as Economics 210B; credit will be given in either area, but not both. NR <i>Lecture hours: 1.5</i></p>
<p>MGT 125 3 units HUMAN RELATIONS IN BUSINESS In this course behavioral science concepts are applied to the management and development of human resources in the social sub-group of business organizations. The course focuses on the ways people act in response to their working environment; creates an awareness of policies and actions which prevent or resolve problems among individuals within groups; develops methods of inquiry used through a study of current management techniques; and stimulates critical thinking about human organizational problems and solutions aimed at greater productivity of the individual or group. NR <i>Lecture hours: 3</i></p>	<p>MGT 174C 0.5 unit INTERVIEWING TECHNIQUES This course is designed to develop the interviewing skills of job hunters at all levels. The course emphasizes interview preparation and practice, and focuses specifically on these topics: assessing strengths and positioning weaknesses; competing and arranging for interviews; investigating the employer, position, and field; typical interview structures and purposes; formulating a positive interview mindset; interview content and questions; establishing rapport and managing difficult interviewers and questions; unusual interview situations; debriefing; and interview follow-up. This course is also listed as Applied Psychology 174C; credit will be given in either area, but not both. NR <i>Lecture hours: 0.5</i></p>	<p>MGT 230 3 units INTRODUCTION TO TOTAL QUALITY MANAGEMENT This course provides an introduction to W. Edward Deming's philosophy of Total Quality Management and its implications for improving the competitiveness of American business in the international economy. The course presents the principles and techniques of Total Quality Management and a variety of related management topics. Training in the implementation of Total Quality Management will be provided. NR <i>Lecture hours: 3</i></p>
<p>MGT 170 1.5 units ELECTRONIC CALCULATORS <i>Coreq: CIM 255L.</i> This course develops operational proficiency in the use of electronic display and printing calculators for a variety of applications, including advanced business applications. NR <i>Lecture hours: 1.5</i></p>	<p>MGT 210A 1.5 units PERSONAL ECONOMICS—MARKETS FOR STOCKS, BONDS, AND MUTUAL FUNDS This course offers an introduction to the markets for stocks, bonds, and mutual funds. It is designed for individuals who are interested in becoming familiar with the terms, tools, and concepts necessary to make informed investment decisions. The course emphasizes the practical aspects of personal investing; evaluating risk; the range of investment options available to the household; the proper mix of assets for a given household; and the mechanical aspects of executing trades. This course is also listed as Economics 210A; credit will be given in either area, but not both. NR <i>Lecture hours: 1.5</i></p>	<p>MGT 280 3 units ELEMENTS OF SUPERVISION This basic course introduces students to the fundamental components and currently accepted theories of supervision. Students will be exposed to currently accepted theories concerning first-line management, concepts of leadership, motivational theories, issues of discrimination, group dynamics, conflict resolution and performance evaluation theories. NR <i>Lecture hours: 3</i></p>
<p>MGT 174A 0.5 unit JOB SEARCH STRATEGIES This course focuses on how to organize and conduct a job search. Topics include defining current job targets, developing contacts, using employment information resources, developing record-keeping and time-planning systems, and initiating contact with prospective employers. This course is also listed as Applied Psychology 174A; credit will be given in either area, but not both. NR <i>Lecture hours: 0.5</i></p>	<p>MGT 282 3 units RETAIL MANAGEMENT This course provides a comprehensive review of the basic principles of retailing. It includes a study of consumer behavior, product analysis, location and store layout, personnel administration, buying and handling merchandise, financial merchandise planning and management, and promotional strategies. NR <i>Lecture hours: 3</i></p>	

MGT 288 3 units
HUMAN RESOURCE MANAGEMENT
This course introduces human resource management as a staff function in the administration of an organization. The course examines techniques of human resource planning; recruiting, selecting, training, and evaluating personnel; compensation and benefits administration; and union/management relations. NR
Lecture hours: 3

MARKETING AND SALES

MGT 135 3 units
INTRODUCTION TO MARKETING
This course is an introduction to the marketing system as it functions within the economy. Course topics include product development, pricing, distribution, and promotion. Students will analyze case studies, examining strategies and tactics that reflect current developments in marketing. NR
Lecture hours: 3

MGT 137 3 units
SELLING
This course is designed to provide an opportunity for students to develop and demonstrate basic selling skills and techniques. Students will evaluate the most appropriate sales strategy for a specific situation. NR
Lecture hours: 3

SMALL BUSINESS MANAGEMENT

MGT 160 3 units
INTRODUCTION TO SMALL BUSINESS MANAGEMENT
This course surveys opportunities in small business and examines management techniques that are unique to new and independent business ventures. The fundamentals of planning and marketing research and the various forms of business organizations are introduced. NR
Lecture hours: 3

INTERNATIONAL MANAGEMENT

MGT 268 3 units
INTRODUCTION TO INTERNATIONAL BUSINESS
This course explores foreign business issues, international trade, foreign exchange, and finance markets and considers their impact on business in the United States. Course topics include exports and imports, foreign and direct investments, international banking, the transfer of technology, and global business strategies. NR
Lecture hours: 3

MGT 269 3 units
INTERNATIONAL MARKETING
This course offers a comprehensive survey of international marketing, addressing participants, opportunities, and cultural considerations. The course focuses on marketing research techniques, strategies, planning, organization, control, and finance as they pertain to the international arena and to management problems. NR
Lecture hours: 3

MGT 270 1.5 units
FUNDAMENTALS OF IMPORT
This course provides practical information for students who are considering a venture in importing. Students will develop a working knowledge of the operation of the U.S. Customs Service, laws affecting imports, currency exchange, international freight, letters of credit, and documentation. The course will introduce the fundamental processes, terms, and techniques used in import services. NR
Lecture hours: 1.5

MGT 271 1.5 units
FUNDAMENTALS OF EXPORT
This course provides practical information for students who are considering a venture in exporting. Students will develop a working knowledge of the operation of the U.S. Customs Service, laws affecting exports, currency exchange, international freight, letters of credit, and documentation. The course will introduce the fundamental processes, terms, and techniques used in export services. NR
Lecture hours: 1.5

MGT 272 1.5 units
EUROPEAN ECONOMIC COMMUNITY: INTERNATIONAL BUSINESS ENVIRONMENT
This course provides an analysis and assessment of the international business environment of the new European Economic Community. Emphasis will be on the opportunities for conducting business with the twelve member nations in light of current changes and reforms. Among the subjects covered are trade relations, economic and political institutions, customs and cultures of the European people, and marketing strategies. NR
Lecture hours: 1.5

MGT 273 1.5 units
EASTERN BLOC: INTERNATIONAL BUSINESS ENVIRONMENT
This course provides an analysis and assessment of the international business environment of the Soviet republics and Eastern Europe in light of current reforms and developments in East/U.S. trade. The recent political and economic developments in the Eastern European countries and Soviet republics will be explored. Among the subjects covered are foreign trade planning, marketing, and management; countertrade; East/U.S. business relations; customs and cultures of the people; and NATO country embargo policies and controls. NR
Lecture hours: 1.5

MGT 274 1.5 units
MEXICO: INTERNATIONAL BUSINESS ENVIRONMENT
This course presents an analysis and assessment of international business relations between Mexico and the United States, focusing on current developments that have occurred as a result of the U.S./Mexico trade agreement. The course will survey the components necessary for the effective trade of goods and services between the United States and Mexico. Emphasis will be on developing a strategic marketing plan for importing or exporting goods to or from Mexico. NR
Lecture hours: 1.5

MGT 275 1 unit
LETTERS OF CREDIT
This course examines methods of structuring, negotiating, and processing letters of credit, and their associated costs and fees. The course addresses the rights and obligations of the bank, the customer, and the beneficiary, as well as sources of technical advice, typical problems, payment arrangements, and ways of working with the bank's international division. NR
Lecture hours: 1

MGT 276 1 unit
EXPORT LICENSING
This course examines the requirements for the licensing of exports from the United States, including entry requirements for foreign markets. Topics include the Commodity Control List (CCL), validated licenses, general licenses, license applications, license amendments, general distribution licenses, reexports, international import requirements, shipping tolerances, export clearance and enforcement, and the services and regulations of the Bureau of Export Administration. NR
Lecture hours: 1

MGT 277 **3 units**

TRADE FINANCE

Recom: Mgt. 268. This course provides an in-depth study of international trade financing. Topics include the history of international trade organizations; sources and types of financing; international methods of buyer payments and collections; commercial bank and non-bank lenders; federal, state, local, and multinational trade finance assistance organizations; and tax benefit programs. The course examines the role of commercial banks in international finance and discusses ways that exporters can modify trade risks and maximize tax savings. NR

Lecture hours: 3

MGT 278 **3 units**

INTERNATIONAL BUSINESS LAW

This course provides an introduction to the legal aspects and ramifications of international trade. Topics include multinational enterprises, sovereignty, technology transfer, arbitration, negotiation, and diplomacy. NR

Lecture hours: 3

MGT 285 **1.5 units**

CHINA: INTERNATIONAL BUSINESS ENVIRONMENT

This course presents an analysis and assessment of international business relations between the United States and China, focusing on preparing California businesspersons for successful trade in China. The course will also offer practical guidelines to help businesspersons understand some cultural differences between the U.S. and China as they relate to and affect business dealings. NR

Lecture hours: 1.5

MGT 286 **1.5 units**

JAPAN: INTERNATIONAL BUSINESS ENVIRONMENT

This course presents an analysis and assessment of international business relations between the United States and Japan, focusing on preparing California businesspersons for successful trade with Japan. The course will also offer practical guidelines to help businesspersons with some U.S./Japan cultural differences as they relate to business. NR

Lecture hours: 1.5

SPECIAL TOPICS

MGT 189 **0.5-5 units**

SPECIAL TOPICS IN MANAGEMENT

The Special Topics course is a grouping of short seminars designed to provide students with the latest concepts in the field of management. The course content is thematic in nature, and each seminar topic within the course differs from other offerings in the same course. R-E

Lecture hours: 0.5-5 Lab hours: 0.5-5

MGT 289 **0.5-5 units**

SPECIAL TOPICS IN MANAGEMENT

The Special Topics course is a grouping of short seminars designed to provide students with the latest concepts in the field of management. The course content is thematic in nature, and each seminar topic within the course differs from other offerings in the same course. R-E

Lecture hours: 0.5-5 Lab hours: 0.5-5