

Business Management

School of Business Sciences

Dean: Susan Corum

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Curriculum

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

Major

The program in business management at Irvine Valley College prepares 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 transferable to four-year colleges and universities for those intending to pursue a baccalaureate degree.

Certificate in Business Management or Retail Management

Students must complete all courses in the certificate program with a grade of "C" or better. A minimum of 12 units in the certificate program must be completed at Irvine Valley College. See page 60 for further information.

Associate in Science Degree in General Business or Business Management

Students must complete a minimum of 60 units of credit, including the courses in the major and general education requirements (page 57), with an overall GPA of 2.0 or better. A minimum of 12 units must be completed at Irvine Valley College. See pages 54–55 for further information, including other options for fulfilling the major requirement.

Associate in Arts Degree in Business Administration

Students must complete a minimum of 60 units of credit, including the courses in the major and general education requirements (page 57), with an overall GPA of 2.0 or better. A minimum of 12 units must be completed at Irvine Valley College. See pages 54–55 for further information, including other options for fulfilling the major requirement.

Transfer Preparation

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. Students who plan to transfer to a four-year college or university should (1) refer to the transfer section of this catalog, (2) consult the catalog of their 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 beginning their program. It may be helpful to meet with the department faculty at IVC.

Associate in Science Degree General Business Major

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

Associate in Arts Degree Business Administration Major

The following core courses are required:

		Units
ACCT 1A	Financial Accounting	4
ACCT 1B	Managerial Accounting	4
ECON 1	Principles of Economics—Micro	3
ECON 2	Principles of Economics—Macro	3

Select at least two courses from the following:

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, 102, 125, 135; MATH 9, 10; PHIL 2.

(Majors continue, next page)

Associate in Science Degree Major or Certificate in Business Management

Complete the following courses:		Units
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, 288; WR 1.

MANUFACTURING ASSISTANT EMPHASIS

Complete the following courses:		Units
CWE 168	Cooperative Work Experience	2-4
MGT 103	Business English	3
MGT 125	Human Relations in Business	3
MATH 10	Introduction to Statistics	3
ENGT 140	Manufacturing Processes—Systems Introduction	3

Select one of the following courses:

CIM 107.1A	Introduction to Personal Computer Applications	3
CIM 212.1A	Spreadsheets I	1.5
CIM 212.2A	Spreadsheets II	1.5

Select one of the following courses:

MGT 102	Public Speaking for Business	3
SP 1	Communication Fundamentals	3

TOTAL UNITS: 18-22

SUPERVISION EMPHASIS

Select a minimum of 18 units from the following:

	Units	
CIM 210.1A	Word Processing	1.5
CIM 212.1A	Spreadsheets I	1.5
MGT 1	Introduction to Business	3
SP 1	Communication Fundamentals	3
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 288	Human Resources Management	3

TOTAL UNITS: 18

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

Certificate in Retail Management

The Retail Management program, designed by managers of major retail corporations, prepares individuals to be effective managers or to be promoted to management in the retail industry. The courses assist students in understanding the scope of the retail manager's job and the requirements for success. Completion of the certificate enhances one's opportunity for entry-level employment as well as advancement in a variety of retail careers.

The Western Association of Food Chains (WAFC) has endorsed this program. Current grocery industry associates are encouraged to contact their Human Resources office for details on the WAFC program.

GROUP A—Foundation Courses		Units
MGT 104	Business Communication	3
ACCT 114	Business Math	3
CIM 107.1A	Introduction to Personal Computer Applications	3
MGT 102	Public Speaking for Business	3
OR		
SP 1	Communication Fundamentals	3

GROUP B—Intermediate Courses

MGT 120	Principles of Business Management	3
ACCT 1A	Financial Accounting	4
MGT 135	Introduction to Marketing	3

GROUP C—Advanced Courses

MGT 282	Retail Management	3
MGT 125	Human Relations in Business	3
MGT 288	Human Resource Management	3

TOTAL UNITS: 31

Courses

Management (Business)

CWE 168: Cooperative Work Experience: Management 1-4 Units
1-4 hours lecture

Prerequisite: Students must have taken or must be currently taking a course in college-level business management. *Limitation:* Students must be concurrently enrolled in 7 units, including CWE. Application must be approved by 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 or a certificate. R-1-3

Management (General)

MGT 1: Introduction to Business 3 Units
3 hours lecture

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

MGT 12A: The Legal Environment of Business 3 Units
3 hours lecture

This course focuses 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. (CAN BUS 12) NR

MGT 102: Public Speaking for Business 3 Units
3 hours lecture

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 voice diction will be taught and analyzed. NR

MGT 103: Business English 3 Units
3 hours lecture

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

MGT 104: Business Communication 3 Units
3 hours lecture

Prerequisite: 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

MGT 115: Managing a Culturally Diverse Work Force 3 Units
3 hours lecture

This course examines the interpersonal and managerial skills needed to manage a culturally diverse work force. A primary focus is placed 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

MGT 120: Principles of Business Management 3 Units
3 hours lecture

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

MGT 125: Human Relations in Business 3 Units
3 hours lecture

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

MGT 174A: Job-Search Strategies .5 Unit
.5 hours lecture

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

MGT 174B: Resume Writing .5 Unit
.5 hours lecture

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

MGT 174C: Interviewing Techniques .5 Unit
.5 hours lecture

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

MGT 210A: Personal Economic—Markets for Stocks, Bonds and Mutual Funds 1.5 Units
1.5 hours lecture

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

MGT 210B: Personal Economics—Markets for Credit, Insurance and Savings 1.5 Units
1.5 hours lecture

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

MGT 282: Retail Management 3 Units
3 hours lecture

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

MGT 288: Human Resource Management 3 Units
3 hours lecture

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

Marketing and Sales

MGT 135: Introduction to Marketing **3 Units**
3 hours lecture

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

Small Business Management

MGT 160: Introduction to Small Business Management **3 Units**
3 hours lecture

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

International Management

MGT 268: Introduction to International Business **3 Units**
3 hours lecture

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

MGT 269: International Marketing **3 Units**
3 hours lecture

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

MGT 270: Fundamentals of Import **1.5 Units**
1.5 hours lecture

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

MGT 271: Fundamentals of Export **1.5 Units**
1.5 hours lecture

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

MGT 285: China: International Business Environment **1.5 Units**
1.5 hours lecture

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