

BUSINESS MANAGEMENT

School of Business Sciences

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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.

CAREER OPTIONS

Business managers formulate the policies and direct the operations of corporations, nonprofit institutions, and government agencies. They are found in nearly all work settings in a variety of industries, such as the following:

- Accounting
- Advertising and Marketing
- Construction
- Distribution
- Financial Services
- Health Care
- Insurance
- Logistics
- Real Estate
- Retail
- Travel and Hospitality

Upon completion of the baccalaureate degree, students will be prepared for careers in specialized areas such as:

- Marketing
- Advertising
- Sales
- General Management
- Accounting
- Financial Services
- Entrepreneurship
- Human Resources Management
- Purchasing
- Customer Relations Management

Upon completion of the associate degree, students will be prepared for various entry-level positions within these same organizations, for promotion from technical and specialty job functions into management positions, and/or for transfer to a baccalaureate program.

ASSOCIATE DEGREE

- **Associate in Arts Degree in Business Administration**
- **Associate in Science Degree in Business Management**

Emphases:

Manufacturing Assistant
Supervision

Students must complete a minimum of 60 units of credit, including the courses in the major ("Major Requirements") and general education requirements (pages 36-43), with an overall GPA of 2.0 or better. A minimum of 12 units must be completed at Irvine Valley College. See pages 32-35 for further information.

CERTIFICATE

- **Certificate of Achievement in Business Management**

Emphases:

Manufacturing Assistant
Supervision

- **Certificate of Achievement in Retail Management**

Students must complete all courses in the certificate program ("Major Requirements") 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 33 for further information.

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 University Studies major (page 231) and "Transfer Planning" (page 47); (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.

MAJOR REQUIREMENTS: BUSINESS ADMINISTRATION**Associate in Arts Degree**

Complete the following courses:		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
Complete at least two courses from the following:		
CS 1	Introduction to Computer Systems	4
MGT 12A	The Legal Environment of Business	3
MATH 11	A Brief Course in Calculus	4
TOTAL UNITS:		21-22

Recommended electives:

CIM 212.1, 212.2; CS 1, 30; CWE 168; MGT 1, 102, 125, 135; MATH 9, 10; PHIL 2

MAJOR REQUIREMENTS: BUSINESS MANAGEMENT**Associate in Science Degree or Certificate of Achievement**

Complete the following courses:		Units
ACCT 1A	Financial Accounting	4
CIM 107.1	Introduction to Personal Computer Applications	3.5
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:		22.5

Recommended electives:

ACCT 114; CIM 100A, 212.1; CWE 168; ECON 1, 2; MGT 102, 104, 115, 268, 288; WR 1

MANUFACTURING ASSISTANT EMPHASIS**MAJOR REQUIREMENTS: BUSINESS MANAGEMENT****Associate in Science Degree or Certificate of Achievement**

Complete the following courses:		Units
CWE 168	Cooperative Work Experience: Management	2-4
MGT 103	Business English	3
MGT 125	Human Relations in Business	3
MATH 10	Introduction to Statistics	3
ENGT 140	Computer-Aided Manufacturing Materials and Processes	3
Complete <u>one</u> of the following courses:		
CIM 107.1	Introduction to Personal Computer Applications	3.5
CIM 212.1	Spreadsheets I	2
CIM 212.2	Spreadsheets II	2
Complete <u>one</u> of the following courses:		
MGT 102	Public Speaking for Business	3
SP 1	Communication Fundamentals	3
TOTAL UNITS:		19-22.5

SUPERVISION EMPHASIS

MAJOR REQUIREMENTS: BUSINESS MANAGEMENT

Associate in Science Degree or Certificate of Achievement

Complete a minimum of 18 units from the following courses:		Units	
CIM 210.1	Word Processing I	2	
CIM 212.1	Spreadsheets I	2	
MGT 1	Introduction to 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 Resource Management	3	
[SP 1	Communication Fundamentals	3
	OR		
	MGT 102	Public Speaking for Business	3
	TOTAL UNITS:		18

Recommended electives:

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

MAJOR REQUIREMENTS: RETAIL MANAGEMENT

Certificate of Achievement

The Retail Management certificate program, designed by managers of major retail corporations, prepares individuals to be effective managers or to be promoted to management in the retail industry. Courses assist students in understanding the scope of the retail manager's job and the requirements for success. Completion of the certificate enhances the student's opportunities 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
ACCT 114	Business Mathematics	3
CIM 107.1	Introduction to Personal Computer Applications	3.5
MGT 104	Business Communication	3
SP 1	Communication Fundamentals	3
OR		
MGT 102	Public Speaking for Business	3
GROUP B—Intermediate Courses		
ACCT 1A	Financial Accounting	4
MGT 120	Principles of Business Management	3
MGT 135	Introduction to Marketing	3
GROUP C—Advanced Courses		
MGT 125	Human Relations in Business	3
MGT 282	Retail Management	3
MGT 288	Human Resource Management	3
	TOTAL UNITS:	31.5

Information updated 1/31/08

COURSES

MANAGEMENT (BUSINESS)

CWE 168: COOPERATIVE WORK EXPERIENCE: MANAGEMENT

1-4 Units

1-4 hours lecture

Transfers: CSU

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-I-3

MANAGEMENT (GENERAL)

MGT 1: INTRODUCTION TO BUSINESS

3 Units

3 hours lecture

Transfers: CSU, UC

This college-level survey course explores the nature of the American free enterprise system and its business organizations. The course examines the role played by business in American society, as well as its purpose and responsibilities. It also introduces the student to the practical operations that must exist if businesses are to create goods and services; and it highlights some of the major problems faced by managers in planning, organizing, directing, and controlling these areas. NR

MGT 10: STATISTICS FOR BUSINESS AND ECONOMICS**3 Units****2.5 hours lecture, 1.5 hours lab****Transfers:** CSU, UC**Prerequisite:** Math 253**Recommended Preparation:** Econ 1 or 2 strongly recommended

This introductory course presents statistical concepts and methods used extensively in business and economics, including computer-based statistical analysis. Students study descriptive and inferential statistics using examples and observations, and perform statistical analysis using software applications. Emphasis is on problem solving, interpretation and results that underlie decision-making within markets and international institutions. The course provides a foundation to prepare business economics and business administration majors for required upper division courses in quantitative methods and provides a foundation to prepare economics majors for the study of econometrics. Management 10 is also listed as Economics 10; credit will be given in either area, not both. NR

MGT 12A: THE LEGAL ENVIRONMENT OF BUSINESS**3 Units****3 hours lecture****Transfers:** CSU, UC

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****Transfers:** CSU

This course is designed to increase students' communication skills, both verbal and nonverbal, in business settings. Students will plan, outline, research, organize, prepare, and deliver platform presentations on topics related to business. The course introduces strategies for listening critically, taking a position on a business topic and expressing that position, and adapting presentations to specific audiences. The course also introduces techniques for reducing stress, improving diction, and using visual aids in a business presentation. NR

MGT 103: BUSINESS ENGLISH**3 Units****3 hours lecture****Transfers:** CSU

This course is designed to refine and hone the student's skills in written and spoken English as used in business, professional, or technical settings. The course studies the conventions of English grammar, sentence structure, punctuation, word usage, and style at a professional level and with the precision required in business. NR

MGT 104: BUSINESS COMMUNICATION**3 Units****3 hours lecture****Transfers:** CSU**Recommended Preparation:** Wr. 1 or Mgt. 103

This course is designed to help students develop and refine the written and oral skills necessary to communicate effectively in a business environment. Students plan, compose, and evaluate a variety of written business communications; write reports; make oral presentations; and practice editing and business grammar skills. NR

MGT 105: PERSONAL FINANCIAL PLANNING**3 Units****3 hours lecture****Transfers:** CSU**Recommended Preparation:** Wr. 1 and Math 253

This applied course provides an opportunity for students to evaluate their own financial and economic choices and formulate a lifelong financial plan that may be applied to personal, career and business situations. The course presents the criteria, methodology and resources essential for effective short- and long-run planning. Topics include money management, tax strategies, insurance needs, current economic conditions, credit management, investment decisions, and retirement planning. Management 105 is also listed as Economics 105; credit will be given in either area, not both. NR.

MGT 115: MANAGING A CULTURALLY DIVERSE WORK FORCE**3 Units****3 hours lecture****Transfers:** CSU

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

MGT 120: PRINCIPLES OF BUSINESS MANAGEMENT**3 Units****3 hours lecture****Transfers:** CSU

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****Transfers:** CSU

This course applies concepts from the behavioral sciences to the management and development of human resources in business organizations. The course focuses on the ways people act in response to their working environment; examines policies and actions which may help to prevent or resolve problems among individuals within groups; studies current management techniques to demonstrate how methods of inquiry may be applied; and stimulates critical thinking about human organizational problems and solutions aimed at improving the productivity of the individual or group. NR

**MGT 210: PERSONAL ECONOMICS—
ASSET MARKETS****3 Units****3 hours lecture**

This course offers an introduction to the markets for stocks, bonds, mutual funds, credit, insurance, savings and retirement. It is designed for individuals who are interested in becoming familiar with the terms, tools, and basic concepts necessary to make informed investment decisions for household management. The course emphasizes the practical aspects of personal investing, savings and retirement; evaluating risk; investment options and the proper mix of assets; credit and household insurance. This course is also listed as Economics 210; 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****Transfers:** CSU

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

MGT 235: ADVERTISING**3 Units****3 hours lecture**

This course examines the role of advertising in business and introduces an integrated approach to market communications. The course analyzes the various forms of communication, including print, radio and broadcast advertising; sales promotion; public relations; and direct response marketing. It also explores influences on consumer and business audiences, as well as basic strategies for research; media planning and buying; ad creation; and the role of advertising agencies. NR

**SMALL BUSINESS
MANAGEMENT****MGT 160: INTRODUCTION TO SMALL
BUSINESS MANAGEMENT****3 Units****3 hours lecture****Transfers:** CSU

This course surveys opportunities in small business and examines management techniques that are unique to new and independent business ventures. The course introduces the fundamentals of planning and marketing research and the various forms of business organizations. NR

**INTERNATIONAL
MANAGEMENT****MGT 268: INTRODUCTION TO
INTERNATIONAL BUSINESS****3 Units****3 hours lecture**

This course is a college-level overview of how traditional business functions are influenced by global cultures, geography, economics, and technology and how globalization generally impacts world markets. Emphasis is on preparing students to do business in the international marketplace. Integrated into the course is an evaluation of domestic and foreign economic and business issues; international trade; foreign currency exchange; global finance markets; and global, cultural and economic diversities. 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