BCST 160A-160B-160C. College Internship (2-2-2)  
Lec/conf-1.5, work-8 CR/NCR avail. 
Prereq.: BCST 100  
On-campus work experience in an approved on-campus media related installation within the college such as Broadcast Media Services, Educational Access Television, KCSF Radio, and the Public Information Office. Resumé writing, communication skills, and job interview techniques. CSU  

BCST 165A-165B. Industry Internship (2-2)  
Lec-1.5, work-8 CR/NCR avail.  
Prereq.: BCST 100, 110, 120, and 125, 130, or 140  
Repeat: max. 6 units  
Observation and supervised off-campus experience in an approved broadcast electronic media industry installation such as a television station, a television station, a video production firm, a radio station, a music recording studio or business, a corporate media production department, or a multimedia production team. Resumé writing, communication skills, and job interview techniques. CSU  

LABR 96F. Labor Relations in Broadcasting (3)  
Lec-3, field trips CR/NCR avail.  
A study of labor relations in the broadcasting industry, including its history, present status and current issues. Patterns of ownership, workplace structures, the changing work force, management practices, unionization, workers’ rights and current concerns. A thorough analysis of broadcasting industry labor relations. CSU  

Business  
Announcement of Curricula  

General Information  
For students who desire business training leading directly to their employment, City College of San Francisco offers two-year credit courses of study in ten fields: accounting, business office information processing, finance, paralegal/legal studies, merchandising, real estate, supervisory practices, travel and tourism, and word processing.  

Admission. Enrollment in the Business Program is open to all interested students. In some curricula, however, students must satisfy prerequisites before being admitted to certain courses.  

Instruction in Business and General Education. Training is designed to help students acquire a high degree of technical skill, familiarize themselves with business principles and procedures, and develop the sense of responsibility essential to success. Each curriculum in the Credit Business Programs includes instruction in both a major field and related subjects such as business correspondence, speech, and business mathematics. Instruction in general education is included so that students may satisfy the College graduation requirements in this area.  

Work-Experience Training. Students enrolled in the Credit Business Program may obtain credit for experience in their major fields by enrolling in work experience courses. Students are supervised by both employers and instructors.  

Students may offer toward graduation a maximum of six semester units of credit earned in off- or on-campus work-experience courses or in any combination of both.  

Associate in Science Degree and Award of Achievement. The Business Program is designed so that students may satisfy the requirements for graduation from the College. Upon successful completion of the curriculum, students receive the Associate in Science degree. Students who satisfy these requirements and complete any of the curricula with an average final grade of C plus (2.50 grade-point average) or higher receive the Award of Achievement.  

Transfer Information. Students in the Business Program who intend to transfer to other colleges or universities should consult their academic advisers and their counselors and should consult the section of this catalog entitled, “Transfer Information.”  

Noncredit Certificate Programs. These programs provide directed training for employment in the modern office. Computer skills, communication skills, and job preparation courses are emphasized in the noncredit sequences to prepare students for entry-level clerical employment.  

Accounting  
Degree Curriculum  
Students who satisfactorily complete the Curriculum in Accounting, a two-year course of study, are qualified for employment as junior accountants in private, public, and civil-service accounting and as junior auditors in private and civil-service accounting. Positions to which graduates have advanced after gaining experience and undertaking further study include those of accounting supervisor, senior accountant, and senior auditor.  

The course of study includes instruction in principles of accounting, intermediate accounting, auditing, cost accounting, microcomputer accounting, and income-tax procedure.  

Students who complete the accounting courses with an average final grade of C plus (2.50 grade-point average) or higher receive the Award of Achievement in Accounting.  

Courses Required for the Award of Achievement in Accounting  

First Semester  

Course | Units  
-------|-------  
ACCT 1 Fin Acct. | 4  
MABS 60 Microcomp Applic-Bus | 3  
BSMA 66 or 68 Bus Math or Math of Bus | 4 or 3  
Additional graduation requirements  

Second Semester  

Course | Units  
-------|-------  
ACCT 2 Managerial Acct | 4  
BSEN 74 Bus Corresp | 3  
ACCT 59 Income Tax Proc | 3  
MABS 101 Spreadsheets for Bus/Excel | 3  
Additional graduation requirements
Third Semester

CLW 18 Commercial Law ........................................ 3
ACCT 51 (fall only) Intermed. Accounting .............. 4
ACCT 55 (fall only) Cost Accounting ...................... 3
ACCT 53 Accounting on MicroComp ........................ 3
ACCT 59B Calif Income Tax .................................... 1

Additional graduation requirements

Fourth Semester

CLW 19 Commercial Law ........................................ 3
ACCT 52 (spring only) Inter Accounting .................. 4
ACCT 54 (spring only) Auditing ............................. 3
GUID 12 Job Seeking Skills .................................... 1

Additional graduation requirements

Recommended electives. BSEN 76, SMBS 135

Microcomputer Accounting
Credit Certificate Curriculum

The program is designed to prepare students to enter the job market in positions that use the microcomputer for Accounts Receivable, Accounts Payable, Payroll, General Ledger, and other accounting functions.

Admission. Enrollment is open to all interested students.

Credit Toward Graduation. All credit that students earn in obtaining the Certificate of Completion in Microcomputer Accounting may also be applied toward satisfaction of the requirements for graduation from the College.

Requirements for the Certificate of Completion.

Students may obtain the Certificate of Completion in Microcomputer Accounting by completing the following courses with an average grade of C (2.00 grade-point average) or higher:

Course (Units)
ACCT 50 Intro to Acct ........................................... 4
or ACCT 51 Intro to Fin Acct ................................. 4
ACCT 53 Accr on Microcomp ................................. 3
MABS 60 Microcomp Applic-Bus ........................... 3
MABS 101 Spreadsheets for Bus/Excell ........................ 3
BSMA 66 or 68 Bus Math or Math of Bus .............. 4 or 3
WDPR 78** Keyboarding ....................................... 1
GUID 12 Job Seeking Skills .................................... 1

*Students must earn a grade of C or higher in ACCT 50 or ACCT 1.
**Students may satisfy the requirements for WDPR 78 by passing an examination in typing.

Course Hours
SECY 9346 Effective Business Communication ........... 90
SECY 9348 Business English .................................. 90
SECY 9374 Keyboarding - All Levels - (ten-key module must be completed) .............. 180
or SECY 9377 Keyboarding Lab - (ten-key module must be completed) .............. 90
or SECY 9399 Office Tech (ten-key module must be completed) .......................... 180
ACBO 9200 Accounting ....................................... 90
or ACBO 9203 Bookkeeping and Acct (Proprietorship/Partnership) .............. 180
ACBO 9204 Accounting - (Corporate) ................. 90
ACBO 9205 Computerized Acct .............................. 90
COMP 9905 Computer Apps Intro ........................... 45
COMP 9900 Excel - Beginning ............................... 45
COMP 9904 Excel - Intermediate ........................... 45
COMP 9909 Excel - Advanced ............................... 45
SECY 9400 Job Preparation .............................. 45

Requirements for Completion. Successful completion of all courses with a grade of B or higher. (Students may not repeat a class more than one time.)

Completion of courses within three years.

Offered by:

John Adams Campus ........................................... 561-1925
Mission Campus (not all courses avail.) .................. 550-4384
Chinatown Campus (not all courses avail.) .............. 561-1850


Note: Not all courses required for this certificate program are offered at every campus. It may be necessary to attend more than one campus in order to complete the program.

Computerized Accounting
Noncredit Curriculum

Program Goal. Prepare students for entry-level jobs in the accounting and related fields. This program provides both manual and computerized instruction in maintaining records and in preparing appropriate reports and analyses. Students will also learn spreadsheet programs to assist in preparation of coordinating computer spreadsheets.

Admission Requirements.

Reading: CASAS test score 225
Math: CASAS test score 223

Finance: (Banking, Insurance, and Investments)

Degree Curriculum

The two-year program leading to the Associate in Science degree and the Award of Achievement is primarily designed for those planning to enter this industry in entry-level or operational positions and those in the industry seeking advancement. The program is also meant for those students wishing to gain knowledge about this field before transferring to a four-year college or university.

Students who complete the curriculum with an average final grade of C plus (2.50 grade-point average) or higher receive the Award of Achievement in Finance.
Courses Required for the Award of Achievement in Finance

First Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 130 Prin of Bank Operations</td>
<td>3</td>
</tr>
<tr>
<td>BSMA 66 or 68 Bus Math or Math of Bus</td>
<td></td>
</tr>
<tr>
<td>or MATH 75 or 90 Math Anal for Bus</td>
<td></td>
</tr>
<tr>
<td>or Adv Algebra*</td>
<td>3-5</td>
</tr>
<tr>
<td>WDPR 391A Beg Word Proc - Word for Win</td>
<td>1.5</td>
</tr>
<tr>
<td>GNBS 119 Intro to Bus</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1A, 94 or 96, or ESL 82 Reading and Comp</td>
<td>3-4</td>
</tr>
<tr>
<td>or BSEN 70 Gram and Comp*</td>
<td></td>
</tr>
</tbody>
</table>

Additional graduation requirements

Second Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 133 Money &amp; Banking</td>
<td>3</td>
</tr>
<tr>
<td>INS 110 Prin of Insurance I: Gen Insurance</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 50 or ACCT 1 Intro to Acct or Fin Acct</td>
<td>4</td>
</tr>
<tr>
<td>ECON 1 Prin of Economics*</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional graduation requirements

Third Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 136 Intro to Fin Planning</td>
<td>3</td>
</tr>
<tr>
<td>MABS 101 Spreadsheets for Bus/Excel</td>
<td>3</td>
</tr>
<tr>
<td>Two or more electives from those listed below†</td>
<td>6</td>
</tr>
</tbody>
</table>

Additional graduation requirements

Fourth Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 138 Prin of Investment</td>
<td>3</td>
</tr>
<tr>
<td>MABS 67 or CIS 101 Database for Bus/Access for</td>
<td></td>
</tr>
<tr>
<td>Win or Intro to Comm Data Proc</td>
<td>3</td>
</tr>
<tr>
<td>MRKT 122 or 140 Salesmanship or Marketing</td>
<td>3</td>
</tr>
<tr>
<td>One elective from those listed below</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional graduation requirements

* Required program courses that fulfill General Education Requirements
† Students wishing to transfer to a four-year university may substitute those courses meeting that requirement from the required electives.

Electives: BSEN 74, SMBS 135, RE 181, RE 186, WKEX 197, SUPV 231, ACCT 2, CIW 18, ECON 3, INTR 170, MABS 160

Certificate of Completion Curriculum

The Certificate of Completion curriculum is designed for students who desire recognition for completing a rigorous course of study in financial services skills but who may not be interested in pursuing a degree. Students completing the curriculum with an average final grade point of C+ or higher (2.5 GPA) will receive the Certificate of Completion in Finance. Below is the recommended sequence of required courses.

First Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 130 Prin of Bank Operations</td>
<td>3</td>
</tr>
<tr>
<td>FIN 136 Intro to Fin Planning</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1 Prin of Economics</td>
<td>3</td>
</tr>
<tr>
<td>GNBS 119 Intro to Bus</td>
<td>3</td>
</tr>
<tr>
<td>MABS 101 Spreadsheets of for Bus/Excel</td>
<td>3</td>
</tr>
</tbody>
</table>

Second Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>INS 110 Prin of Insurance I: Gen Insurance</td>
<td>3</td>
</tr>
<tr>
<td>FIN 133 Money &amp; Banking</td>
<td>3</td>
</tr>
<tr>
<td>FIN 138 Prin of Investments</td>
<td>3</td>
</tr>
<tr>
<td>MABS 67 or CIS 101 Database for Bus/Access for</td>
<td></td>
</tr>
<tr>
<td>Win or Intro to Comm Data Proc</td>
<td>3</td>
</tr>
<tr>
<td>MRKT 122 or 140 Salesmanship or Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Credit Toward Graduation. Credit earned in obtaining the Certificate of Completion may be applied toward CCSF graduation requirements.

International Business

Credit Certificate Curriculum

The Certificate Program in International Business fulfills the needs of three groups: students preparing themselves for careers in international business, currently employed individuals whose job responsibilities require expertise in international business practices, and entrepreneurs who want to begin or globalize their business ventures.

Requirements for the Certificate of Completion.

Students may obtain the Certificate of Completion in International Business by completing the following courses with an average final grade of C or higher:

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTR 162 Survey of International Bus</td>
<td>3</td>
</tr>
<tr>
<td>INTR 163 International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>INTR 164A Export Practices</td>
<td>1.5</td>
</tr>
<tr>
<td>INTR 165A Import Practices</td>
<td>1.5</td>
</tr>
<tr>
<td>INTR 167 International Law</td>
<td>3</td>
</tr>
<tr>
<td>INTR 168 or 169 Field Work</td>
<td>1 or 2</td>
</tr>
<tr>
<td>INTR 170 International Finance</td>
<td>3</td>
</tr>
</tbody>
</table>

Credit Toward Graduation. All credit that students earn in International Business may also be applied toward satisfaction of the requirements for graduation from the college.

Paralegal/Legal Studies

Degree Curriculum

The constantly increasing burden of work within the legal profession during recent years has led to the need for assistants qualified to do certain work now being done by lawyers, but which, under law, lawyers are not required to do. These assistants work on a level between that of the lawyer and that of the clerical staff. The work of the paralegal (legal assistant) has been recognized by the American Bar Association, the State Bar of California, and the Bar Association of San Francisco as an important step in helping the legal profession meet the increasing demand for its services and in providing these services more efficiently and promptly.

Associate in Arts Degree and Award of Achievement.

City College trains paralegals in a two-year course of study—the curriculum in Paralegal/Legal Studies. The course of study is designed so that students may satisfy the requirements for graduation from the College. Students who satisfy these requirements and complete the required courses with the
average final grade of C (2.00 grade-point average) or higher receive the degree of Associate in Arts and the Award of Achievement in Paralegal/Legal Studies.

**Admission.** Enrollment is open to all interested students.

**Course of Study.** The course of study includes instruction in the following: introduction to legal assisting; civil litigation; commercial law; tort law and claims investigation; wills, trusts, and probate administration; family law; civil and criminal evidence; legal writing; law-office management; investigation, discovery, and trial preparation; legal aspects of real estate; introduction to legal writing; environmental law; legal aspects of employee benefits and executive compensation; labor law; medical law; debtors' rights and creditors' remedies; corporate and business law; intellectual property law; immigration law; and microcomputers for business.

**Employment.** Those who complete the curriculum satisfactorily are qualified for employment as paralegals in law offices, government offices, and businesses.

**Courses Required for the Award of Achievement in Paralegal/Legal Studies**

**First Semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA 51 Intro to Legal Assist</td>
<td>3</td>
</tr>
<tr>
<td>LA 52 Intro to Legal Writing</td>
<td>3</td>
</tr>
<tr>
<td>CLW 18 Commercial Law</td>
<td>3</td>
</tr>
<tr>
<td>Additional graduation requirements</td>
<td></td>
</tr>
</tbody>
</table>

**Second Semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA 71 Civil Litigation</td>
<td>3</td>
</tr>
<tr>
<td>CLW 19 Commercial Law</td>
<td>3</td>
</tr>
<tr>
<td>LA 75 Legal Research &amp; Writing</td>
<td>3</td>
</tr>
<tr>
<td>PSYC 26 Human Relations</td>
<td>3</td>
</tr>
<tr>
<td>Additional graduation requirements</td>
<td></td>
</tr>
</tbody>
</table>

**Third Semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA 55 Tort Law &amp; Claims Investigation</td>
<td>3</td>
</tr>
<tr>
<td>LA 60 Wills, Trust, and Probate Admin</td>
<td>3</td>
</tr>
<tr>
<td>LA 80 Law-Office Management</td>
<td>3</td>
</tr>
<tr>
<td>Additional graduation requirements</td>
<td></td>
</tr>
</tbody>
</table>

**Fourth Semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA 65 Family Law</td>
<td>3</td>
</tr>
<tr>
<td>ADMJ 53 Legal Aspects of Evidence</td>
<td>3</td>
</tr>
<tr>
<td>LA 72 Investig, Disc, &amp; Trial Prep</td>
<td>3</td>
</tr>
<tr>
<td>Additional graduation requirements</td>
<td></td>
</tr>
</tbody>
</table>

In addition, students must achieve a satisfactory score on the City College English placement examination or must complete BSEN 70 with a final grade of C or higher.

**Recommended electives:** ACCT 1; ADMJ 52; BSEN 70, 76; GUID 12; HUM 11, 12; LA 54, 61, 62, 63, 64, 66, 67, 68, 81, 83, 92, 97, 98, 99; LIBR 57, 58A; MABS 60; WDPR 78, 79, 391A-B.

**Credit Certificate Curriculum I**
The program of study for the Certificate of Completion I in Paralegal/Legal Studies is designed to prepare students for employment as paralegals.

**Admission.** Enrollment is open to all interested students who have completed 30 units of general education or law-related courses at an accredited post secondary school, or who will complete the 30 units concurrently with this program. The student will be required to furnish a transcript of records for courses completed at another school; the student must have achieved a grade-point average of C (2.00) or higher for all courses completed.

**Requirements for the Certificate of Completion I.** In addition to the 30 units of general-education courses referred to above, the student must complete 30 units of specified law-related and legal specialty courses with a minimum of 15 units in legal specialty courses. The following is the sequence for required courses:

**First Semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA 51 Intro to Legal Assisting</td>
<td>3</td>
</tr>
<tr>
<td>LA 52 Intro to Legal Writing</td>
<td>2</td>
</tr>
<tr>
<td>CLW 18 Commercial Law</td>
<td>3</td>
</tr>
</tbody>
</table>

**Second Semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA 71 Civil Litigation</td>
<td>3</td>
</tr>
<tr>
<td>CLW 19 Commercial Law</td>
<td>3</td>
</tr>
<tr>
<td>LA 75 Legal Research and Writing</td>
<td>3</td>
</tr>
</tbody>
</table>

**Third Semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA 80 Law Office Mgmt</td>
<td>3</td>
</tr>
</tbody>
</table>

**Fourth Semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA 72 Investigation, Discovery, and Trial Prep</td>
<td>3</td>
</tr>
</tbody>
</table>

The student must complete the curriculum with the average final grade point of C (2.00) or higher.

**Credit Certificate Curriculum II**

This 30-unit program of study of law related and legal specialty courses for the Certificate of Completion II in Paralegal/Legal Studies is designed to prepare students for employment as paralegal trainees.

**Admission.** Enrollment is open to all interested students. However, students may be required to satisfy prerequisites before being admitted to certain courses.

**Requirements for the Certificate of Completion II.**

Students may obtain the Certificate of Completion II in Paralegal/Legal Studies by completing the required courses totaling 30 specified legal specialty or law-related units with an average final grade point of C (2.00) or higher.

In addition, students must achieve a satisfactory score on the City College ENGL placement examination or must complete BSEN 70 with a final grade of C or higher.

**Credit Toward Graduation.** All credit that students earn in obtaining the Certificate of Completion in Paralegal/Legal Studies may also be applied toward satisfaction of the requirements for graduation from the College.
Merchandising
The curricula in Merchandising offer students interested in careers in marketing and fashion merchandising specialized programs for career advancement and employment. Combining classroom instruction with coordinated part-time employment off-campus, the courses of study are designed to help students who complete them to advance into mid-management positions in the industry.

Fashion Merchandising
Degree Curriculum
The Degree Curriculum in Fashion Merchandising, a two-year course of study, offers students interested in careers in fashion merchandising specialized training for career advancement and employment. Combining classroom instruction with coordinated part-time employment off-campus, the two-year course of study is designed to help graduates advance to mid-management positions.

Employment. Students interested in or planning careers in retail buying, promotion, advertising, sales, wholesaling, and management should major in Fashion Merchandising.

Award of Achievement in Fashion Merchandising. To qualify for an Award of Achievement, students must complete the following courses: FASH 42, 43, 44, 46, 47, 48, 49, 50, and 60. Additionally, to receive an Associate of Arts Degree, students must satisfy the College graduation requirements. Students who complete the curriculum with an average final grade of C-plus (2.50 grade point average) or higher receive the Award of Achievement in Fashion Merchandising.

Recommended course sequence:
First Semester
Course Units
FASH 46 Fash Merch ........................................... 3
FASH 47 Fash Coord ........................................... 3
FASH 60 Field Work in Fash ................................. 1
FASH 43 Fash Merch Analysis ................................. 3
Additional graduation requirements

Second Semester
FASH 42 Fash Survey ........................................... 3
BSMA 66 or 68 Bus Math or Math of Bus .............. 4 or 3
FASH 49 Fash Display .......................................... 3
Additional graduation requirements

Third Semester
FASH 44 Fash Retail Buying ................................. 3
CASC 22 Textile Analysis ..................................... 3
FASH 60 Field Work ........................................... 1
FASH 50 Bus of Modeling ..................................... 3
Additional graduation requirements

Fourth Semester
FASH 48 Fash Show Prod ..................................... 3
FASH 61 Work Experience ..................................... 3
Additional graduation requirements

Recommended electives. ACCT 1, 50; ART 101-108, 138; BSEN 70, 74; CASC 23, 9613; MRKT 140, 70; MABS 60, 63, 65A/B; PSYC 30; SPCH 11, 12; SMPS 135; SMBU 9415, 9421; SUPV 221

Credit Certificate Curricula
General Information. For fashion design classes see the Consumer Arts and Sciences Department course listings.

Admission. Enrollment is open to all interested students. However, students are required to satisfy prerequisites in the program of study.

Requirements for the Certificate of Completion. Students may obtain the Certificate of Completion in Fashion Merchandising or the Certificate of Completion in Image Consulting by completing the appropriate courses listed below with an average final grade of C-plus (2.50 grade point average) or higher.

Courses for the Certificate Curriculum: Fashion Merchandising

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSMA 66 or 68 Bus Math or Math of Bus</td>
<td>4 or 3</td>
</tr>
<tr>
<td>FASH 42 Fash Survey</td>
<td>3</td>
</tr>
<tr>
<td>FASH 43 Fash Merch Analysis</td>
<td>3</td>
</tr>
<tr>
<td>FASH 44 Fash Retail Buying</td>
<td>3</td>
</tr>
<tr>
<td>FASH 46 Fash Merch</td>
<td>3</td>
</tr>
<tr>
<td>FASH 47 Fash Coordination</td>
<td>3</td>
</tr>
<tr>
<td>FASH 48 Fash Show Prod</td>
<td>3</td>
</tr>
<tr>
<td>FASH 49 Fash Display</td>
<td>3</td>
</tr>
<tr>
<td>FASH 50 The Bus of Modeling</td>
<td>3</td>
</tr>
<tr>
<td>FASH 60 Field Work</td>
<td>1</td>
</tr>
<tr>
<td>FASH 61 Fash Work Exp</td>
<td>3</td>
</tr>
<tr>
<td>CASC 22 Textile Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ART 138 or CASC 9613 Fash Drawing</td>
<td>3</td>
</tr>
</tbody>
</table>

Recommended Electives. ACCT 50; ART 101-108; BSEN 70 or 74; CASC 15, 25, 26A-B, 28; MRKT 122, 140, 170; PSYC 26; SPCH 11

Courses for the Certificate Curriculum Image Consulting

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 125A Basic Design</td>
<td>3</td>
</tr>
<tr>
<td>BSEN 70 Fund of Engl Gram and Comp</td>
<td>3</td>
</tr>
<tr>
<td>SMBS 135 Own and Oper a Small Bus</td>
<td>3</td>
</tr>
<tr>
<td>FASH 42 Fash Survey</td>
<td>3</td>
</tr>
<tr>
<td>FASH 45 Image Consulting</td>
<td>3</td>
</tr>
<tr>
<td>FASH 46 Fash Merch</td>
<td>3</td>
</tr>
<tr>
<td>FASH 47 Fash Coord</td>
<td>3</td>
</tr>
<tr>
<td>FASH 60 Fash Field Work</td>
<td>1</td>
</tr>
<tr>
<td>FASH 61 Work Exp</td>
<td>3</td>
</tr>
</tbody>
</table>

Recommended Electives. ART 125B, CASC 23, 26A-B; MRKT 170; MABS 60; TH A 3A, 3B, 3C

Marketing
Degree Curriculum
The Degree Curriculum in Marketing, a two-year course of study, offers students interested in careers in advertising, professional sales, marketing research, business management,
business promotion, and other marketing jobs specialized training for career advancement and employment. The Marketing curriculum combines classroom instruction, practical experiences, coordinated part-time employment, and internships. Students who complete the curriculum with an average final grade of C plus (2.50 grade point average) or higher receive the Award of Achievement in Marketing.

Courses required for the Degree Curriculum and Award of Achievement: ACCT 1 or 50; BSMA 66 or 68; INTR 163; MKRT 122, 140, 145, 148, & 170; SMBS 135. Additionally, to receive an Associate of Science Degree, students must satisfy the College graduation requirements.

Recommended course sequence:

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MKRT 140 Marketing</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKRT 145 Microcomputer Mkng Appl</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>BSMA 66 or 68 Bus Math or Math of Bus</td>
<td>4 or 3</td>
</tr>
<tr>
<td></td>
<td>Additional graduation requirements</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Semester</th>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MKRT 122 Salesmanship</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ACCT 1 or 50 Accounting</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Additional graduation requirements</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third Semester</th>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MKRT 148 Mkng Mgnt &amp; Supervision</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>SMBS 135 Small Business</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Additional graduation requirements</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fourth Semester</th>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MKRT 170 Advertising</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>INTR 163 Intern1 Mkng</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Additional graduation requirements</td>
<td></td>
</tr>
</tbody>
</table>

Credit Certificate Curriculum

Students may receive a Certificate of Completion in Marketing by completing the following courses with a final grade of C plus (2.50 grade point average) or higher: ACCT 1 or 50; BSMA 66 or 68; INTR 163; MKRT 122, 140, 145, 148, 170; SMBS 135.

Recommended electives: BSEN 70, 74; CIS 101; PSYC 1, 26; SPCH 11, 12; WKEX 197

<table>
<thead>
<tr>
<th>Courses Required for the Award of Achievement in Business Office Information Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Semester</td>
</tr>
<tr>
<td>Course</td>
</tr>
<tr>
<td>ESL 72 Inter ESL Composition or ENGL 90 or 92 Basic Comp &amp; Read I or II</td>
</tr>
<tr>
<td>WDPR 80 Word Proc Doc Prod</td>
</tr>
<tr>
<td>MABS 60 Microcomputer Appl for Bus or MABS 61 Adv Microsoft Office</td>
</tr>
<tr>
<td>Additional graduation requirements</td>
</tr>
</tbody>
</table>

| Second Semester                                                                 |
| Course                        | Units |
| ESL 82 Adv ESL Comp or ENGL 94 or 96 Inter or Adv Inter Read & Comp                 | 3     |
| BSEN 70 Fund of Engl Gram and Comp                                                  | 4     |
| WDPR 391A Beg Word Proc                                                            | 1.5   |
| WDPR 391B Adv Word Proc                                                            | 1.5   |
| Additional graduation requirements                                                  |       |

| Third Semester                                                                |
| Course                        | Units |
| BSMA 66 or 68 Bus Math or Math of Bus                                           | 4 or 3 |
| BSEN 74 Bus Corresp                                                             | 3     |
| MABS 101 Spreadsheets for Bus/Excel                                             | 3     |
| Additional graduation requirements                                              |       |

| Fourth Semester                                                                 |
| Course                        | Units |
| BSEN 76 Report Writing                                                     | 3     |
| MABS 67 Database for Business                                              | 3     |
| PSYC 26 Psych Proc & Human Relations                                        | 3     |
| Additional graduation requirements                                          |       |

Credit Certificate Curriculum

The program of study for the Certificate of Completion in Business Office Information Processing is designed to meet the needs of two groups:

1. Those who desire to prepare for entry-level employment in business office information processing
2. Those who desire to improve their competence in office work through instruction in any of the following: business English and communications, typing, word processing, and computer applications.

Admission. Enrollment is open to all interested students. However, students are required to satisfy prerequisites before being admitted to certain courses.

Requirements for the Certificate of Completion.

Students who complete the curriculum with an average final grade of C plus (2.50 grade-point average) or higher.
First Semester

Course | Units
--- | ---
BSEN 70 Fund of Engls Gram and Comp | 3
WDSP 80 Word Proc Doc Prod | 3
MABS 60 Microcomputer Appl for Bus | 3
or MABS 61 Adv Microsoft Office | 3
MABS 101 Spreadsheets for Bus/Excel | 3

Second Semester

BSN 74 Bus Corresp | 3
WDSP 391A Beg Word Proc | 1.5
WDSP 391B Adv Word Proc | 1.5
MABS 67 Database for Business | 3
PSYC 26 Psych Proc & Human Rel | 3

Credit Toward Graduation. All credit that students earn in obtaining the Certificate of Completion in Business Office Information Processing may also be applied toward the requirements for graduation from the College.


Note: Not all courses required for this certificate program are offered at every campus. It may be necessary to attend more than one campus in order to complete the program.

Office Technology
NONCREDIT PROGRAMS

Office Technology refers to courses and certificate programs which provide training for the modern office. This comprehensive title includes such courses and subject areas as accounting, business, English and communication, job preparation, keyboarding, shorthand, and word processing. Please consult a counselor regarding these noncredit certificate programs.

Microcomputer Business Applications

Program Goal. Prepare students for all levels of administrative positions including support. Students will learn various business software programs in addition to extensive word processing and general office support skills.

Admission Requirements.
Reading: CASAS test score 225
Typing: 25 net wpm

Course | Hours
--- | ---
SECO 9348 Bus English | 90
SECO 9346 Effective Bus Comm | 90
SECO 9374 Keyboarding - All Levels | 180
or SECO 9377 Keyboarding Lab | 90
SECO 9399 Office Technology
or SECO 9375 Clerical Keyboarding | 180
SECO 9400 Job Preparation | 45
COMP 9905 Computer Apps - Intro | 45
COMP 9900 Excel - Beginning | 45
WOPR 9486 Word - Beginning | 45
WOPR 9995 Word - Intermediate | 45
WOPR 9996 Word - Advanced | 45
COMP 9899 PageMaker - Beginning | 45
COMP 9904 Excel - Intermediate
or COMP 9901 Access - Beginning | 45
COMP 9902 PowerPoint
or WOPR 9997 Word Proc - Special Topics | 45

Requirements for Completion. Successful completion of all courses with a grade of B or higher. (Students may not repeat a class more than once.)

Typing: 50 net wpm with no more than 10% error rate
Completion of courses within three years.

Offered by:
Downtown 267-6500
John Adams Campus 561-1925
Mission Campus (not all courses avail.) 550-4384
Southeast Campus (not all courses avail.) 550-4300
Offered by:
John Adams Campus ......................... 561-1925
Mission Campus (not all courses avail.) 550-4384
Downtown Campus ....................... 267-6500

Note: Not all courses required for this certificate program are offered at every campus. It may be necessary to attend more than one campus in order to complete the program.

Office Assistant

Program Goal. Prepare students for entry and mid-level clerical positions in the public and private sectors.

Admission Requirements.
Reading: CASAS test score 225

Course Hours
SECY 9374 Keyboarding - All Levels ............... 180
or SECY 9377 Keyboarding Lab........................ 90
SECY 9399 Office Technology
or SECY 9375 Clerical Keyboarding.................. 180
SECY 9348 Business English ................................... 90
SECY 9346 Effective Business Communication ....... 90
COMP 9905 Computer Apps - Intro .................. 45
WOPR 9486 Word - Beginning ......................... 45
WOPR 9995 Word - Intermediate ...................... 45
COMP 9900 Excel - Beginning ......................... 45
SECY 9400 Job Preparation .................................. 45
WOPR 9996 Word - Advanced
or COMP 9899 Pagemaker - Beginning ............... 45
COMP 9904 Excel - Intermediate
or COMP 9901 Access - Beginning ................... 45

Requirements for Completion. Successful completion of all courses with a grade of B or higher. (Students may not repeat a class more than one time.)

Typing: 45 net wpm with no more than 10% error rate
Completion of courses within three years.

Offered by:
John Adams Campus ............................. 561-1925
Mission Campus (not all courses avail.) .......... 550-4384
Southeast Campus (not all courses avail.) ........ 550-4300

Financial Assistance. The Office Assistant Certificate Program is eligible for financial assistance. Please consult a counselor for further information.

Note: Not all courses required for this certificate program are offered at every campus. It may be necessary to attend more than one campus in order to complete the program.

Real Estate

Degree Curriculum
The curriculum in Real Estate, a two-year course of study, is designed to give students a sound foundation in theory and practice so that they may hold a salaried position while they prepare for specialized realty work, and to help them obtain the California real estate salesperson's license. The curriculum is sponsored by the Department of Real Estate of the State of California, the California Association of Realtors, and the San Francisco Board of Realtors.

Entry positions open to graduates who pass the California State examination for a salesperson's or broker's license include those of sales agent, junior appraiser, rental agent, or property manager for a bank or land-development company; or in the property department of a corporation, a savings-and-loan company, or an insurance company. Graduates may also search titles and close transactions in the escrow departments of any of these establishments or for escrow companies.

Students interested in obtaining a real estate salesperson's or a broker's license may obtain information by telephoning the San Francisco office of the State of California Department of Real Estate at 557-2136.

The course of study includes instruction in the following: principles of real estate, real estate practice, real estate economics and investments, legal aspects of real estate, principles of real estate appraisal, and principles of real estate finance.

Students who complete the Curriculum in Real Estate with an average final grade of C plus (2.50 grade-point average) or higher receive the degree of Associate in Science and the California Real Estate Certificate.

Courses Required for the Associate in Science Degree
and the California Real Estate Certificate

Students must satisfy the City College graduation requirements and must complete the following courses: RE 181, 184, 185, 186, 189, 191.

Credit Certificate Curriculum
(California Real Estate Certificate)

The California Real Estate Certificate is currently awarded by 90 community colleges in California. City College of San Francisco participates in this Statewide program and awards the California Real Estate Certificate to any day or evening student who completes a prescribed program of 24-semester units.

A student may complete only those courses required for the California Real Estate Certificate, since this is awarded independently of the Associate in Science degree. However, students who complete the full course of study leading to that degree will automatically have completed the requirements for, and will be awarded, the California Real Estate Certificate.

Training for the Certificate is designed so that those seeking entry employment may prepare themselves to take the State licensing examination for real estate salespersons, and so that those already employed in various branches of real estate work may gain further knowledge and develop additional competence.
Courses Required for the California Real Estate Certificate

Students may obtain the California Real Estate Certificate by completing the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>RE 181 Princ of Real Estate</td>
<td>3</td>
</tr>
<tr>
<td>RE 184 Real Estate Pract.</td>
<td>3</td>
</tr>
<tr>
<td>RE 185 Legal Aspects of RE</td>
<td>3</td>
</tr>
<tr>
<td>RE 186 Prin of Real Estate</td>
<td>3</td>
</tr>
<tr>
<td>RE 191 Prin of Real Estate Appraisal</td>
<td>3</td>
</tr>
<tr>
<td>RE 189 Real Estate Econ.</td>
<td>3</td>
</tr>
<tr>
<td>Electives: real estate or other bus courses</td>
<td>6</td>
</tr>
</tbody>
</table>

The six semester units in the elective courses indicated above must be completed in real estate or other acceptable business courses.

If the candidate for the California Real Estate Certificate holds a valid California real estate salesperson's or broker's license, a three-unit course in real estate or another area of business may be substituted in lieu of RE 181.

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Small Business

(Small Business Institute)

Noncredit Programs

Program Goal. Prepares students for a successful start in their own small business and helps small business owners increase the effectiveness and operation of their business in 5 areas: 1) Starting Out, 2) Management, 3) Finance, 4) Marketing, and 5) Export/Import and International Business.

Starting Out

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours/Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9467 Getting Started</td>
<td>6</td>
</tr>
<tr>
<td>SMBU 9775 Bus Plan</td>
<td></td>
</tr>
<tr>
<td>SMBU 9777 Buying a Business Profitably</td>
<td>6</td>
</tr>
<tr>
<td>ELECTIVES:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9561 Business Licenses and Permits</td>
<td>6</td>
</tr>
<tr>
<td>SMBU 9781 Legal Structures for Business</td>
<td></td>
</tr>
<tr>
<td>SMBU 9772 Finding the Right Location</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9450 Introduction to Franchising</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9482 Home-Based Business</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9439 Selling a Business</td>
<td>3</td>
</tr>
</tbody>
</table>

Management

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours/Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9447 Bus Law for Small Bus</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9452 Supervising Employees</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9449 Staffing Your Bus</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9453 Bus Comm</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9461 Retail Management</td>
<td>3</td>
</tr>
<tr>
<td>ELECTIVES:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9465 Small Business Insurance</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9448 Purchasing Products &amp; Services</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9469 Controlling Your Inventory</td>
<td></td>
</tr>
<tr>
<td>SMBU 9468 Employee Training</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9466 Employer/Employee Rights</td>
<td></td>
</tr>
</tbody>
</table>

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Finance

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours/Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9412 Profit from Using Fin States</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9437 Keeping Score On Your Finances</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9783 Getting the Right Loan</td>
<td>3</td>
</tr>
<tr>
<td>ELECTIVES:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9784 Finance for Small Business</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9776 Record Keeping</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9418 Small Business and Taxes</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9785 Contract Administration</td>
<td>3</td>
</tr>
</tbody>
</table>

Marketing

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours/Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9462 Marketing Analysis</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9470 Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9471 Pricing Prod and Serv</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9450 Effective Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ELECTIVES:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9463 Telephone as a Sales Tool</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9774 Selling and Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9454 Getting Government Business</td>
<td>3</td>
</tr>
</tbody>
</table>

Export/Import and International Business

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours/Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9457 Export Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9460 Export/Import Documents</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9458 Export-Financing</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9459 Export/Import Basics</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9456 Export Shipping and Insurance</td>
<td>3</td>
</tr>
<tr>
<td>ELECTIVES:</td>
<td></td>
</tr>
<tr>
<td>SMBU 9773 U.S. Competitiveness</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9455 Trade With Asia</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9788 Trade With Europe</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9786 Trade With The Americas</td>
<td>3</td>
</tr>
<tr>
<td>SMBU 9787 Trade With Africa</td>
<td>3</td>
</tr>
</tbody>
</table>

Requirements for Completion. Completion of the core courses and one three-unit elective course.

Offered by: Small Business Institute, 267-6577

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Supervision

Credit Certificate Curriculum

Enrollment in supervision courses is for those who desire to advance to supervisory positions and also for others who are currently employed as supervisors and desire to upgrade their supervisory skills.

Requirement for the Certificate of Completion. Students may obtain the Certificate of Completion in Supervision by completing the following courses with an average final grade of C (2.00 grade-point average) or higher:

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUPV 231 Intro to Super/Management</td>
<td>3</td>
</tr>
<tr>
<td>SUPV 232 Organizational Behavior &amp; Dev</td>
<td>3</td>
</tr>
<tr>
<td>SUPV 233 Human Resource Management</td>
<td>3</td>
</tr>
</tbody>
</table>
Credit Toward Graduation. All credits that students earn in obtaining the Certificate of Completion in Supervision may be applied toward satisfaction of the requirement for graduation from the college.

Supervision and Business Management Noncredit Certificate Program

Program Goal. Courses in the Certificate Program are designed for persons preparing for positions in business or government, and for experienced persons upgrading their supervisory and business management skills. The curriculum consists of basic core subjects plus elective courses. Class contact time is 18 hours per course. Topics stressed include leadership skills, communication, motivation, personnel and human relations; computing, problem-solving, and decision-making; planning, organizing, staffing, directing, and controlling operations.

The Community College Certificate is awarded upon completion of 4 core areas and 4 elective courses listed below:

<table>
<thead>
<tr>
<th>Core Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervision and Management</td>
<td></td>
</tr>
<tr>
<td>SUMA 9412 The Supervisor in Management</td>
<td>18</td>
</tr>
<tr>
<td>SUMA 9416 Organizational Leadership</td>
<td>18</td>
</tr>
<tr>
<td>SUMA 9479 Management Practices</td>
<td>18</td>
</tr>
<tr>
<td>Personnel Responsibilities of Supervisors</td>
<td></td>
</tr>
<tr>
<td>SUMA 9413 Personnel Management</td>
<td>18</td>
</tr>
<tr>
<td>SUMA 9417 Affirm Action &amp; Opportunity</td>
<td>18</td>
</tr>
<tr>
<td>SUMA 9423 Developing &amp; Appraising Staff</td>
<td>18</td>
</tr>
<tr>
<td>Human Relations and Organizational Behavior</td>
<td></td>
</tr>
<tr>
<td>SUMA 9414 Human Relations</td>
<td>18</td>
</tr>
<tr>
<td>SUMA 9442 Assertiveness and Conflict</td>
<td>18</td>
</tr>
<tr>
<td>SUMA 9443 Interpersonal Communication</td>
<td>18</td>
</tr>
<tr>
<td>Concepts of Government and Administration</td>
<td></td>
</tr>
<tr>
<td>SUMA 9415 Business and Government</td>
<td>18</td>
</tr>
<tr>
<td>SUMA 9434 Budgeting and Control</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>198</td>
</tr>
</tbody>
</table>

Elective Courses (4 courses/72 Hours)

COMP 9252, 9869, 9905; SUMA 9416, 9419, 9424, 9425, 9429, 9436, 9438, 9440, 9452, 9454, 9455, 9456, 9457, 9458, 9463, 9473, 9480.

Requirements for Completion. Successful completion of 270 hours of classroom instruction in core and elective courses. Credit by petition is available.

Admission Requirements. High school diploma, GED, or high school proficiency certificate.

College Credit Available. Participants who complete the Community College Certificate Program in Supervision and Business Management will be eligible to receive up to 15 semester units of credit through City College of San Francisco, satisfying the requirements of the major field of study in supervision and management for the Associate Degree. This credit by petition is awarded upon completion of one course of three or more semester units offered for credit by City College.

Offered by: Supervision and Management Program (Downtown), 267-6577

Total Quality Management (TQM) Credit Certificate Program

The Total Quality Management (TQM) certificate program is designed for those employed in product or service organizations who desire to gain TQM skills in order to analyze their work processes and management systems for improving the quality of their products and services.

This program is also developed for students in all vocational programs to increase their employability.

Requirements for the Certificate of Completion: The completion of the following courses with a grade of C or higher.

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>TQM 101 TQM: Principles and Elements</td>
<td>3</td>
</tr>
<tr>
<td>TQM 103 TQM: The Implementation Process</td>
<td>3</td>
</tr>
</tbody>
</table>

Credit toward graduation. All credits that students earn in obtaining the Certificate of Completion in Total Quality Management (TQM) may be applied toward satisfaction of the requirement for graduation from college.

Travel and Tourism Degree Curriculum

The curriculum in Travel and Tourism offers two different Certificates of Completion, as well as a two-year course of study with special emphasis in either Marketing, Management, or Destination Development. The specific course of study that the student will follow is an integral part of the course content of the Principal of Travel and Tourism classes. Upon completion of TRTV 157 and TRTV 159, the student will know if they will pursue their Travel and Tourism Degree in marketing, management, or in destination development.

The Travel and Tourism program prepares students for jobs with the airlines as reservation agents, marketing representatives, customer service personnel to name just a few of the jobs, the same kinds of jobs with hotels, tour companies, cruise lines, consulates, and tourism information offices and with travel agencies (corporate, leisure, special interest, group or meeting and planning agencies). Many of the students enrolled in this program are pursuing a second career, so careful evaluation of their current job skills help determine where they fit into this quickly changing and growing industry.

The curriculum in Travel and Tourism provides practical training in the specific vocabulary used in the industry, the reference books used in all sectors, how to read and design tour and cruise brochures, common business practices, airline computer operations and formats, airfare constructions, group sales pricing, special interest tour development. The Destination classes are designed to advise the student of all there is to know about travel in a specific region of the world. Students learn about visa requirements, how to get there, competitive airfares to the destination, which tour companies sell the destination, languages, religion, what to see, what to do. Completion of the two-year degree will give students a neces-
sary foundation in computer skills, communication skills as in learning to qualify the client, written and spoken English, psychology, anthropology, marketing skills, management styles, and specific tourist destinations in the world.

Courses Required for the Award of Achievement in Travel and Tourism

The Award of Achievement in Travel and Tourism offers degrees with special emphasis in Marketing, Management, and Destination Development. Students need to follow the Career in Travel and Tourism Brochure for specific courses. Call the TRTV Program Coordinator at (415) 334-5400 for a brochure if your counselor is out. General Education courses are taken along with the Travel and Tourism classes.

Students who complete the curriculum with an average final grade of C or higher will receive the award of Achievement in Travel and Tourism.

Certificate Program

The Certificate Program in Travel and Tourism (17 units) fulfills the needs of two groups: those who desire to prepare for employment with travel agencies and related services and those currently employed professionals who wish to improve their on-the-job skills in this industry.

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
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<tbody>
<tr>
<td>TRTV 157 Prin of Travel and Tourism</td>
<td>3</td>
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<tr>
<td>TRTV 159 Adv Travel and Tourism</td>
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<tr>
<td>TRTV 162 Destination: Europe or TRTV 164 Destination: So Pacific or TRTV 165 Destination: USA &amp; Canada or TRTV 166 Destination: Asia or TRTV 168 Destination: Africa &amp; Mid East or TRTV 170 Destin: Cent/So Amer &amp; Mexico MABS 60 Microcomp Appl for Bus</td>
<td>3</td>
</tr>
<tr>
<td>English requirement*</td>
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</table>

*English or ESL requirement based on skill level or SPCH 1A, 11, 12, or 38.

Field work is optional, but highly recommended.

Certificate of Completion as a Destination Specialist in Travel and Tourism. Complete any five (15 units) of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
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<tbody>
<tr>
<td>TRTV 162 Destination: Europe</td>
<td>3</td>
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<tr>
<td>TRTV 164 Destination: So Pacific</td>
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<tr>
<td>TRTV 165 Destination: USA/Canada</td>
<td>3</td>
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<tr>
<td>TRTV 166 Destination: Asia</td>
<td>3</td>
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<tr>
<td>TRTV 168 Destination: Africa/Mid East</td>
<td>3</td>
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<tr>
<td>TRTV 170 Destination: Cent/So Amer &amp; Mex</td>
<td>3</td>
</tr>
</tbody>
</table>

Credit Toward Graduation. All credit that students earn in Travel and Tourism may also be applied toward satisfaction of the requirements for graduation from the college.

Business Announcement of Courses

Accounting (Including Bookkeeping)

CREDIT, DEGREE APPLICABLE COURSES

ACCT 1. Financial Accounting (4)
Lec-5
Prereq.: Eligible for ENGL 1A, 94 or 96 or ESL 72 or 82
Advise: BSMA 66 or 68, MATH 75; if CR in BSMA G, H, or J or MATH E, complete ACCT 50
Introduction to accounting: the accounting process, terminology, basic theory, and methods of income measurement. Understanding, analyzing, and interpreting financial statements. CSU/UC/CAN: BUS 2; ACCT 1+2: BUS SEQ A

ACCT 2. Managerial Accounting (4)
Lec-5
Prereq.: ACCT 1
An introduction to cost determination, cost analysis and control, and performance evaluation: preparation and use of economic information for internal management purposes. CSU/UC/CAN: BUS 4; ACCT 1+2: BUS SEQ A

ACCT 50. Introduction to Accounting (4)
Lec-5
Advise: BSMA G, H or J or MATH E; (students in English as a Second Language) ESL 60 and 62 or eligible for ESL 72
NOTE: ACCT 1 may be elected in lieu of ACCT 50 to satisfy the requirement in any curriculum in business. Not open to students who have completed or are concurrently enrolled in ACCT 1
Designed to meet the needs of students in specific occupational programs and as an exploratory course to determine student interest and aptitude for accounting. An introduction to the financial routine of a business office. Emphasis on fundamental principles of double-entry bookkeeping, basic accounting statements, legible handwriting, neatness, and accuracy. CSU

ACCT 51. Intermediate Accounting (4)
Lec-5
Prereq.: ACCT 2
Designed for the student who pursues accounting beyond introductory study. A rapid review of fundamentals, with problems in valuation and presentation of assets and liabilities together with a study of special analytical procedure. CSU

ACCT 52. Intermediate Accounting (4)
Lec-5
Prereq.: ACCT 51
Continuation of ACCT 51. Problems in stockholders equity, pensions, accounting changes and error analysis, and full disclosure in financial reporting. CSU
ACCT 53. Accounting on the Microcomputer (3)
Lec-3, lab-2
Prereq.: ACCT 50 or ACCT 1
Advised: MABS 60 and BSMA 66 or 68
Integration of accounting principles and microcomputers in the operation of microcomputer-based accounting systems. Comparison, analysis and use of microcomputer accounting software systems. Emphasis will be placed on Accounts Receiv-able, Accounts Payable, Payroll, General Ledger, and Financial Statement Analysis systems commonly found in computerized accounting environments. CSU

ACCT 54. Auditing (3)
Lec-3
Prereq.: ACCT 2
The objectives, scope, and history of auditing; the audit program; working papers; internal checking and auditing procedure for balance sheet and profit-and-loss accounts. CSU

ACCT 55. Cost Accounting (3)
Lec-3
Prereq.: ACCT 2
Fundamental accounting procedures covering job order, process, and standard cost systems; budgetary control; direct costing; cost reports for management use. CSU

ACCT 56. Municipal Governmental Accounting (3)
Lec-3
A study of the general accounting process, terminology, reporting practices, compliance issues, budgeting policies, entities, legal issues, and practice and methods of accounting utilize in municipal entities. CSU

ACCT 59. Federal Income Tax (3)
Lec-3

ACCT 59B. California Income Tax (1)
Lec-1
Prereq.: ACCT 59
Study of California State Income Tax, income tax problems, and the preparation of income tax returns. CSU

NONCREDIT COURSES

ACBO 9200. Accounting (90 hrs)
Advised: ESLN 3500, ABE 2074 and 2075
An open-entry first year course in accounting for both service and merchandising businesses. Proprietorship, partnership and corporate forms of organization. Financial statements, the general ledger, journals, and payroll. May be repeated twice until all modules are completed.

ACBO 9203. Principles of Accounting (180 hrs)
Advised: ESLN 3400, ABE 2074, HSEN 2287
Fundamental principles and procedures of accounting. Proprietorship, partnership and corporate forms of organization. Financial statements, the general ledger, journals, and payroll. Journalizing transactions, posting journals to both the general ledger and subsidiary ledgers, footing accounts, and spread-sheet applications of these same accounting concepts.

ACBO 9204. Accounting - Corporate (90 hrs)
Advised: ACBO 9203 or 9200
Continuation of ACBO 9203. Emphasis on a merchandising business organized as a corporation. Accounting for uncollectible accounts receivable, plant assets, inventory, long-term notes and interest, dividends declaration and distribution. Preparation of financial statements and closing procedures.

ACBO 9205. Computerized Accounting (90 hrs)
Advised: SECY 9354 and 9356; ACBO 9200
Intensive practical application of theory and procedures of accounting utilizing computerized accounting systems in single proprietorship, partnership, and corporate forms of ownership.

Business English

CREDIT, DEGREE APPLICABLE COURSES:

BSEN 70. Fundamentals of English Grammar and Composition (4)
Lec-5
Advised: ENGL 92 or ESL 82 or eligible for ENGL 94
Understanding the sentence in all its complexities in order to correct errors when proofreading. Study of proper punctuation; practice in writing with mature ideas properly organized in well-constructed, correct sentences. CSU

BSEN 74. Business Correspondence (3)
Lec-3
Advised: ENGL 92 or ESL 82 or eligible for ENGL 94
Practice in writing business letters and memoranda; class discussion on style, structure, and written business messages; experience in using correct, forceful English in business correspondence. CSU

BSEN 76. Business and Technical Report Writing (3)
Lec-3
Advised: ENGL 92 or ESL 82 or eligible for ENGL 94
Practice in techniques of primary and secondary research and in writing informal, formal, and technical reports which describe clearly, solve problems, present ideas persuasively, and evaluate alternatives. Computers and word processing and editing software programs are available as writing tools. CSU

NONCREDIT COURSES:

BUSG 9901. Business Vocabulary (45 hrs)
Advised: ESLN 3800; HSEN 2287
Helps students with the correct usage of English words in written and spoken communication. Emphasis is on business terms.

BUSG 9903. Business English Skills Review
Advised: ABE 2074
A review and practical application of English usage skills needed in business and the world of work. Basic area of grammar, mechanics, spelling, punctuation, diction and word use, and writing effective sentences.

CMNC 9231. Communication Skills: Interviewing Process (18 hrs)
Analysis of communication processes and development of skills in interpersonal and telephone interviewing. Includes practice on standardized employment tests, resumes, and applications.
CMNC 9232. Effective Communication (18 hrs)
Review of the basics of communication, including listening, speaking, non-verbal behavior, interpersonal skills, and overcoming barriers in communication.

CMNC 9234. Assessment/Counseling Workshop
Provides career planning information and interest/skills testing for persons pursuing careers in business, government, or community service. Topics include understanding the assessment concept, self-analysis, use of tests for information, personal career profile, goal setting, educational resources, analysis of job markets, guidelines for job application, test-taking, and interviews.

CMNC 9235. Technical Report Writing (18 hrs)
Advis: HSEN 2287
Focuses on how to deliver technical information that is logically organized, clearly and concisely expressed, and suited to the reader’s needs. Emphasis on planning appropriately; organizing materials; creating sentences which are clear and concise; choosing layout for maximum effectiveness and readability; proofreading and editing effectively.

Business Mathematics
CREDIT, NON-DEGREE APPLICABLE COURSES:

BSMA G. Arithmetic Review and Basic Business Arithmetic (3) (offered only in the evening)
Lec-3
CR/NCR only
Required of all business students whose City College placement examination indicates so. BSMA G may be elected in lieu of BSMA H or J. Not open to students who have completed BSMA H or J with a final grade of C or higher, or Credit, or MATH E with a final grade of Credit.
Students who pass BSMA G have satisfied the graduation requirements for mathematics.

BSMA H. Arithmetic Review and Basic Business Arithmetic (3)
Lec-5
CR/NCR only
Students who need a thorough review of mathematics should take this course rather than BSMA J to meet first-semester requirements. Counselors may require students to take BSMA H instead of BSMA J. Not open to students who have completed BSMA G or J with a final grade of C or higher; or Credit, or MATH E with a final grade of Credit.
Students who pass BSMA G have satisfied the graduation requirements for mathematics.

BSMA J. Basic Business Arithmetic (2)
Lec-2
CR/NCR only
BSMA H may be elected in lieu of BSMA J. Not open to students who have completed BSMA G or H with a final grade of C or higher, or Credit.
Students who pass BSMA G have satisfied the graduation requirements for mathematics.
A brief review of fundamental arithmetic processes; fractions; decimals; percentage, and the principles of problem solving. Application to business problems.

CREDIT, DEGREE APPLICABLE COURSES:

BSMA 66. Business Mathematics (4)
Lec-5
Advis: Placement into MATH 840 or completion of BSMA G, H, J or MATH E
Not open for credit to students who have completed BSMA 66. An extensive study of gross wages and payroll deductions, business taxes, trade and cash discounts, markups, simple and compound interest and annuities, present value, installment sales, loan amortization, financial statements of different business organizations, inventory and depreciation methods, insurance, and the use of graphs and tables. CSU

BSMA 68. Mathematics of Business (3)
Lec-3
Advis: Placement into MATH 840. Recommended that students who complete BSMA G, H or J or MATH E take BSMA 66.
Not open for credit to those who have completed BSMA 66. A study of gross wages and payroll deductions, trade and cash discounts, markups and markdowns, depreciation, simple and compound interest, present value and annuities, installment sales, loan amortization, financial statements of different business organizations, inventory methods, insurance, bank reconciliation, and the use of graphs and tables. CSU
Designed to develop background for courses in accounting and for such courses as Principles of Economics and Business Statistics.

Commercial Law
CREDIT, DEGREE APPLICABLE COURSES:

CLW 18. Commercial Law (3)
Lec-3
Prereq.: Eligible for ENGL 1A, or completion of ENGL 96 or BSEN 70
The nature, purpose, and sources of law; the historical development of the law and its function with respect to society and business; contracts, agency, personal property and bailments.
CSU/UC
CLW 18 = L A 53A

CLW 19. Commercial Law (3)
Lec-3
Prereq.: CLW 18 or L A 53A
Sales, partnerships, corporations, the regulation of business, and negotiable instruments. CSU/UC
CLW 19 = L A 53B
Fashion Merchandising
See Also Consumer Arts and Science Department for Fashion Design and Production

CREDIT, DEGREE APPLICABLE COURSES:

FASH 42. Fashion Survey (3)
Lec-3, field trips
Survey of current fashions in men’s, women’s, and children’s apparel and accessories; emphasis on color and fabric trends; relationship of fashion to current life styles. CSU

FASH 43. Merchandise Analysis (3)
Lec-3
Field exper. req’d
In-depth study of basic merchandise knowledge for the consumer and salesperson. Analysis of textile and non-textile materials, home improvement products, transportation products, and recreation products. Use of actual merchandise for demonstration and discussion. CSU

FASH 44. Merchandising-Retail Buying (3)
Lec-3, field trips
Prereq.: MRKT 140 (concur.) and FASH 146 or 46; field exper. req’d
The merchandising functions of the modern retail store, with emphasis on planning and control, buying and pricing, and receiving and selling of merchandise. Field experience required. CSU

FASH 45. Image Consulting (3)
Lec-3, field trips
CR/NCR avail.
This course prepares students to become image consultants, either working independently or for a retailer. It will incorporate the techniques of color and wardrobe selection, figure analysis, and setting up a business. CSU

FASH 46. Fashion Merchandising (3)
Lec-3, field trips
Basics of how fashion merchandising operates with the retail organization; principles of fashion merchandising are studied, along with career opportunities. CSU

FASH 47. Fashion Coordination (3)
Lec-3, field trips
Analysis of the structure of various fashion offices and the variety of fashion coordination jobs at different levels of the market. Examination of the duties and responsibilities of a coordinator with emphasis on trend research, the production of fashion shows, and projection of a firm’s fashion image. CSU

FASH 48. Fashion Show Production (3)
Lec-3, field trips
Prereq.: FASH 147A or 47
Strongly recommended for all fashion merchandising majors. Preparation and execution of a complete fashion show, from concept to runway, for a specific firm and audience; on- and off-campus production. CSU

FASH 49. Visual Merchandising (3)
Lec-3, field trips
Visual approach to selling with emphasis on the basic principles of display. Elements of store window and interior display. Practice in working with mannequins and props to develop proper techniques. CSU

FASH 50. The Business of Modeling (3)
Lec-3, field trips
Fundamentals of and practices in training for a career in modeling and fashion coordination, with emphasis on developing the ability to identify specific skills requisite to the industry. CSU

FASH 60. Field Work in Fashion Merchandising (1)
Work-5
Repeat: max. 4 units
On-the-job laboratory training in fashion merchandising with retailers, wholesalers, image and fashion consultants. Placement of students will be determined according to the requirements of the cooperating firms. CSU

FASH 61. Work Experience in Fashion Industry (3)
Work-15
CR/NCR avail.
Prereq.: CASC 15A or B, or 26B
The content of this course involves student work experience in the industry. The course requirements include the coordinating conferences per semester and individual meetings by arrangement. CSU

FASH 62. Work Experience in Image Consulting (3)
Work-15
CR/NCR avail.
Prereq.: FASH 143A or 45
Repeat: max. 6 units
This course involves student work experience in which the college procures a position for the student. Course requirements include a minimum of one orientation lecture, one job-site visit with the employer, one job-site visit with the student, and a semester end conference between the student and the employer where the student will submit a weekly log of their work experience. Fifteen hours weekly of non-paid off-campus work experience. CSU

Finance
CREDIT, DEGREE APPLICABLE COURSES:

FIN 130. Principles of Bank Operations (3)
Lec-3
An overview of commercial banking in the U.S.A. from colonial times to the present day. Terminology and principles that form the necessary foundation for students who plan to do advanced work in specialized banking classes. Stressing practical applications, this course prepares both students who intend to work in the financial services industry and students who understand the importance of commercial banking in a general business program. CSU

FIN 133. Money and Banking (3)
Lec-3
The nature and significance of money in both a historical and contemporary sense. Emphasis on the commercial banking process and the Federal Reserve. Financial institutions other than commercial banks; international payments problems. CSU
FIN 136. Introduction to Financial Planning (3)
Lec-3
An introduction to budgeting, spending management, credit usage, insurance's role in financial planning, investment alternatives, tax implications in financial management decisions, and the establishment of retirement plans. CSU

FIN 138. Principles of Investment (3)
Lec-3 CR/NCR avail.
The principles and practices in the investment field and successful investment policies for the individual investor. The risks and problems in establishing an investment program, sources of investment information, and tools utilized in security and market analysis. An analysis of the securities markets, investment companies, mutual funds, and individual stocks and bonds. CSU

General Business

CREDIT, DEGREE APPLICABLE COURSES:

GNBS 119. Introduction to Business (3)
Lec-3
This course emphasizes the role of enterprise in society and the international nature of business. For some, this course will be their only exposure to business; others will go on to additional training, education, and specialization with transfer to upper-division institutions in business and other fields. CSU/UC

NONCREDIT COURSES:
CIST 9830. Employment Testing
Designed to improve test-taking skills required for specific employment and civil service examinations at entry and advanced levels.

CIST 9831. Test-Taking Techniques
Information, methods, and techniques for developing skills needed in written and oral examinations. Topics include techniques for taking multiple-choice examinations; reading rapidly with improved comprehension; solving word problems involving basic math; working with analogies; understanding charts, tables, and graphs; handling oral examinations; and practice in examination situations.

Insurance

CREDIT, DEGREE APPLICABLE COURSES:

INS 110. Principles of Insurance I—General Insurance (3)
Lec-3
General study of the field of insurance; risk, risk management, underwriting and loss payments. Introduction to life insurance and the major property and casualty coverages. Designed for the student who is interested in learning about insurance as well as career opportunities within the field. CSU

INS 111. Introduction to Life, Health, and Group Insurance (3)
Lec-3
Principles and practices of life and disability, hospital and surgical insurance, miscellaneous medical coverages, and group insurance. Analysis of policy forms, claim forms, and rating. Designed for insurance students and for secretarial and other office personnel whose duties include working with insurance forms. CSU

INS 114. Principles of Insurance II—Property and Casualty Insurance (3) sp
Lec-3
History of insurance and major property and casualty coverages, insurance company organizations. Major contracts including the standard form fire insurance contract, endorsements and allied lines, transportation coverages, the automobile contract, workers' compensation insurance, and general liability lines. CSU

International Business

CREDIT, DEGREE APPLICABLE COURSES:

INTR 162. Survey of International Business (3)
Lec-3
A comprehensive overview of international business, including a global perspective of international trade, foreign investments, impact on financial markets, international marketing, and the operation of multinational corporations. CSU

INTR 163. International Marketing (3)
Lec-3
Prereq.: MRKT 140
Concepts and principles of international marketing through the use of practical examples and actual case studies of international marketing organizations. Studies include: international marketing position of the United States, market entry strategy, analysis of foreign markets, culture and marketing, product design, pricing, distribution, promotion, and sales. CSU

INTR 164A. Exporting Practices (1.5)
Lec-3 (8 wks.)
Essential considerations in exporting, including terminology, marketing abroad, organization, regulation, documentation, shipment, and financing involved with international movement of merchandise; patterns of selected countries and commodities. CSU

INTR 165A. Importing Practices (1.5)
Lec-3 (8 wks.)
Essential considerations in importing, including terminology, steps involved in importing a product or service from beginning to end, introduction to the United States Customs Service, the role of customs brokers, duty rate and structure determination, and basic laws affecting imports. CSU
INTR 166A. Letters of Credit (0.5)
Lec-1 (8 wks.)
Methods of structuring, negotiating, and processing letters of credit, discussing costs and defining fees involved. Rights and obligations of the bank, the customer, and the beneficiary are examined, including sources of technical advice, typical problems, payment arrangements, and ways of working with the bank's international division. CSU

INTR 167. International Law (3)
Lec-3
Introduction to the legal aspects and ramifications of international trade topics including multinational enterprises, sovereignty, technology transfer, arbitration, negotiation, and diplomacy. CSU

INTR 168. Field Work: International Business (1)
Work-5
Repeat: max. 2 units
On-the-job training and experience in exporting, importing, or international marketing functions with companies engaged in international business. Placement of students is determined according to cooperating firm's requirements. CSU

INTR 169. Field Work: International Business (2)
Work-10
Repeat: max. 4 units
On-the-job training in exporting, importing, or international marketing functions with companies engaged in International Business. Placement of students is determined according to cooperating firm's requirements. CSU

INTR 170. International Finance (3)
Lec-3
Repeat: max. 6 units
An in-depth examination of the process of international banking and financial transactions. Case studies will emphasize techniques, terminology, philosophies, and various successful as well as unsuccessful approaches to international export-import financing. Special focus will be given to preparing small and medium-sized business enterprises to compete in a global environment. CSU

INTR 172. The Internet for International Business (2)
Lec-2, lab-2
Repeat: max. 6 units
A practical exploration of conducting successful international business using the tools and resources of today's Internet, including E-commerce marketing and trade leads, product and trade data access, research and search engines, website alternatives, transportation tracking, governmental resources and assistance, electronic submission of customs documentation, electronic payment and financing, internet software tools and business related hardware options. CSU

NONCREDIT COURSES:

INTR 9455. U.S. Trade With Asia
An overview of the trade relationships between the U.S. and Japan, South Korea, Taiwan, Hong Kong, China, and Australia. Discusses the future prospects for the Pacific Basin.

INTR 9456. Export/Import Shipping and Insurance
An introduction to shipping exports via air and sea and to obtaining the necessary insurance.

INTR 9457. Export/Import Marketing
An introduction to international marketing. Identification and evaluation of markets abroad. Developing a marketing strategy.

INTR 9458. Export/Import Financing
An overview of the various methods of receiving payment for export sales, the types of financing available through commercial banks, letters of credit, and government assistance programs.

INTR 9459. Export/Import Basics
An overview of the import/export process including comparison of domestic and international transactions, methods and sources of market research, assessment of product import/export potential, and assistance available from various government agencies.

INTR 9460. Export/Import Documents
An examination of the simultaneous flow of documents, goods, and payments in an export or import transaction, and an explanation of the various documents which may be required. Practice in the preparation of the most commonly used documents.

INTR 9480. International Business
A survey of the methods, problems and environments of selected trading partners. Covers exporting, importing, finance, investment, human resources, culture and marketing as applied to world trade. Various regions may be emphasized by arrangement.

INTR 9773. U.S. Trade Competitiveness
A discussion of the causes and possible remedies for the current U.S. trade imbalance.

INTR 9786. U.S. Trade with the Americas (3 hrs)
An overview of the trade relationships between U.S. and the other countries of the western hemisphere.

INTR 9787. U.S. Trade with African Countries (3 hrs)
An overview of the trade relationships between the U.S. and the countries of Africa.

INTR 9788. U.S. Trade With Europe (3 hrs)
An overview of the U.S. trade relationships with the countries of Europe.

Paralegal/Legal Studies
CREDIT, DEGREE APPLICABLE COURSES:

I. A 51. Introduction to Legal Assisting (3)
Lec-3
Prereq.: Eligible for ENGL 1A or completion of ENGL 96 or BSEN 70 and LA 55A (concur.)
Advise: LIBR 58A
Introduction to law, the legal system, and the roles of the paralegal; exploration of job descriptions and functions of the paralegal; the relationship and comparison of a paralegal and a lawyer; introduction to legal terminology and basic research. CSU
LA 52. Introduction to Legal Writing (3)
Lec-3, field trip
Prereq.: Eligible for ENGL 1A, or completion of ENGL 90 or BSEN 70
Basic techniques of writing—including review of grammar, spelling and word usage, sentence structure, basic writing punctuation, and capitalization—and oral and electronic communication skills as they relate to the legal field. CSU

LA 53A. Commercial Law (3)
Lec-3
Prereq.: Eligible for ENGL 1A, or completion of ENGL 96 or BSEN 70
The nature, purpose, and sources of law; the historical development of the law and its function with respect to society and business; contracts, agency, personal property and bailments. CSU/UC
LA 53A = CLW 18

LA 53B. Commercial Law (3)
Lec-3
Prereq.: CLW 18 or LA 53A
Sales, partnerships, corporations, the regulation of business, and negotiable instruments. CSU/UC
LA 53B = CLW 19

LA 54. Corporate and Business Law (3)
Lec-3
Prereq.: LA 75
Legal aspects of various business enterprises, including corporations, sole proprietorships, partnerships, and joint ventures. Common legal problems and the role of the attorney and paralegal in approaching these problems. CSU

LA 55. Tort Law and Claims Investigation (3)
Lec-3
Prereq.: LA 75
The law of torts and its application, including a survey of the substantive law of torts; procedures for case analysis, interviewing clients and witnesses, discovery techniques, liability insurance; the paralegal's role prior to and at the time of trial. CSU

LA 60. Wills, Trusts, and Probate Administration (3)
Lec-3
Prereq.: LA 75
The fundamental principles of the law of wills and trusts, including simple will and trust forms; the organization and jurisdiction of a California probate court; the administration of estates in California probate courts, including gift, inheritance, and estate taxes; practice in documentation. CSU

LA 61. Environmental Law (3)
Lec-3
Advises: LA 75
The fundamentals of environmental law, including names and structure and purpose of federal and state environmental laws; regulations and agencies implementing federal and state environmental laws; regional and local environmental issues; and documentation of environmental issues. CSU

LA 62. Legal Aspects of Employee Benefits and Executive Compensation (3)
Lec-3
Advises: LA 75
Study of types of employee benefit and executive compensation plans and their purposes, roles of governmental agencies, and basic legal requirements and how to demonstrate compliance with them; the basics of legal research in ERISA; plan documents and employee communications. CSU

LA 63. Labor Law (3)
See LABR 72.

LA 64. Debtors' Rights and Creditors' Remedies (3)
Lec-3
Advises: LA 75
An examination of the rights of debtors and the remedies of creditors before, during, and after a lawsuit. A review of forms and documents used. CSU

LA 65. Family Law (3)
Lec-3
Prereq.: LA 75
The legal aspects of marriage and the dissolution and annulment thereof; community property; guardianship; adoption; rights and responsibilities of stepparents and juveniles. CSU

LA 66. Intellectual Property (3)
Lec-3
Advises: LA 75
Principles of intellectual property law in trademarks, copyrights, and patents including international conventions and differences between ideas and expression of ideas, fair-use doctrine, and the notion of public domain. CSU

LA 67. Immigration Law (3)
Lec-3
Advises: LA 75
A hands-on approach to identification of eligible immigrants, types of visas, citizenship eligibility and application, and special conditions; topics include I.N.S. structure, procedures, and filings; factual, country, and legal research; and immigration case management and technology. CSU

LA 68. Medical Law (3)
Lec-3
Advises: LA 53A or CLW 18 AND LA 75
General business law (including the law of contracts, corporate legal structures, and antitrust liability) as it applies to the establishment of health-care organizations. The law of health-care management, including such topics as managed care, professional liability and patients' rights, and health care as a legal right. CSU

LA 70. Civil and Criminal Evidence (3)
See ADMJ 53.

LA 71. Civil Litigation (3)
Lec-3
Prereq.: LA 75 (concur.)
Introduction to civil litigation process from client interview through appeal, including drafting of various litigation documents. CSU
LA 72. Investigation, Discovery, and Trial Preparation (3)
Lec-3
Prereq.: LA 71 and 75
In-depth coverage of investigation, discovery, and trial preparation in civil litigation. Manage and analyze data. CSU

LA 75. Legal Research and Writing (3)
Lec-3
Prereq.: LA 51 and 52 and LIBR 58A
The proper techniques of primary and secondary research; extensive practice in the techniques of writing legal memoranda. CSU

LA 80. Law-Office Management (3)
Lec-3
Prereq.: LA 75
The basic objectives of the management of a law office: various machines used in a law office; indexing and filing principles and law office manuals; basic accounting principles; law-office correspondence. CSU

LA 81. Microcomputer Applications for Business (3)
Lec-3
Prereq.: MABS 60.

LA 83. Legal Secretarial Practices (3)
Lec-3
Prereq.: LA 55A or C1W 18; LA 81 or MABS 60; Ability to type 60 wpm with no more than one error a minute. Integration of legal secretarial responsibilities and skills including office conduct, law-office clients, document production on computers, terminology, records, mail, telephones, calendars, meetings, the law library, and rules of court; emphasis on California legal procedures and practices. CSU

LA 92. Legal Aspects of Real Estate (3)
See RE 185.

LA 97. Work Experience (3)
Work-min. paid supervised 225 hrs. or unpaid supervised 180 hrs. plus coord. conf. and ind. meetings
Coreq.: enrollment in at least 4 additional units and consent of instructor
Advis: completion of LA 51, 52, 71, and 75
Repeat: max. 6 units, including units from LA 93 & 99
Max. units of work experience per semester: 3
Supervised employment involving legally-related duties. CSU

LA 98. Work Experience (2)
Work-min. paid supervised 150 hrs. or unpaid supervised 120 hrs. plus coord. conf. and ind. meetings
Coreq.: enrollment in at least 5 additional units and consent of instructor
Advis: completion of LA 51, 52, 71, and 75
Repeat: max. 6 units, including units from LA 93 & 99
Max. units of work experience per semester: 3
Supervised employment involving legally-related duties. CSU

LA 99. Work Experience (1)
Work-min. paid supervised 75 hrs. or unpaid supervised 60 hrs. plus coord. conf. and ind. meetings
Coreq.: enrollment in at least 6 additional units and consent of instructor
Advis: completion of LA 51, 52, 71, and 75
Repeat: max. 6 units, including units from LA 97 & 98
Max. units of work experience per semester: 3
Supervised employment involving legally-related duties. CSU

Marketing
CREDIT, DEGREE APPLICABLE COURSES:

MRKT 122. Fundamentals of Salesmanship (3)
Lec-3
Practice and problems in the field of professional salesmanship. An analysis and discussion of the fundamental and technical aspects of selling products and services. CSU

MRKT 140. Marketing (3)
Lec-3
A general survey of marketing activity in business including types and functions of marketing institutions, marketing channels, trends in marketing practices, and consumer behavior. CSU

MRKT 145. Microcomputer Marketing Applications (3)
Lec-3, lab-3
Introduction to and integration of word processing, graphic presentation, and Internet using Microsoft Office Professional software applications for electronic marketing. Experience in creating a word processed sales letter, a document to market services, a multiple-page sales report, and a newsletter; an electronic slide presentation targeting potential customers; an Internet survey; and Web pages, including a marketing product report, marketing plan, and salesperson's profile. CSU

MRKT 148. Marketing Management and Supervision (3)
Lec-3
Supervisory skills and management techniques for middle management personnel in marketing business and industry. Topics include understanding and motivating people, leading others, communicating, delegating, training, decision making and personal development. CSU

MRKT 170. Fundamentals of Advertising (3)
Lec-3
A practical introduction to advertising. In-depth study of advertising media and jobs in advertising. Study of and practice in creating advertisements and advertising campaigns. CSU
Microcomputer Applications for Business

CREDIT, DEGREE APPLICABLE COURSES:

MABS 60. Microcomputer Applications for Business (3)
Lec-3, lab-3
Advis: WDPR 78 (ability to type 25 wpm)
Not open to students who are enrolled in or who have completed LA 81
Introduction to the fundamental concepts and skills of the operating system and the three most frequently used computer software program applications used in business: word processing, electronic spreadsheets, and database management. CSU

MABS 61. Advanced Microsoft Office for Windows (3)
Lec-3, lab-3
Prereq.: MABS 60 or demonstration of exit skills required upon completion of MABS 60
Advis: Completion of at least one of these courses: MABS 67, 101, or WDPR 391A
Creating spreadsheet, database, word processing, and presentation projects using advanced features in Microsoft Office. Preparing documents for the World Wide Web by utilizing Office's built-in tools. CSU

MABS 67. Database for Business/Access for Windows (3)
Lec-3, lab-3
Advis: WDPR 78 (ability to type 25 wpm)
Introduction to a relational dynamic database environment using Access for Windows. Creation and modification of business databases, data manipulation and retrieval, and report generation. CSU

MABS 88. Microcomputer Applications Laboratory (0)
Lab-10
Coreq.: enrollment in any microcomputer course
An open laboratory in which students may complete their microcomputer applications assignments or word processing assignments.

MABS 101. Spreadsheets for Business/Excel (3)
Lec-3, lab-3
Advis: BSMA 66
Experience in creating, modifying, and printing spreadsheets using Excel software on either IBM-PC compatible or Macintosh computers. Includes creating charts, working with database features, and the use of macros. CSU

MABS 160. Survey of Business Data Processing (3)
Lec-3, lab-0.5
An introduction for business students stressing the principles, terminology, and programming of a business data processing system. The concepts for a Management Information System, its uses, limitations, and impact on organizations are reviewed. An introduction to the programming language BASIC is given by the entering and testing of business problems using computers. CSU/CAN: BUS 6

Lec-1, lab-1
Advis: WDPR 78 (ability to type 25 wpm)
Introduction to the creation of business presentations using PowerPoint for Windows. Topics include developing on-screen slides; inserting tables, pictures, and spreadsheets into the presentation; and constructing a slide show utilizing transitions and timings. CSU

MABS 301. Novell Network Administration (2)
Lec-2
Advis: CIS 164A and CIS 131
Not open to students who have completed CIS 301.
Basic and fundamental network management tasks using a Novell Local Area Network; included are user support, directory structures, security, backups, menus, mail, and use of file server and workstation utilities; preparation for the Certified Novell Administrator examination. CSU

MABS 301 = CIS 301

MABS 302. Novell Administration: Advanced (1)
Lec-1
Advis: CIS 301 or MABS 301
Not open to students who have completed MABS 302
Advanced network management concepts and tasks using a Novell Local Area Network including: server configuration, management, and maintenance; performance monitoring; accounting; advanced services; network configuration to support other protocols (e.g., TCP/IP and Mac); preparation to take the Certified Novell examination for this level. CSU
MABS 302 = CIS 302

NONCREDIT COURSES:

COMP 9245. Computers-Introduction to PCs (27 hrs)
Advis: ABE 2074, SECY 9388
A hands-on course that introduces the basic features of word processing, databases and spreadsheets. How to edit, save and print a simple document, how to set up a simple database, and how to construct a simple spreadsheet.

COMP 9857. Micro Business Applications (90 hrs)
Advis: ESLN 3500; ABE 2074; COMP 9245
Introduces commonly used business software such as word processing, spreadsheet and database. Students use software to work on typical business applications. Individualized, self-paced instruction from written materials.

COMP 9867. Spreadsheets - Level 1 (15 hrs)
Advis: ESLN 3500; ABE 2074; COMP 9245
Introduces spreadsheet software and terminology. Students learn to create, edit, and print spreadsheets. Additional topics include formatting data and entering labels, formulas, and functions. Students are encouraged to do hands-on practice outside of class.

COMP 9869. Computer Lab Orientation (9 hrs)
A hands-on introduction to the hardware, software, operating system and lab procedures.
COMP 9888. Spreadsheets - Level 3 (15 hrs)
Advised: COMP 9895
Use of advanced applications and techniques. Progresses from the creation of macros (combining a complex procedure into one keystroke) through their structuring, testing, documentation, and execution. Familiarity with basic spreadsheet features is required. (Note: additional computer practice time at home, workplace or school computer lab is usually necessary to achieve mastery.)

COMP 9889. Overview/Applications (90 hrs)
Advised: ESLN 3500; SECY 9388; HSEN 2287
A thorough introduction to microcomputers, with hands-on experience using popular applications to solve common business problems. Projects in word processing, spreadsheets and databases are emphasized. Information processing concepts and vocabulary, and information about jobs using computers are included.

COMP 9894. Databases - Level 1 (15 hrs)
Advised: ESLN 3500; ABE 2074; COMP 9245
Introduction to the uses and features of microcomputer databases. Topics include building a database, editing data, searching techniques, creating reports, and generating mailing labels.

COMP 9895. Spreadsheets - Level 2 (15 hrs)
Advised: COMP 9867
Explores the more complex features of a spreadsheet program. Students learn to use logical, mathematical, and statistical functions, create graphs from spreadsheet data, and use database features. (Note: additional computer practice time at home, workplace or school computer lab is usually necessary to achieve mastery.)

COMP 9896. Microcomputers - Individual Projects (45 hrs)
Advised: Completion of at least one 45 hour applications course or equivalent experience.
Students will undertake individual projects using micro applications such as word processing, spreadsheets, databases, and desktop publishing. Projects will be individualized or worked on in teams and will be determined in consultation with the instructor. Students will learn strategies and problem solving techniques related to practical applications including importing and exporting files between any two programs.

COMP 9899. Desktop Publishing - Beginning (45 hrs)
Advised: ABE 2074; SECY 9388; COMP 9245
Survey of the hardware, software, terminology and techniques used in microcomputer-based publishing. Additional topics include page layout features and popular equipment configurations. Experience in the basics of layout, importing text and graphics, and preparation of camera-ready copy for business applications.

COMP 9900. Spreadsheets - Beginning (45 hrs)
Advised: ABE 2088; ESLN 3500; SECY 9388; COMP 9245
Comprehensive introduction to using spreadsheet software to solve business problems. Students learn to set up, format, save and print spreadsheets. Additional topics include using logical and mathematical functions and creating graphs from spreadsheet data.

COMP 9901. Databases - Beginning (45 hrs)
Advised: ABE 2088; ESLN 3500; SECY 9388; COMP 9245
Development of practical skills in the use of microcomputer database software for information management. Topics include designing and building database structures, entering and editing records, searching, sorting and selecting records, and generating various kinds of reports.

COMP 9902. Graphics for Business (45 hrs)
Advised: ABE 3088; ESLN 3500; COMP 9245
Students learn to prepare and present business information in graphic form. Pie, bar, text and other charts are created using appropriate software, with emphasis on selecting appropriate graph formats to increase visual impact.

COMP 9903. Software Update (15 hrs)
Software programs change frequently as vendors enhance their products by adding new features or introducing new programs with more capabilities. This course explains the features and enhancements of the latest release of a software program (to be named in the schedule) and provides hands-on practice. Content varies, may be repeated when content changes.

COMP 9904. Spreadsheets - Intermediate (45 hrs)
Advised: COMP 9900
Designed for proficiency in using spreadsheet software to solve business problems. Students learn enhanced worksheet design for business applications, database management techniques, and creating and executing simple and complex macros (stored procedures).

COMP 9905. Computer Applications - Introduction (45 hrs)
Advised: ABE 2074; ESLB 3821; SECY 9388
An introduction to computers and their uses in business. Students will write and print a short business letter, create and sort a mailing list, and enter and edit a bookkeeping worksheet, using common computer programs. The course will include at least 20 hours of hands-on lab time.

COMP 9906. Databases - Level 2 (15 hrs)
Advised: COMP 9894
An overview course introducing the student to the intermediate features of databases. Students will be shown through hands-on exercises how to create a custom screen, manage numbers and dates, manage multiple files, and write and run a simple program. Students are encouraged to do hands-on practice outside of class.

COMP 9907. Desktop Publishing - Intermediate (45 hrs)
Advised: COMP 9899
The production of camera-ready copy for flyers, business reports, newsletters, etc. using desktop publishing software. Experience in using typographical controls and page layout tools to format for visual impact and readability.
COMP 9908. Micro Applications - Current Topics (45 hrs)
Adviser: ABE2074 or ESLV 3821; SECY 9388 or 25 Net wpm keyboarding; Any hands-on introductory computer course of at least 27 hours or equivalent experience
Use of the latest state-of-the-art microcomputer software and its application to business and office procedures. Students work with industry-specific software or explore new features in the latest version of an older software release. Taught-hands-on in a computer lab. Course content varies.

COMP 9909. Spreadsheets - Advanced (45 hrs)
Adviser: COMP 9904
Emphasis on solving real-life business problems with advanced spreadsheets. Includes data sharing and data analysis techniques for computing projections, probabilities and estimates.

COMP 9910. Databases - Intermediate (45 hrs)
Adviser: COMP 9901
Development of practical intermediate skills in the use of microcomputer database software for information management. Topics include creating custom forms, creating complex search criteria for performing multiple searches, queries and sorts, creating complex reports and queries, performing complex calculations, managing multiple related databases, and simple programming.

COMP 9911. Databases - Advanced (45 hrs)
Adviser: COMP 9910
Development of practical advanced skills in the use of microcomputer database software for information management. Topics include creating custom applications, using an applications generator, programming techniques, keystroke macros, intelligent custom forms, and interfacing with other programs.

COMP 9914. Desktop Publishing - Advanced (45 hrs)
Adviser: COMP 9907
Setting type to specifications and learning specialized features such as marking text and graphics for printing spot color overlays, automatic table of contents generation and automatic index generation. Individual projects.

CMSP 9241. Introduction to Computers/ABE
Adviser: ABE 2073 & 2070; SECY 9388
Introduces ABE students to basic concepts of the microcomputer, word processing and spreadsheets. Reinforces reading, writing and math skills. Applying these basic concepts and software tools, students will compose and edit text, analyze and solve mathematical problems, and create simple reports.

Office Technology
CREDIT, DEGREE APPLICABLE COURSES:

WDPR 78. Keyboarding (1)
Lab-5 (8 wks.) CR/NCR avail.
Repeat: max. 4 units
Open to students who have had no previous training in typing. No credit given to students who have passed a course in beginning typing at City College or any other educational institution. Development of keyboard control, accuracy, speed and concentration exercises, machine operation and care. Completion requirement: Ability to type by the touch method an average of 25 words a minute gross in a series of three-minute tests with an average of not more than one error a minute. CSU

WDPR 79. Speedbuilding: Keyboarding (1)
Lab-5 (8 wks.) CR/NCR avail.
Prereq.: WDPR 78 or the ability to type 25 words a minute with not more than one error a minute.
Repeat: max. 4 units
A review of good typing techniques, manipulation of machine parts, and keyreaches. Emphasis on the development of speed and control. CSU

WDPR 80. Word Processing Document Production (3)
Lec-2, lab-3, field trips
Prereq.: WDPR 79 or the ability to type 35 words a minute with no more than one error a minute
Adviser: ENGL 90 or ESL 72
Entering, formatting, proofreading, and revising business documents such as letters, single- and multi-page reports, outlines, tables, minutes, and resumes to an acceptable office standard using a word processing system. Students also interpret proofreading marks, compose brief office messages, and continue to enhance their keyboarding skills. CSU

WDPR 391A. Beginning Word Processing - Word for Windows (1.5)
Lec-2, lab-3 (8 wks.)
Prereq.: WDPR 79 or the ability to type 35 words a minute with no more than one error a minute
Adviser: ESL 72
Experience creating, formatting, editing, and printing documents on the IBM Personal or compatible computer using Word for Windows. Features covered include the spelling and grammar checkers, page numbering, and creating tables with the table feature. CSU

WDPR 391B. Advanced Word Processing - Word for Windows (1.5)
Lec-2, lab-3 (8 wks.)
Prereq.: WDPR 391A
Explore Word for Windows' sophisticated document preparation features on the IBM Personal Computer or a compatible computer. Create documents using headers and footers, footnotes, merge features, macros (automatic keystroke repetition), style sheets, newspaper and parallel columns, sorting, and other features as time permits. CSU
WDPR 431. Desktop Publishing - PC PageMaker (3)
Lec-2, lab-3
Hands-on experience using PageMaker (on IBM-PC compatible computers) to design and build a publication. Students work with graphics and text, design pages, and handle common business and technical writing applications. CSU

NONCREDIT COURSES:
SECY 9341. Business Math With Spreadsheets I (90 hrs)
Advisory: HSEN 2267, ESLN 3500
Use of spreadsheet software to make common business calculations such as discounts, commissions, markup, credit charges, simple and compound interest, and present value.

SECY 9346. Effective Business Communication (90 hrs)
Advisory: Basic knowledge of word processing. Completion of business English strongly recommended.
Students will learn skills and strategies to become more effective writers. These skills provide students with the necessary foundation for continued development and advancement in their careers through improved written communication.

SECY 9348. Business English (90 hrs)
Advisory: ESLN 3800, HSEN 2287
Development of written communication skills: punctuation, business vocabulary, capitalization, composition of business correspondence, spelling, proofreading, and use of office reference materials.

SECY 9354. Business Machines/10 Key (90 hrs)
Advisory: HSEN 2287, ABE 2002, ESLN 3300
Emphasis on developing speed and accuracy on the 10-key keypad. Practice in the efficient and effective use of function keys for business computations.

SECY 9374. Keyboarding - All Levels (180 hrs)
Advisory: ESLN 3500, HSEN 2287
An open-entry, open-exit course providing individualized and group instruction as appropriate for beginning through advanced keyboarding students.

SECY 9375. Clerical Keyboarding (180 hrs)
Advisory: ESLN 3500, HSEN 2287
Prepares students for entry-level clerical employment. Keyboarding for accuracy and speed, instruction in formatting office correspondence, practice in simulated office keyboarding tasks, and operation of the ten-key calculator by touch.

SECY 9377. Keyboarding Laboratory (90 hrs)
Allows students to refresh their skills, prepare for timed writings before employment interviews, tutorial refresher for WordPerfect, 10-key course practice.

SECY 9388. Keyboarding For Computers (45 hrs)
Advisory: ESLN 3400
Students will acquire basic knowledge of the keyboard to interact more efficiently with desktop computers, computer terminals, or electronic communication systems. Instruction covers introduction to the keyboard and development of basic keyboarding skills.

SECY 9392. Secretarial Office Practice (90 hrs)
Advisory: SECY 9374, HSEN 2287, ESLN 3500 and 3600
Students produce standard office documents using electric or electronic typewriters. Students learn to accurately type and transcribe documents. Composing typical office correspondence, producing statistical reports, and accurately assessing personal productivity.

SECY 9399. Office Technology - Laboratory (180 hrs)
Advisory: ESLN 3300, ABE 2074 or equivalent, SECY 9374 or keyboarding speed of 25 wpm, COMP 9905
An advanced microcomputer keyboarding/office production course with emphasis on current office procedures and practices. Word processing and document formatting skills on the microcomputer are developed and enhanced. Modules on telecommunications, Internet, ten-key printing calculator, and machine transcription are provided.

SECY 9400. Job Preparation (45 hrs)
Learn to prepare resumes, write cover letters and thank you letters, access and perform job-hunting techniques.

WOPR 9486. Word Processing - Beginning (45 hrs)
Advisory: ABE 2074, ESLB 3821, SECY 9374
In this hands-on course, students learn how to create, edit, save and print business documents. Covers formatting procedures (such as changing margins, line spacing and tab stops) and emphasizing text (such as underlining and centering). Techniques for handling multi-page reports are introduced.

WOPR 9990. Word Processing (Multi-Level) (90 hrs)
Advisory: SECY 9348, SECY 9374; ABE 2039
Identification and use of equipment typical of a word processing center. Operation of text-editing equipment to create, store, edit, and print various types of documents suitable for personal use.

WOPR 9991. Word Processing - Level 1 (15 hrs)
Advisory: ABE 2003, ESLB 3821, SECY 9388
Introduces basic features of word processing. Creating, editing, saving, and printing simple documents such as letters, reports, and course papers. Covers handling blocks of text, line format features, and text techniques. Students are encouraged to do hands-on practice outside of class.

WOPR 9993. Word Processing - Level 2 (15 hrs)
Advisory: WOPR 9991
Special word processing features to create, edit, save, and print a simple document. Line and page formatting, multiple page reports, indention, columns, and simple macros will also be covered.

WOPR 9994. Word Processing - Level 3 (15 hrs)
Advisory: WOPR 9993
Advanced techniques for word processing. Topics include headers, footers, macros, math, and mail merge.
WOPR 9995. Word Processing - Intermediate (45 hrs)
Advisement: WOPR 9486
Special word processing features to create, revise and print business documents. Topics cover moving and copying text, indenting paragraphs, changing format for part of document (margins, line spacing, tab stops) and hyphenation. Additional topics include using a spelling checker and backing up documents. Techniques for controlling page ends in multipage reports are introduced. Hands-on practice.

WOPR 9996. Word Processing - Advanced (45 hrs)
Advisement: WOPR 9995

WOPR 9997. Word Processing - Special Topics (45 hrs)
Advisement: WOPR 9996
In this hands-on course students concentrate on: (a) advanced features that are specific to a particular word processing system (b) features that are useful for document processing in a specific industry (e.g. legal).

Real Estate
CREDIT, DEGREE APPLICABLE COURSES:

RE 97. Work Experience in Real Estate (3)
Work-225 total paid, supervised hrs., or 180 total unpaid, supervised hrs., conf-var.
Prereq.: concurrent enrollment in at least seven units including this course; written consent of the Real Estate work experience instructor
Repeat: max. 6 units
Supervised employment involving real estate duties. CSU

RE 181. Principles of Real Estate (3)
Lec-3
The fundamental real estate course covering the basic laws and principles of California real estate; background and terminology necessary to advanced study in professional courses. Designed to assist those preparing for the real estate salesperson’s licensing examinations. CSU

RE 182. Escrow Procedures (3)
Lec-3
Basic methods and techniques of escrow procedures and legal responsibilities of individuals engaged in escrow work. Types of instruments used on the job and their preparation, closing statements, disbursement of funds, proration calculations, public and ethical responsibilities. CSU

RE 183. Real-Property Management (3)
Lec-3
An introductory course covering real-property management and its relation to the areas of agency, contracts, rentals and leases, tenant qualification and selection, rental schedules, property and private housing facilities, governmental participation and regulation, and the real estate industry. CSU

RE 184. Real Estate Practice (3)
Lec-3, field trips
Day-to-day functions and operations of the real estate broker and salesperson; brokerage, including listing, prospecting, advertising, financing, sales techniques, escrow, and ethics. CSU

RE 185. Legal Aspects of Real Estate (3)
Lec-3, field trips
California real estate law (including rights incident to property ownership and management, agency, and contracts) as applied to real estate transfer, conveyancing, probate proceedings, trust deeds, and foreclosure, as well as recent legislation governing real estate transactions. CSU

RE 186. Principles of Real Estate Finance (3)
Lec-3, field trips
Analysis of real estate financing, including lending policies and problems in financing transactions in residential, apartment, commercial, and special-purpose properties. Emphasis on methods of financing properties. CSU

RE 187. Tax Aspects of Real Estate Transactions (3)
Lec-3
The impact of federal and California State income-tax and other tax laws upon the purchase, sale, exchange, and use of real property. Taxation with regard to depreciation, capital gains, installment sales, pre-paid interest, and tax-saving opportunities. Real property taxation, federal gift and estate taxes, and transfer taxes. CSU

RE 189. Real Estate Economics (3)
Lec-3, field trips
The nature and classification of land; urban land economics, the development of property, construction and subdivision, economic values and real estate evaluation; real estate cycles and business fluctuations, residential market trends, rural property and special-purpose property trends. CSU

RE 191. Principles of Real Estate Appraisal (3)
Lec-3, field trips
An introductory course covering the purposes of appraisals, the appraisal process; and the different approaches, methods, and techniques used to determine the value of various types of property. Emphasis on residential and single-unit property. CSU

RE 192. Advanced Real Estate Appraisal (3)
Lec-3, field trips
Prereq.: RE 191
Advanced study in appraisal and valuation techniques with emphasis on income, commercial, and industrial properties. Case testimony and reports for governmental agencies. CSU
Small Business
CREDIT, DEGREE APPLICABLE COURSES:

SMBU 135. Ownership and Operations of a Small Business (3)
Lec-3
The practical problems of organizing and managing a successful small business enterprise. Specific case studies and guest speakers. Emphasis on the various techniques of procedure, scientific management, planning, and general principles of good business practice. CSU

NONCREDIT COURSES:

SMBU 9399. Human Resources - Small Business
Interpersonal behavior as related to the administration of a small business. Focus on personal components such as: organizational structure, communications, motivation, selection and placement, management development and leadership.

SMBU 9403. Small Business Bookkeeping (54 hrs)
Advis: ABE 2074 or equivalent
Development of accounting knowledge and skills needed to operate a small business. Bookkeeping cycle, payroll and voucher systems, journal entries, the balance sheet, and income statements.

SMBU 9408. Small Business Marketing (3 hrs)
An in depth view of marketing for the small business operator. Market analysis, marketing techniques and programs suitable for the small business.

SMBU 9415. Developing a Business Plan I
For pre-business and new business owners. Provides basic introduction and overview to the initial planning process for a successful start and management of a new business.

SMBU 9418. Small Business and Taxes (3 hrs)
A non-technical introduction to federal and state tax laws applicable to small business owners. Reportable income, business deductions, tax credits and tax-saving strategies.

SMBU 9419. Developing a Business Plan II
Basic information on the initial planning process for a successful start-up and management of a new business.

SMBU 9421. Successful Sales (3 hrs)
An overview of successful sales techniques including: telemarketing, tracking sales prospects, sales presentations, and successful closings.

SMBU 9423. Restaurant Entrepreneurship (12 hrs)
Challenges facing the food service operator. Marketing, menu concepts, providing consistent service and product, staff training, planning for profit.

SMBU 9429. Bid Preparation for Government Contracts (3 hrs)
How to process and submit procurement contact bids to the federal, state and city government purchasing offices.

SMBU 9436. Buying a Business (3 hrs)
A discussion of the basic steps involved in the purchase of a business: evaluation of the merits of the business, determination of purchase price and financing of purchase.

SMBU 9437. Keeping Score on Your Business (6 hrs)
Identification of the strengths and weaknesses of a small business through ratio analysis, income/expense and balance sheet comparisons from statements and tax returns. Development of systems to pinpoint problems and identify necessary corrective actions.

SMBU 9439. Selling a Business (3 hrs)
Preparing a business for sale to gain the most benefits while being fair to the buyers. Pricing the business, negotiating, understanding offers and counter-offers, and the escrow process.

SMBU 9440. Entrepreneur's Round Table (3 hrs)
Advis: ABE 2074, 2075 or equivalent
An on-going series of seminars/workshops for small business owners. Access to resources, procurement of bank loans, marketing, manufacturing, finance and human relations. Seminars/workshops will be based on participant interchange and the development of practical solutions to specific problems.

SMBU 9447. Business Laws for Small Businesses (3 hrs)
An overview of business law designed to acquaint the small business operator with the law. Employment, contracts, negotiable instruments and methods of obtaining legal advice.

SMBU 9448. Purchasing Products and Services (3 hrs)
Learn how to locate the suppliers of goods and services for your new or established business. Also discussed are alternate sources planning, saving money on purchase orders and delivery costs, and dealing with vendors.

SMBU 9449. Staffing Your Business (90 hrs)
A practical course in determining staffing needs, developing effective hiring procedures, establishing employee and business policies, and training and motivating employees.

SMBU 9450. Effective Advertising (3 hrs)
Development of advertising skills for the small business operator. Budget, selection of medium, motivation, use of color, the copy and follow-up.

SMBU 9451. Business Licenses and Permits (3 hrs)
An overview of the various licenses and permits required to operate a small business.

SMBU 9452. Supervising Employees (3 hrs)
Development and improvement of management skills. Various management techniques that focus on employee needs, and how they can be used in supervising and motivating employees.

SMBU 9453. Business Communication (3 hrs)
Emphasis on improving communication skills. Importance of communications in business, effective listening, effective questioning, summarizing techniques, and presentation skills.
SMBU 9454. Getting Government Business (3 hrs)
An overview of the process of selling goods and services to the government, including the various types of procurement, proposal submittal, content of proposals, requirements, and implementation.

SMBU 9455. U.S. Trade with Asia (3 hrs)
An overview of the trade relationships between the U.S. and Japan, South Korea, Taiwan, Hong Kong, China and Australia. A discussion of the future prospects for the Pacific Basin.

SMBU 9456. Export/Import Shipping and Insurance (3 hrs)
An introduction to shipping exports via air and sea, and obtaining the necessary insurance.

SMBU 9457. Export/Import Marketing (3 hrs)
An introduction to international marketing. Identification and evaluation of markets abroad. Developing a marketing strategy.

SMBU 9458. Export/Import Finance (3 hrs)
An overview of the various methods of receiving payment for export sales, the types of financing available through commercial banks, letters of credit, and government assistance programs.

SMBU 9459. Export/Import Basics (3 hrs)
An overview of the import/export process including comparison of domestic and international transactions, methods and sources of market research, assessment of product import/export potential, and assistance available from various government agencies.

SMBU 9460. Export/Import Documents (3 hrs)
An examination of the simultaneous flows of documents, goods, and payments in an export or import transaction, and an explanation of the various documents which may be required. Practice in the preparation of the most commonly used documents.

SMBU 9461. Retail Management (3 hrs)
An overview of the retail business and management decisions effecting it. Management functions to be covered include: location of the business, credit, advertising, personnel, record keeping, retailing methods, and financing.

SMBU 9462. Marketing Analysis (3 hrs)
An overview of the material needed to make intelligent marketing decisions. Prepares the student to put together a marketing program.

SMBU 9463. The Telephone as a Sales Tool (3 hrs)
Phone answering techniques to gain customers and increase sales.

SMBU 9464. Designing a Financial Future (12 hrs)
A non-technical use-oriented course in designing your personal financial plan making rational investment decisions and instilling appropriate tax planning strategies.

SMBU 9465. Small Business Insurance (3 hrs)
A comprehensive examination of property and casualty insurance applications relating to small business. Coverages required by law.

SMBU 9466. Employer/Employee Rights (3 hrs)
An overview of the rights and responsibilities of employers and employees, and a discussion of the laws pertaining to this relationship.

SMBU 9467. Getting Started in Business (18 hrs)
An overview of the requirements for a successful new business: organizing a business, choosing the right location, leasing, scheduling the opening, getting necessary permits, licenses and insurance, equipping and stocking, and record keeping.

SMBU 9468. Employee Training (3 hrs)
A discussion on employee training programs for the small business. An overview of cost effectiveness, in house training vs. outside training.

SMBU 9469. Controlling Your Inventory (3 hrs)
An overview of the impact of inventory on the profitability of a small business. Advantages of inventory control in terms of profits and space needs.

SMBU 9470. Marketing Strategy (3 hrs)
Introduction to marketing strategy. An overview of the objectives and components necessary to design a strategy to meet the needs of the small business.

SMBU 9471. Pricing a Product or Service (3 hrs)
A broad discussion of the factors affecting pricing including government regulations and specific pricing policies established by manufacturers, wholesalers, retailers and the service industry.

SMBU 9772. Finding the Right Location (3 hrs)
Discussion of the considerations that should be made to insure the selection of the optimal business location. Size requirements, neighborhood demographics, availability of services, codes and zoning regulations and competition.

SMBU 9773. U.S. Trade Competitiveness (3 hrs)
A discussion of the causes and possible remedies for the current U.S. trade imbalance.

SMBU 9774. Selling and Sales Management (3 hrs)
An overview of successful sales techniques for small business operators. Sourcing necessary information, making appointments, making the presentation, closing the sale, and following up.

SMBU 9775. Business Planning (6 hrs)
For pre-business and new business owners. Basic information on the initial planning process for a successful start-up and management of a new business.

SMBU 9776. Record Keeping (3 hrs)
A practical course which evaluates the necessity of setting up and maintaining an effective system of records for a small business. Examination of the different system and methods of organizing data.

SMBU 9777. Buying a Business (6 hrs)
Basic steps involved in the purchase of a business: Evaluation of the merits of the business, determination of purchase price, and financing of purchase.
SMBU 9778. Franchise Business Basics (3 hrs)
An introduction to franchising for pre-business entrepreneurs who want to investigate, start-up, and prepare a franchise marketing business loan proposal for a major franchise or corporation. An overview of the requirements and trends of franchising.

SMBU 9779. Understand Your Lease (3 hrs)
Practical and key aspects of a small business lease. Examination of the leasing process from the search for a location through termination of the leasing relationship.

SMBU 9780. Drug Abuse in the Workplace (3 hrs)
What employers and supervisors need to know in order to establish and maintain a drug-free workplace. Setting policy, establishing a drug-free awareness program, identifying potential problems, methods of screening, employee assistance programs, treatment referral, reentry after treatment, confidentiality issues.

SMBU 9781. Legal Structure for a Business (3 hrs)
An evaluation of each of the legal structures a business can assume. Corporations, partnerships, sale proprietorships, the process of incorporation.

SMBU 9782. Home Based Business (3 hrs)
A practical overview of operating a home-based business. Licenses and permits, equipment, procedures, and commonly encountered problems.

SMBU 9783. Getting the Right Loan (3 hrs)
Fundamentals in identification and evaluation of the various types of loans available to small businesses, and a discussion of alternative sources of funding.

SMBU 9784. Finance for Small Business (3 hrs)
Examination of the initial and on-going financial needs of a small business, with attention to basic financial analysis, statements, ratios, and trends.

SMBU 9785. Contract Administration (3 hrs)
An introduction to the processes of contract administration.

SMBU 9789. Introduction to Franchising (3 hrs)
An overview of the nature and scope of franchising.

SMBU 9791. Introduction to Finance (3 hrs)
An introduction to the vocabulary, concepts, and principles of finance as they relate to the operation of a small business.

SMBU 9792. Introduction to Management (3 hrs)
An introduction to the vocabulary, concepts, and principles of management as they relate to the operation of a small business.

SMBU 9793. Introduction to Marketing (3 hrs)
An introduction to the vocabulary, concepts, and principles of marketing as they relate to the operation of a small business.

SMBU 9794. Wholesaling (3 hrs)
An overview of wholesaling and its functions for the small business operator. Buying, selling, transportation, storage and financing.

SMBU 9795. Retailing (3 hrs)
An overview of all forms of selling goods and services to the consumer. Location, merchandise, credit, personnel, financing and controls.

SMBU 9796. Profiting from Financial Statements (3 hrs)
An introduction to basic financial analysis through the study of financial statements, ratios, and trend recognition.

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**Supervision and Management**

**CREDIT, DEGREE APPLICABLE COURSES:**

SUPV 221A. Introduction to Supervision/Management (1.5)
Lec-3 (8 wks.)
Introductory course covering the nature of supervision and management; basic management theories; leadership styles; history of supervision/management; responsibilities of a supervisor, such as planning, recruiting, training, evaluation, management-employee relations; discipline/reward; grievances; decision-making; communication; motivation; time management; stress management; employee safety; supervising protected groups; and other issues and trends in supervision/management. CSU

SUPV 222A. Communications for Supervisors (1.5)
Lec-3 (8 wks.)
Prereq.: SUPV 221A
Instruction and practice in effective speaking, listening, and writing in supervisory situations; kinds of supervisory communications; oral and written tools for supervisors; nonverbal communication; listening as a communication skill; basic English requirements; understanding what is communicated (intent and effect). CSU

SUPV 223A. Organizational Behavior for Supervisors (1.5)
Lec-3 (8 wks.)
Prereq.: SUPV 221A
Basic concepts and principles of human behavior in organizations, including application of motivational theory, group dynamics, managing change, leadership styles, training and organizational development. CSU

SUPV 224A. Human Resource Management (1.5)
Lec-3 (8 wks.)
Prereq.: SUPV 221A
Contemporary and historical human resources management techniques and principles for which the supervisor is responsible, including new hires selection and placement, job standards and delegation, employee development and career management, discipline, labor relations, Equal Employment Opportunity/Affirmative Action, and employment law. CSU

SUPV 226A. Advanced Communications for Supervisors (1.5)
Lec-3 (8 wks.)
Prereq.: SUPV 221A, 222A, 223A, 224A
Advanced principles of effective communications in business meetings and conferences, application through role playing practice in conducting simulated meetings. CSU
SUPV 227A. Special Problems in Supervision (1.5)
Lec-3 (8 wks.)
Prereq.: SUPV 221A
Special management problems for supervisors: sexual harassment, discrimination, AIDS and other diseases in the workplace, downsizing and retraining, nepotism, recruiting women and minorities, leave transfers/donors, and government regulations affecting these problems. Not repeatable if passed with a grade of C or higher. CSU

SUPV 231. Introduction to Supervision/Management (3)
Lec-3
Basics of supervision and management including planning, organizing, recruiting, training, decision making, communication, management/employee relations, motivation, discipline, rewards/incentives, and grievances; time and stress management for the manager; speaking, listening, writing, and nonverbal communications. CSU

SUPV 232. Organizational Behavior for Supervisors (3)
Lec-3
Basic concepts and principles of human behavior in organizations including application of motivational theory, group dynamics, managing change, leadership styles, training and organizational development; advanced principles of effective communication and intergroup dynamics in organizational settings. CSU

SUPV 233. Human Resources Management (3)
Lec-3
Human resources management principles and techniques including recruiting, job performance, employee development, career management, discipline, labor relations, and employment law; also sexual harassment, health issues in the workplace, discrimination, Americans with Disabilities Act, downsizing, managing a diverse workforce, and governmental regulations. CSU

SUPV 234. Communication for Business Management (3)
Lec-3
CR/NCR avail.
Concepts, strategies and models that help students improve their interpersonal communication skills-writing, making presentations and speeches, working in teams and negotiating outcomes. The processes students learn can be applied to oral and written communications in their business and personal lives. Concepts and models designed to improve communication with people from all cultures and enhance management and leadership of diversified teams. The tactics and strategies learned will improve communication in a way that ethically influences others to achieve desired results. CSU

NONCREDIT COURSES:
SUMA 9412. The Supervisor in Management (18 hrs)
Advises: ESL 3500, ABE 2074, HSEN 2287
Position of supervisor in the management structure. Skills needed, functions of planning, organizing, staffing, directing, and controlling, communicating, motivating, decision-making, priority setting and time management.

SUMA 9413. Personnel Management (18 hrs)
Advises: ESL 3500, ABE 2074, HSEN 2287
Personnel responsibilities of line supervisors. Selection and training of employees, motivating, dealing with problem employees, group dynamics, leadership, and working with unions and protected groups.

SUMA 9414. Human Relations (18 hrs)
Advises: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Interpersonal and organizational behavior in work situations. Organizational psychology and intergroup relations, the individual in the group, theories of motivation, communication, management philosophy, and leadership styles.

SUMA 9415. Business and Government (18 hrs)
Interaction of business and government. Serving the public through provision of goods and services and employment; planning, regulating; executive, legislative, and judicial functions; international aspects; ethics and responsibility; comparison of business and public management.

SUMA 9416. Administrative Management Methods (18 hrs)
Advises: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Overview of office management and administrative management methods. Principles, practices, and tools that link office activities into a coherent system; office automation; data processing; records management; and personnel responsibilities of the office manager.

SUMA 9417. Affirmative Action and Opportunity (18 hrs)
Advises: ESL 3500, ABE 2074, HSEN 2287

SUMA 9418. Women in Management (18 hrs)
Advises: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Situational study of the managerial woman. Social, legal, and economic factors that caused inequality, and programs for change; selecting and assessing women for management positions; cultural bias and sex role stereotypes; motivation and preparation for success in management.

SUMA 9419. Business Law
The legal system as a resource for business and for the public. Topics include the law of contracts, business organization, agency, recognition of a legal situation, commercial law, labor law, civil and criminal law, and the attorney-client relationship.

SUMA 9422. Management by Objectives (18 hrs)
Advises: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Development of skill in using objectives to set priorities and to plan, organize, staff, direct, and control work programs. Delegating responsibility, communicating, motivating employees, coaching and counseling, and evaluating performance.

SUMA 9423. Developing and Appraising Staff (18 hrs)
Advises: ESL 3500, ABE 2074, HSEN 2287
Methods for training, developing, and evaluating employees. Job analysis and description, written performance standards, motivation, communication, performance appraisal, and counseling.
SUMA 9424. Time and Methods Management (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Techniques for effective time and caseload management and methods improvement. Scheduling, planning, setting priorities, delegating, handling interruptions and crises, improving work methods, communicating, training, and enhancing teamwork for effective use of time.

SUMA 9425. Decision-Making (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Decision-making and problem-solving as an integral part of managing. Analytical tools and skills useful for individual and group decision-making; psychology and sociology of the decision process; techniques and action procedures; and strategies for problem-solving and for implementing decisions.

SUMA 9426. Organizational Leadership (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287
Leadership as an influence process for accomplishing organizational goals. The leader viewed as cheerleader, enthusiast, nurturer, coach, and facilitator; the power base; the philosophy of leadership; leadership styles; task and people orientation; and situational leadership.

SUMA 9427. Employee/Management Relations (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Employee-management relations in the work environment. Attitudes, status, morale; managing human resources; complaints and grievances; discipline; union-management relations; participation; improving productivity; and team-building.

SUMA 9429. Team-Building (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Functioning of teams within the overall organization. Establishing team objectives, team spirit, major blockages, utilization of problem-solving to increase team effectiveness, role clarification, assertiveness, conflict resolution, leveling, and techniques of team-building.

SUMA 9433. Training and Developing Employees (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Supervisory responsibilities in regard to employee career development. Job instruction training (JIT), principles of learning, training methodologies, coaching, counseling, and evaluating employee performance in training situations.

SUMA 9434. Budgeting and Control (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287
Budgetary planning and executive controls as tools for management. Program budgeting, cost accounting, fiscal management, revenue planning and expense control, line-item and zero-base budgeting, program appraisal and decision-making.

SUMA 9435. Public Budgeting and Finance (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
An overview of government budgeting and revenue planning. Concepts of fiscal management, the impact of budget and finance on social goals and expectations, trends in public finance, and preparation of a budget work program with supporting explanations.

SUMA 9436. Briefing and Presenting Reports (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287
Skills for giving effective briefings and oral presentations. Reducing public speaking anxieties, relaxation, identifying audience, gathering facts, organizing material, using visual aids, voice exercises, nonverbal communication, delivery, and audience questions.

SUMA 9438. Reports, Memos, and Letters (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Approaches for writing well-organized and suitable reports, memos, and letters. Planning, organizing, and presenting ideas clearly and convincingly; effective writing techniques; review of writing styles; visually attractive layouts; problems of grammar and punctuation; clear and concise writing style; and proofreading and editing.

SUMA 9440. Improving Public Contact (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Application of concepts of communication and interpersonal relations to contacts with the public. Organization-client relationship; public relations; win-win situations for the organization, employees, and customers; improving individual service and maintaining friendly customer relations; dealing with “problem-type” individuals; winning friends by telephone; contacts in the field; press and community relations.

SUMA 9441. Stress Management and Well-Being (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Strategies for managing stress and preventing job burnout. Identifying stressors in personal and professional areas; self-evaluation, sources of job burnout, practicing relaxation, relation of stress to health, and stress management practices.

SUMA 9442. Assertiveness and Conflict (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287
Improvement of ability of supervisory personnel to cope verbally with others. Increasing self-esteem, reducing anxiety, handling conflict; using individual differences, concepts of assertiveness, aggressiveness, and submission; expression of feelings.

SUMA 9443. Interpersonal Communication (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Interpersonal skills for communicating effectively. Process of interpersonal communication; effective listening and responding; self-expression; feedback; non-verbal communication and meanings; barriers and bridges; leveling; Johari window applications; establishing and building rapport.

SUMA 9447. Pre-Retirement Planning (18 hrs)
Advisory: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Overview of planning for retirement and for second careers. Psychology and attitude for retirement, maintaining health, housing needs, traveling, financial planning, legal aspects, real estate, insurance, pension options, social security, Medicare, and launching second careers.
SUMA 9452. Performance Test Skills for Business (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Enhancement of skills utilized in written and oral performance tests. Selection process, application, examination format and strategies.

SUMA 9453. Accounting Concepts (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287
Basic principles of accounting as the language of business. Double-entry bookkeeping, recording through summarization, debits and credits, journals and ledgers, income statements, balance sheets, sources and uses of funds, and financial reports.

SUMA 9454. Business Functions (18 hrs)
Elements of business administration, with case studies. Forms of business organization; people and capital as business resources; production, materials, and personnel management; marketing and advertising; finance and budgeting; computer-based systems; and trends in business.

SUMA 9462. Conducting Meetings (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Development of skills in planning and facilitating meetings, problem-solving, making presentations, group process analysis, and communication.

SUMA 9473. Management Seminar (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Objectives, goals, policies, and approaches used in organizations for carrying out missions. Styles of leadership, establishing objectives, organizing for administration, planning and controlling activities, human relations and organizational behavior. Various topics may be emphasized by arrangement.

SUMA 9477. Business Law (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Overview of the legal system as a resource for business and for the public. Law of contracts, business organization, agency, recognition of a legal situation, commercial law, labor law, civil and criminal law, and the attorney-client relationship.

SUMA 9478. Role of the Supervisor (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Overview of basic principles and problems of supervision. Management styles, effective communication, motivation, participation, decision-making, time management, delegation, and performance evaluation.

SUMA 9479. Management Practices (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287
Selected management concepts that enhance effectiveness. Assuming leadership of workgroups, recognizing organizational culture, handling group crises, setting priorities, delegating, managing time, conducting productive meetings, maintaining a safe and healthful environment, team-building, and organizational ethics and politics.

SUMA 9481. Economics (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287 or equivalent
An overview of micro and macro economics. Micro topics include concepts of supply and demand, cost and revenue, theories of profit. Macro topics include concepts of consumption and saving, employment, investment, money and banking, and international trade.

SUMA 9482. Finance (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287 or equivalent
An overview of finance as a basic function of management in business and government. Capital formation, financial institutions and instruments, sources of working capital, sources of long term capital, money and banking, interest and dividends as returns on investments, and theories of profit.

SUMA 9483. Managerial Accounting (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287 or equivalent
Overview of applications of accounting in business and government. Management information systems, quality audits, receipt and disbursement of funds, purchases and sales, payroll accounting, reports and analyses for financial institutions and for the public, and quantitative data for management planning and control.

SUMA 9484. Marketing (18 hrs)
Advised: ESL 3500, ABE 2074, HSEN 2287 or equivalent
An overview of marketing as distribution of goods and services. Marketing environment, identifying consumer needs, product strategy, channels of distribution, wholesaler, retailer, sales promotion, advertising, personal selling, pricing strategy, and international marketing.

SUMA 9485. U.S. Business and Organizations (27 hrs)
Overview of American business and non-profit organizations/operations. Insight into all aspects of an organization: management, information systems, operations, human resources, finance, marketing - as well as corporate culture, protocol, and career options.

Total Quality Management
CREDIT, DEGREE APPLICABLE COURSES:

TQM 101. Total Quality Management: Principles and Elements (3)
Lec-3
Total Quality Management (TQM) is the systematic approach to constant improvement throughout an organization. TQM strives to provide customers with products and services that continually meet or exceed their expectations for quality. An introduction to the philosophy, the Deming 14 points, teamwork and group processes, problem-solving tools and techniques for implementing Total Quality Management, and ethics involved in changing employer-employee relationships. Recommended for students from all disciplines. CSU
TQM 103. Total Quality Management: The Implementation Process (3)
Lec-3
Prereq.: TQM 101, Math E (concur.)
The study of General Systems Theory; process and analysis using the techniques of process flow diagramming and essential structure analysis; emphasis on statistical process control (SPC) charts for data collection and analysis; application of Total Quality Management in service organizations; development of inventory control systems using Material Requirements Planning (MRP) or Just-In-Time (JIT); team building and group facilitation, employee empowerment and evaluation system; continuing exploration of the ethical issues of Total Quality Management involving supplier relationships and fair market competition. CSU

NONCREDIT COURSES:
TQMP 9490. Total Quality Management: Philosophy (18 hrs)
Total Quality Management (TQM) is the systematic approach to constant improvement throughout an organization. Discussion of Deming 14 points and the impact they can have on an organization.

TQMP 9491. Total Quality Management: Tools I (18 hrs)
Total Quality Management (TQM) is the systematic approach to constant improvements throughout an organization. Introduction of elementary quality improvement tools.

TQMP 9492. Total Quality Management: Values (18 hrs)
Total Quality Management (TQM) is the systematic approach to constant improvement throughout an organization. Discussion of principles, values, strategies, and tactics associated with any process improvement initiative in an organization. Applicable to both manufacturing and service organizations.

TQMP 9493. Total Quality Management: Tools II (18 hrs)
Total Quality Management is the systematic approach to constant improvement throughout an organization. Intermediate Statistical Process Control (SPC) tools such as several types of variable and attribute control charts and their applications in continuous quality improvement (CQI) activities.

Travel and Tourism
CREDIT, DEGREE APPLICABLE COURSES:

TRTV 157. Principles of Travel and Tourism (3)
Lec-3
An overview of the components of the travel and tourism industry including marketing, packaging, research, terminology, travel organizations and travel writing. Designed to provide a broad basis of understanding of this aspect of the travel industry. CSU

TRTV 159. Advanced Travel and Tourism (3)
Lec-3, field trips
Prereq.: TRTV 157
Methods of developing a travel destination, advertising and selling that destination; dynamics of tourism sales and marketing concepts including wholesale and retailing practices of the travel industry. CSU

TRTV 160. Field Work-Transportation (1)
Work-5
Prereq.: Consent of the Transportation and Travel program adviser
Repeat: max. 2 units
On the job laboratory training in customer service with airlines, travel agencies, and other passenger service companies. Placement of students will be determined according to cooperating firm's requirements. CSU

TRTV 161. Field Work-Transportation (2)
Work-10
Prereq.: Consent of the Transportation and Travel program adviser
Repeat: max. 4 units
On the job laboratory training in customer service with airlines, travel agencies, and other passenger service companies. Placement of students is determined according to cooperating firm's requirements. CSU

TRTV 162. Destination: Europe (3)
Lec-3
An introduction (from the travel and tourism perspective) to the countries of Europe: their location, languages spoken, religions practiced, holidays observed, culture(s), time zones, topography, points of touristic interest, documentation required, and ease of travel between countries. Also included are the hotels and resorts of the area, the transportation systems that serve it, and the development of typical itineraries for the region. CSU

TRTV 164. Destination: The South Pacific, the World's Islands and Antarctica (3)
Lec-3
An introduction (from the travel and tourism perspective) to the South Pacific, the world's islands, and Antarctica: the locations, languages spoken, religions practiced, holidays observed, cultures, time zones, topography, points of touristic interest, documentation required, and ease of travel between political partitions of the region. Also included are the hotels and resorts of the area, the transportation systems that serve it, and the development of typical itineraries for the regions. CSU

TRTV 165. Destination: The United States and Canada (3)
Lec-3
An introduction (from the travel and tourism perspective) to the United States and Canada: the locations, languages spoken, religions practiced, holidays observed, cultures, time zones, topography, points of touristic interest, documentation required, and ease of non-citizens traveling between the countries. Also included are the hotels and resorts of the area, the transportation systems that serve it, and the development of typical itineraries for the regions. CSU
TRIV 166. Destination: Asia (3)  
Lec-3  
An introduction (from the travel and tourism perspective) to the countries of Asia: their locations, languages spoken, religions practiced, holidays observed, cultures, time zones, topography, points of touristic interest, documentation required, and ease of travel between the countries. Also included are the hotels and resorts of the area, the transportation systems that serve it, and the development of typical itineraries for the regions. CSU

TRIV 168. Destination: Africa and the Middle East (3)  
Lec-3  
An introduction (from the travel and tourism perspective) to the countries of Africa and the Middle East: their locations, languages spoken, religions practiced, holidays observed, cultures, time zones, topography, points of touristic interest, documentation required, and ease of travel between the countries. Also included are the hotels and resorts of the area, the transportation systems that serve it, and the development of typical itineraries for the regions. CSU

TRIV 170. Destination: Central America, South America, and Mexico (3)  
Lec-3  
An introduction (from the travel and tourism perspective) to Mexico and the countries of Central and South America: their locations, languages spoken, religions practiced, holidays observed, cultures, time zones, topography, points of touristic interest, documentation required, and ease of travel between the countries. Also included are the hotels and resorts of the area, the transportation systems that serve it, and the development of typical itineraries for the regions. CSU

Word Processing
See curricula and course listings under Office Technology in this section of the catalog.

Work Experience
CREDIT, DEGREE APPLICABLE COURSES:

WKEX 197. Work Experience (3)  
Work-15  
Prereq.: Open only to business students concurrently enrolled in one of the following majors: accounting, microcomputer accounting, court reporting, fashion merchandising, finance, international business, paralegal/legal studies, marketing, business office information processing, real estate, supervision, total quality management, travel and tourism. Students must be concurrently enrolled in at least seven semester units, including this course.  
Repeat: max. 6 units
Paid employment in the student's major business field. Final grade depends upon evaluation by the program adviser and the work supervisor. CSU

WKEX 301. General Career Work Experience (1)  
Work-5  
CR/NCR only  
Prereq.: Approval of the employer. Students must enroll for at least six semester units in addition to this course. Students may not enroll in this course if they are enrolled in another work experience course at the same time.  
Repeat: combi. WKEX 301, 302, 303 max. 4 times
An orientation to the world of work and a solid foundation for career planning using the resources of both the College and the employer. Designed for the student who may not yet have selected a specific occupational goal, but who is presently employed. CSU

WKEX 302. General Career Work Experience (2)  
Work-10  
CR/NCR only  
Prereq.: Approval of the employer. Students must enroll for at least five semester units in addition to this course. Students may not enroll in this course if they are enrolled in another work experience course at the same time.  
Repeat: combi. WKEX 301, 302, 303 max. 4 times
An orientation to the world of work and a solid foundation for career planning using the resources of both the College and the employer. Designed for the student who may not yet have selected a specific occupational goal, but who is presently employed. CSU

WKEX 303. General Career Work Experience (3)  
Work-15  
CR/NCR only  
Prereq.: Approval of the employer. Students must enroll for at least four semester units in addition to this course. Students may not enroll in this course if they are enrolled in another work experience course at the same time.  
Repeat: combi. WKEX 301, 302, 303 max. 4 times
An orientation to the world of work and a solid foundation for career planning, using the resources of both the College and the employer. Designed for the student who may not yet have selected a specific occupational goal, but who is presently employed. CSU

WKEX 805. Work Experience (1)  
Work-5  
CR/NCR only  
Prereq.: Arrangement with the instructor and the department work experience coordinator. Students must enroll for at least six semester units in addition to this course. Students may not enroll in another work experience course at the same time.  
Repeat: combi. WKEX 805, 806, 807 max. 4 times
Weekly on-campus, non-paid work experience.

WKEX 806. Work Experience (2)  
Work-10  
CR/NCR only  
Prereq.: Arrangement with the instructor and the department work experience coordinator. Students must enroll for at least five semester units in addition to this course. Students may not enroll in this course if they are enrolled in another work experience course at the same time.  
Repeat: combi. WKEX 805, 806, 807 max. 4 times
Weekly on-campus, non-paid work experience.
CREDIT, NON-DEGREE APPLICABLE COURSES:

CHEM C. Introduction to Calculation in Chemistry (1)
Disc/quiz-1.5 CR/NCR only
Recommended as a supplement to be taken concurrently with CHEM 101A for students who need additional help
Illustration and discussion of problem-solving methods for calculations in chemistry.

CHEM D. Chemistry Calculations (1)
Conf-1.5 CR/NCR only
Recommended as a supplement to be taken concurrently with CHEM 103A for students who need additional help
Introduction to calculation in CHEM 103A.

CREDIT, DEGREE APPLICABLE COURSES:

CHEM 17. Problem Solving Methods (3)
Lec-3
Prereq.: Completion of or concurrent enrollment in MATH 840
The normal progression is from CHEM 17 to CHEM 40.
Students who take CHEM 17 will not receive credit if they have completed CHEM 101A, 103A, or 40.
Problem solving, with emphasis on the how and why of solving problems. Useful for all areas where quantitative reasoning is needed. Designed for the student who knows how to perform various mathematical operations but who has difficulty in setting up problems for solution. Most problems assigned in this course have some basis in commonly known or easily learned aspects of the physical sciences. CSU

CHEM 30. Introduction to Medical Chemistry (3)
Lec-3 CR/NCR avail.
Open to all students. No previous chemistry or physics required.
Satisfies the requirements of Health Career majors that require one semester of chemistry. Also satisfies the recommended prerequisite for PHYS 12 and M B 12.
Students whose programs require a chemistry lab should enroll in CHEM 31 concurrently. Students taking a major that requires two semesters of chemistry should enroll in the CHEM 50, 51, 52, 53 sequence. Students preparing to enroll in CHEM 101A or 103A should enroll in CHEM 40.
An introductory course in the basic concepts of inorganic and organic chemistry, biochemistry, and physics as they apply to the chemistry and physics of the human body. CSU

CHEM 31. Laboratory in Medical Chemistry (1)
Lab-3 CR/NCR avail.
Prereq.: CHEM 30 (concur.)
Experiments covering selected concepts of inorganic and organic chemistry, biochemistry, and physics as they apply to the chemistry and physics of the human body. CSU

CHEM 32. Introduction to Medical Chemistry (4)
Lec-3, lab-3 CR/NCR avail.
Open to all students. No previous chemistry or physics required.
Students who have passed CHEM 30 and 31 may not receive credit in CHEM 32. Satisfies the requirements of nursing and related majors that require one semester of chemistry. Also satisfies the recommended prerequisite for PHYS 12 and M B 12.
Students taking a major that requires two semesters of chemistry should enroll in the CHEM 50, 51, 52, 53 sequence.
Students preparing to enroll in CHEM 101A or 103A should enroll in CHEM 40.
Basic concepts of inorganic chemistry, biochemistry, and physics as they apply to the chemistry and physics of the human body. CSU
CHEM 30-31 = CHEM 32

CHEM 40. Introduction to Chemical Principles (4)
Lec-3, conf-1, lab-3
Prereq.: HS algebra or MATH 840 or placement into MATH 860 or higher
Advis: Completion of or concurrent enrollment in CHEM 17
Students may enroll in this course to remove a high-school deficiency in chemistry. Designed to prepare the beginning student as well as to strengthen the re-entry student for Chemistry 101A or 103A. Satisfies prerequisite for PHYS 12 and M B 12, although CHEM 30 and 31 are recommended.
Students who take CHEM 40 will not receive credit if they have completed CHEM 101A or 103A within the previous three years.
Students who plan to enroll in CHEM 101A or 103A are advised to take MATH 860.
An introductory study of the fundamental laws and concepts of classical and modern chemistry, including dimensional analysis, nomenclature, stoichiometry, gases, solutions and atomic and molecular structures. CSU/UC

CHEM 41. Audio-Tutorial Introduction to Chemistry (1)
Conf-1 CR/NCR only
Advis: suppl. to CHEM 40 (concur.)
Self-paced introduction to basic principles of chemistry, using audio cassettes and a coordinated workbook. GSU