“Business” describes a broad range of activities involving the buying and selling of products and/or services. The field of business education, however, is divided into two general areas.

The first area of study deals with directing the flow of goods and services from producer to consumer. These activities include selling and such sale-supporting functions as buying, transporting, storing, promoting, financing, marketing research and management.

The second general area of study may lead to employment and/or advancement in occupations that include recording and retrieval of data, supervision and coordination of office activities, internal and external communication, and the reporting of information.

**Career Opportunities**

The range of well-paying positions in business is expanding. There are excellent opportunities for well-prepared people in private business, high-tech industries and government agencies.

The Business Area offers degrees and certificates in different areas: Accounting, General Business, Management, Marketing, and Real Estate. The programs are designed to prepare students for entry-level employment and/or for transfer to a four-year college or university.

To earn an AA degree in Business, all students are required to complete a business core of 14-18 units, the concentration requirements of the particular major, and the college’s graduation requirements. ARC offers business degrees in 22 different areas of study (concentrations). Certificate programs have been developed with the assistance of business and industry advisory committees to provide vocational training for students who are seeking employment. Many of the courses required for a certificate may apply towards an AA degree. American River College offers certificates in 15 different areas.

**General Business - A.A.**

Designed to prepare students for entry-level positions in business and government.

**Requirements for Degree Major**

<table>
<thead>
<tr>
<th>Core Requirements</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 101 or 301</td>
<td>3-4</td>
</tr>
<tr>
<td>BUS 110 or ECON 302</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>3</td>
</tr>
<tr>
<td>BUS 310</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340 or 345</td>
<td>3</td>
</tr>
<tr>
<td>BUSTEC 300 or keyboarding competency test</td>
<td>0-1</td>
</tr>
<tr>
<td>CISA 305 and 315</td>
<td>4</td>
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</tbody>
</table>

**Concentration Requirements**

<table>
<thead>
<tr>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 105</td>
</tr>
<tr>
<td>BUS 330</td>
</tr>
<tr>
<td>MGMT 304</td>
</tr>
<tr>
<td>MKT 300</td>
</tr>
</tbody>
</table>

*minimum of 9 units from Business Area courses* 9

**General Business - Transfer A.A..**

Designed to prepare students for advanced study in business. Provides for the business core required of most four-year colleges and universities as well as the college graduation requirements. Students should confer with their counselor about specific transfer requirements or any additional general education requirements. Many colleges and universities have different OORE requirements. You can obtain this information from your counselor.

**Requirements for Degree Major**

<table>
<thead>
<tr>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 301</td>
</tr>
<tr>
<td>BUS 300</td>
</tr>
<tr>
<td>BUS 340 or 345</td>
</tr>
<tr>
<td>BUSTEC 300 or passing of a keyboarding competency test</td>
</tr>
<tr>
<td>CISA 305 and 315</td>
</tr>
<tr>
<td>ECON 302</td>
</tr>
</tbody>
</table>

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**Business**

| Degrees: | A.A. - General Business  
A.A. - General Business, Transfer |
|----------|-------------------------------|
| Certificates: | General Business Basic  
General Business Pre-Professional |
| Certificates of completion offered by department: | Call Center Customer Service  
Representative |

**Area:** Business  
**Associate Vice President:** Dr. Kathleen Wishnick  
**Phone:** (916) 484-8622  
**Counseling:** (916) 484-8572
Concentration Requirements

<table>
<thead>
<tr>
<th>Courses Required</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 311</td>
<td>4</td>
</tr>
<tr>
<td>ECON 304</td>
<td>3</td>
</tr>
<tr>
<td>MATH 340 or 342</td>
<td>3</td>
</tr>
<tr>
<td>STAT 301</td>
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</tr>
<tr>
<td>and 7 units chosen from the following:</td>
<td></td>
</tr>
<tr>
<td>ACCT 341 or 345; BUS 320, BUSTEC 305 or 310; CISA 320, 330, CISC 305 or 350; MGMT 300 or 304; MKT 300</td>
<td>7</td>
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</tbody>
</table>

General Education Graduation Requirements: In addition to completing the degree requirements, students must also complete the general education graduation requirements for an AA/AS degree. See ARC graduation requirements.

General Business Basic

Requirements for Certificate 22 units

<table>
<thead>
<tr>
<th>Courses Required</th>
<th>Units</th>
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<tbody>
<tr>
<td>BUS 100</td>
<td>3</td>
</tr>
<tr>
<td>BUS 212</td>
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</tr>
<tr>
<td>BUS 216</td>
<td>1</td>
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<tr>
<td>BUS 218</td>
<td>1</td>
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<tr>
<td>BUS 220</td>
<td>1</td>
</tr>
<tr>
<td>BUS 224</td>
<td>1</td>
</tr>
<tr>
<td>BUS 300</td>
<td>3</td>
</tr>
<tr>
<td>BUS 330</td>
<td>3</td>
</tr>
<tr>
<td>BUSTEC 122</td>
<td>3</td>
</tr>
<tr>
<td>CISA 305 and 315</td>
<td>4</td>
</tr>
<tr>
<td>CISC 300</td>
<td>1</td>
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</table>

General Business Pre-Professional

Requirements for Certificate 37-39 units

<table>
<thead>
<tr>
<th>Courses Required</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACCT 101 or 301</td>
<td>3-4</td>
</tr>
<tr>
<td>BUS 105</td>
<td>3</td>
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<tr>
<td>BUS 110 or ECON 302</td>
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<td>BUS 224</td>
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<tr>
<td>BUS 300</td>
<td>3</td>
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<tr>
<td>BUS 310</td>
<td>3</td>
</tr>
<tr>
<td>BUS 330</td>
<td>3</td>
</tr>
<tr>
<td>BUS 340 or 345</td>
<td>3</td>
</tr>
<tr>
<td>BUSTEC 300 or passing of a keyboarding competency test</td>
<td>0-1</td>
</tr>
<tr>
<td>CISA 305</td>
<td>2</td>
</tr>
<tr>
<td>CISA 315</td>
<td>2</td>
</tr>
<tr>
<td>MGMT 304</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>3</td>
</tr>
<tr>
<td>5 units from the following:</td>
<td></td>
</tr>
<tr>
<td>ACCT 311; BUS 210, 214, 220, 350 or BUSTEC 122; CISA 320, 330 or CISC 305; MGMT 308, 360, 362, or 372; MKT 310, 312, or 314;</td>
<td>5</td>
</tr>
</tbody>
</table>

Call Center Customer Service Representative

Requirements for Certificate 9 units

<table>
<thead>
<tr>
<th>Courses Required</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 240</td>
<td>3</td>
</tr>
<tr>
<td>BUS 241</td>
<td>2</td>
</tr>
<tr>
<td>BUSTEC 300</td>
<td>1</td>
</tr>
<tr>
<td>CISA 305</td>
<td>2</td>
</tr>
<tr>
<td>CISC 300</td>
<td>1</td>
</tr>
</tbody>
</table>

BUS 100 Business English 3 Units
Formerly: BUS 50
Prerequisite: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310 with a grade of “C” or better; or placement through assessment.
Advisory: Touch-typing.
Hours: 54 hours LEC
This course stresses the mechanics of English as specifically applied to the field of business. Contents include sentence structure, punctuation, grammar, spelling, business vocabulary, dictionary usage, and business document formatting. The application of these skills requires the use of a computer. This course is required of all office administration majors. It is recommended for all business majors during their first semester.

BUS 105 Business Mathematics 3 Units
Formerly: BUS 60
Prerequisite: None
Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320; or placement through assessment.
Hours: 54 hours LEC
This course is a review of basic mathematical skills and introduces equations and formulas in solving for unknowns. Applications of mathematics in business include such areas as banking, commercial discounts, retail and wholesale markup/markdown, payroll computations, simple and compound interest, bank discount, present value, taxes, insurance, depreciation, and financial statements. Recommended and useful for every major in business. AA/AS area D2.

BUS 110 Business Economics 3 Units
Formerly: BUS 59
Prerequisite: None
Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.
Hours: 54 hours LEC
This course is designed for two-year Accounting, Business, Computer Information, Marketing, and Real Estate majors. Both microeconomic and macroeconomic theory will be covered with the emphasis towards applications. Does not meet ECON 302 or 304 requirements for transfer students. AA/AS area C2.

BUS 150 Retail/Wholesale Operations Management 3 Units
Formerly: BUS 68
Prerequisite: None
Advisory: MKT 300 and 312.
Hours: 54 hours LEC
This is a specialized course for those in the marketing distribution system at either the wholesale or retail level. Purchasing, transportation, storage, pricing, asset management, and information management are a few of the topics covered.

BUS 210 The Business Plan 1 Unit
Formerly: BUS 71A
Prerequisite: None
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350
Hours: 18 hours LEC
This course offers an organized, step-by-step approach to preparing a business plan. The plan will enable students to solve problems “on paper” before they become operational or money problems. Students will create a business plan as part of the course.

BUS 212 Marketing for Small Businesses 1 Unit
Formerly: BUS 71B
Prerequisite: None
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.
Hours: 18 hours LEC
This course emphasizes how a small business or non-profit organization can market its service or product to the consumer. The student will learn about ways to improve market mix, identify target markets, and develop a marketing plan.
BUS 214  Financing a Small Business  1 Unit
Formerly: BUS 71C
Prerequisite: None
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.
Hours: 18 hours LEC
This course covers sources and ways of raising capital for small businesses. It will explore how much money is needed and where it can be obtained, start-up costs, and projecting monthly and yearly costs. Financial ratios and key financial statements are also covered.

BUS 216  Essential Records for the Small Business  1 Unit
Formerly: BUS 71D
Prerequisite: None
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.
Hours: 18 hours LEC
This course emphasizes the various types of records that small businesses must keep. The focus will be upon financial, employment, and tax records. Simple, easy-to-use record-keeping systems will be covered.

BUS 218  Management Skills for the Small Business  1 Unit
Formerly: BUS 71E
Prerequisite: None
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.
Hours: 18 hours LEC
A small business owner must understand and motivate others to help the business reach its objectives. This course covers such functions as planning and organizing work flow, delegating responsibilities, understanding leadership styles, decision making, stress and time management, and working with employee organizations.

BUS 220  Retailing and Merchandising for the Small Business  1 Unit
Formerly: BUS 71F
Prerequisite: None
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.
Hours: 18 hours LEC
This course will emphasize retailing concepts, such as inventory control and turnover rates, selecting merchandise sources, using trade and cash discounts, pricing, markup and markdown, and shrinkage control. Students will also learn how to develop a merchandising plan, inventory control system, and assess consumer behavior and demographics.

BUS 224  Customer Service  1 Unit
Formerly: BUS 71I
Prerequisite: None
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105, 350.
Hours: 18 hours LEC
This course is a study of the principles involved in building an effective customer service team. Customer service activities in business, government, and other service industries will be examined so that improved customer service will be emphasized.

BUS 226  Loss Prevention and Security  1 Unit
Formerly: BUS 71J
Prerequisite: BUS 350.
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 105.
Hours: 18 hours LEC
This course focuses on the procedures in developing a loss prevention program. Such topics as store design, employee training, and the use of loss detection devices will be introduced. Local laws relating to shoplifting will be presented and explained.

BUS 228  Selling Techniques for the Small Business  1 Unit
Formerly: BUS 71K
Prerequisite: None
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310; BUS 350, MKT 300.
Hours: 18 hours LEC
This class will focus on those skills that will aid an individual to become a professional salesperson. The skills presented will be those that will aid both product and service salespeople. This course is recommended for anyone who might have to use some sales techniques in any business, industry, or government position.

BUS 230  QuickBooks (R) for Small Business  1 Unit
Formerly: BUS 71M
Prerequisite: None
Advisory: ENGWR 102 or ENGWR 103, or ESLR 320 and ESLW 320; BUS 105, 350.
Hours: 18 hours LEC
This class will emphasize the use of QuickBooks (R) to aid the small business operator in creating financial statements and other financial reports. Not open for students who have taken Accounting 141.

BUS 240  Call Center Customer Service  3 Units
Formerly: BUS 87
Prerequisite: None
Hours: 54 hours LEC
This course is designed to provide an understanding of customer service and methods for practicing the same in the modern contact center environment. Course topics include: Defining customer service, types of customers, the value of a customer to a business, establishing rapport and dealing with difficult co-workers, customers and situations. The course also introduces the contact center via the Virtual Call Center Simulator (VCCS), client calls, responses, data-entry and a number of additional simulated call center situations.

BUS 241  Call Center Operations  2 Units
Formerly: BUS 88
Prerequisite: None
Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.
Hours: 36 hours LEC
This course is designed to provide an understanding of the call and contact center environment, what it means to be a customer service representative (CSR), and how to efficiently use the phone to maximize your effectiveness as a CSR. Course topics include various types of call centers and how each differs in goal and function, and mastering the use of the phone as a CSR tool.

BUS 294  Topic in Business  .5-3 Units
Formerly: BUS 80
Prerequisite: None
Advisory: ENGWR 51 and ENGRD 15, or ESLR 310 and ESLW 310.
Hours: 0-54 hours LEC, 0-108 hours LAB
Individualized topics are developed in cooperation with business and industry to meet specialized training needs. Topics may be selected from accounting, business, computer science, management, marketing, office administration and real estate. Maximum of six units. Topics may not be repeated.

BUS 300  Introduction to Business  3 Units
Formerly: BUS 20
Prerequisite: None
Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320.
BUS 310  Business Communications  3 Units  
Formerly: BUS 8  
Prerequisite: BUS 100 or ENGWR 102 or ENGWR 103 and ENGRD 116; or ESLW 320 with a grade of "C" or better, or placement through assessment.  
Advisory: Keyboarding skill or BUSTEC 300 (1 unit).  
Course Transferable to CSU  
Hours: 54 hours LEC  
This course focuses on the concepts, strategies, and principles of effective communication. Tools to communicate effectively in a fast-paced technological, global marketplace are emphasized. The course provides opportunities to create, evaluate, critique, and judge business documents and reports. A formal research paper using analytical skills and the ability to draw conclusions and make recommendations is required. AA/AS area D1.

BUS 320  Concepts in Personal Finance  
(Same as ECON 320)  3 Units  
Formerly: BUS 14  
Prerequisite: None  
Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLW 320 and ESLW 320, and BUS 105.  
Course Transferable to CSU  
Hours: 54 hours LEC  
This course is designed to assist individuals to analyze their financial affairs for lifelong decision making. Elements and conceptual basis of financial planning and the analysis and decision making in areas of budgeting, taxes, borrowing, money management, insurance, investments, and retirement will be examined. Not open to students who have completed Economics 14. AA/AS area C2, E2; CSU area D3.

BUS 330  Managing Diversity in the Workplace  3 Units  
Formerly: BUS 15  
Prerequisite: None  
Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLW 320 and ESLW 320.  
Course Transferable to CSU  
Hours: 54 hours LEC  
The course examines the leadership skills and abilities needed to manage a multicultural workforce. A primary focus is placed upon the workplace impact of various historical, social, and cultural experience/perspectives related to gender, age, ethnicity, and disability. Workforce issues related to the diversity of the American consumer and global consumer impact on the United States are analyzed. AA/AS areas C2, F; CSU area D3.

BUS 340  Business Law  3 Units  
Formerly: BUS 18A  
Prerequisite: None  
Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLW 320 and ESLW 320.  
Course Transferable to UC/CSU  
Hours: 54 hours LEC  
This course focuses on the law in its relationship to the environment of business. Topics covered include the American legal system as an instrument of economic, social, and political control, sources and processes of law, contracts and sales, agency, business organizations, ethics, and the regulatory process. (CAN BUS 12).