

Business Essentials

Course Descriptions

First Quarter Courses

Team Building Course

Students begin week #1 with this intensive workshop, designed to allow them to bond and get to know each other quickly, creating synergy for their further studies. In this class teams are formed and a manufacturing company is created to practice problem solving and decision making skills. Students will learn characteristics of the pro-active problem solver, practice a creative approach to problem solving within a collaborative team environment, and examine components of the decision-making process.

HR Preparation Course

These six 3-hour sessions will prepare students to understand and study human resources management. Students will receive an overview of the employment relationship in the United States, followed by introductions to behavior, motivation, personnel management, leadership, and organizational structure.

Business Ethics Course

This course provides students with an overview of important legal and business ethical issues related to business dealings. Business ethics and government regulation topics including codes of ethics and conduct are covered. Students will learn about ethical considerations as they relate to businesses. The course will survey the legal rules and ethical theories as applied to everyday issues and problems found in businesses activities. By the completion of the class, each student will have a basic understanding of business ethics.

Communication Course

This course concentrates on the interpersonal communication process between managers and employees, the barriers to communication, and how to overcome those barriers, especially in a global society. In addition, emphasis is on organizational communication with its flow patterns and networks along with the incredible influence of information technology. Lastly, communication issues faced by managers today such as how to manage Internet communication, knowledge resources, customer service, and politically correct communication are explored.

Planning Course

Introduction to Planning is the integration of business management principles and concepts for strategy design, planning, implementation and control in domestic, international, and global markets. Emphasis will be on development, planning and implementation of policies and strategies for competing in today's global environment. Foundations of Planning integrated with planning tools and techniques will be incorporated throughout the class. Coursework will incorporate reading materials, analysis and discussion of international business cases, written analysis of case applications of planning and creative team projects.

Marketing Course

The marketing topics discussed in this course are designed to provide the student with an overview of marketing and how it functions in the real world. Your instructor will present theories and concepts, cases, and other illustrations to help his students grasp the language, principles and mechanics of marketing. The goal is to help students gain basic marketing knowledge so that they can apply these marketing principles to their own business needs.

Cross Cultural Negotiation Course

Cross-Cultural Negotiation and International Business is a comprehensive course designed for professionals who work in the business environment. This course seeks to demonstrate the importance of cross-cultural communication and the benefits of being sensitive and mindful of cultural differences in international business. Concepts of negotiation styles, cultural differences and etiquettes, and conflict analysis will be discussed at length. Students will also have the opportunity to practice these skills and concepts in class through mock negotiations, and also analyze case studies.

Project Management Overview Course

The Introduction to Project Management series provides an overview of the Project Management community and its importance in the global business environment. Topics include an overview and history of project management, documentation and technology, certification programs and the role of Project Managers. The series is designed for international participants who are interested in or are just beginning to learn project management applications. In addition, the series will explore career opportunities in Project Management both in the U.S. and in the global workplace.

Throughout the first quarter, students will also have opportunity to hear guest speakers discuss a variety of current business topics, perform several presentations to develop public speaking skills, participate in group projects, and have access to an on-line learning system that will support their textbook and enhance the classroom experience. Because of the interactive nature of study in an American classroom, students will be continuously encouraged to share ideas and perspectives. Students are evaluated not only on their exams and coursework, but on participation and attendance as well. A collaborative approach towards learning will require commitment and responsibility on the part of each student in order to earn a certificate upon completion of course.

Second Quarter Courses

Introduction to Business

Examine the foundation, principles, and practices upon which modern business enterprises are based. Become familiar with not only the functional elements of a for-profit company, but also the challenges presented by today's competitive global marketplace. Topics include: the business life cycle; balancing short and long-term demands; forms of business ownership and organization structure; leadership and managing competing priorities; competing in global markets; the employment relationship (employment options, compensation packages, managing and rewarding performance); marketing, promoting, pricing and distributing products and services; financial and operational information systems.

This course is selected from our domestic curriculum, and builds upon the foundation developed in Quarter 1.

Basics of Project Management for Everyday Use

Discover fundamental project management concepts and processes that will increase the quality and value of your next project. Learn how to develop and implement a project plan and set realistic schedules and practical goals. Explore the project life cycle and the challenges of managing a project in different phases: initiating, planning, executing, controlling and closing. Learn how to define and control scope, schedule, costs and risks. Discuss leadership and delegation of a project and the role of project managers in decision making, as well as interpersonal management skills and change management during project execution. Explore why some projects succeed while others fail, and make sure your next project is a success.

This course is selected from our domestic curriculum, and builds upon the foundation developed in Quarter 1.

Organizational Behavior

The class will explore human behavior at the individual, interpersonal, and group levels including effect of organization structure on behavior. Emphasis will be on managerial roles, historical evolution of management, ethics, and behavior in multi-cultural contexts.

Business Communication Skills

Being able to communicate your ideas accurately and persuasively is essential in the business environment. Explore the communication skills necessary to be productive in today's complex workplace. Discover how to analyze and address a range of audiences. Learn the basics of speech organization, body language, vocal variety and speaking without preparation. Improve your interactions, one-on-one and in meetings. Topics include recognizing and responding to nonverbal messages; personal vs. position power; negotiation; accommodating individual differences (age, culture, gender); giving and receiving constructive criticism; understanding group dynamics and team development; professional writing skills; presentation skills.

This course is selected from our domestic curriculum, and builds upon the foundation developed in Quarter 1.

Experiential Learning

In addition to their first quarter internship, students who study for 2 or 3 quarters will participate in a Directed Studies project, working with an instructor in applying new skills and knowledge in a practical environment.

Third Quarter Courses

Students who choose a third quarter of the Business Essentials program (Business Essentials III), will study the following courses to further enhance their hard skills and knowledge, and increase their competitive edge in the job market. In addition, they will be able to choose between 6-9 additional units of electives.

Bookkeeping for Business: An Introduction

This course follows the development of a fictitious small startup company, Avatar Cell, as the medium for learning the basics of bookkeeping. Students will be introduced to major concepts and processes in bookkeeping as the class works through an annual accounting cycle. Topics include: introduction to bookkeeping and accounting concepts, transactions through the journal and general ledger, adjusting journal entries, financial reports (Income Statement and Balance sheet) and closing the books at year's end. Students must have access to a computer and the internet to take this course. A basic knowledge of Microsoft Excel is required to complete some class work. A take-home final examination is administered subsequent to the last class meeting.

Directed Studies: The Recruiting Process

For both the hiring manager and the job seeker, the recruiting process contains opportunities and obstacles. This class will introduce students to recruiting practices used in the US today. Perspectives and activities of the HR dept., the hiring manager and the job seeker (candidate) will be examined. Particular attention will be given to the special case of recruiting and hiring non-citizen workers who have permission to work in this country, either temporarily or long-term.

SEO & SEM: The Fast Track to Search Engine Optimization

Make your website stand out in the crowd by getting to the top of search engine results. Search engine optimization (SEO) is the fastest growing form of Internet marketing because it is the most successful and cost effective way to promote a website properly and receive maximum ROI. Learn how to optimize your website in order to get better rankings with the top search engines and enjoy benefits like enhanced visibility, better brand awareness and increased sales. This fast-track training course covers the basics of how a website is structured, how search engines work and what they are looking for, choosing competitive keywords, writing content for your website, code optimization, linking and other advanced optimization techniques.

The department will provide a variety of electives, determined by the middle of the second quarter. Students can choose 2-3 electives to round out their third quarter schedule. Students must take at least 12 credits per quarter, as per their visa status. Please note that the list below contains only examples of electives, and these courses are not offered every quarter. For course descriptions, see our website at <http://extension.ucsd.edu>.

- American Business: Entrepreneurship & Innovation
- Business Productivity using MS Access
- Business Productivity using MS Excel
- Communication Across Cultures
- Creative Advertising Strategies
- Customer Service Delivery Skills
- Event Management I
- Fundamentals of Logistics Management
- Fundamentals of Web Services
- Real Estate Practice
- Real Estate Property Management
- Web Publishing I, II, & III

All courses are subject to change without notice should unexpected circumstances arise.
Last updated 5.11.10.