

Course Descriptions for the Intermediate Business Essentials Program

Upon completion of one, two or three quarters, students will earn a Certificate of Completion. All courses listed are required in order to earn a certificate. Courses and information subject to change.

Quarter 1

Basics of Project Management for Everyday Use

3 UNITS

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, delegation, interpersonal management skills, change management, and the role of project managers during project execution. Explore why some projects succeed while others fail, and make sure your next project is a success.

Business Communication Skills

3 UNITS

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; and presentation skills.

Introduction to Business

3 UNITS

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.

Organizational Behavior

4 UNITS

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

Marketing: Experiential Learning

2 UNITS

This class offers the opportunity to work with a local organization, under the guidance of an expert marketing consultant. Learning objectives include the development of a marketing plan and the presentation of strategy suggestions to corporate executives in a professional environment.

Quarter 2

Bookkeeping for Business

3 UNITS

Students with no bookkeeping or accounting knowledge will be introduced to major concepts and processes in bookkeeping as the class works through the annual accounting cycle. Topics include: introduction to bookkeeping and accounting concepts, transactions through the journal and general ledger, financial reports (Income Statement and Balance Sheet) and closing the books at year's end.

Strategic Cross-Cultural Communication

2 UNITS

Designed for progressive business professionals, and those with interest in perfecting multicultural communication skills, this course explores the richness of various cultural practices and how they impact our contemporary global business environment. Students will learn about complex, multicultural business matters that exist today, as they study cultural sensitivity, potential communication barriers, and ethical/legal concerns through a combination of research, reading, multimedia activities, group discussions and interactive projects.

Directed Studies –The Recruiting Process

2 UNITS

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 U.S. Perspectives and activities of the HR department, the hiring manager, and the job seeker will be examined. We will also look at special considerations present in the recruiting and hiring of non-citizen workers who have permission to work in this country.

Students will also be able to choose one or two electives from a list of pre-determined courses, provided by the program each quarter. The list will include a variety of electives, and it will be available by about the middle of the second quarter. Students can choose from these classes to round out their third quarter schedules. Students must take at least 12 credits per quarter, as per their visa status.

Quarter 3

Elements of Marketing

4 UNITS

Receive hands-on, practical experience in integrated marketing communications, and explore the building blocks of effective marketing programs. Topics include research, audience measurement, product development, positioning, branding, advertising, pricing, distribution, social media, public relations and strategic marketing plan development. Incorporate these tools into your career and organization by learning best practices from current case stories while networking with classmates representing a variety of professional disciplines. Explore marketing career options. Gain perspective on a variety of industry sectors and have the opportunity to develop the primary elements of a marketing plan for the company of your choice.

Directed Studies – Marketing: Experiential Learning II

2 UNITS

This class builds on the marketing knowledge that students have obtained in previous Business Essentials coursework. The instructor will guide students in developing their own marketing insights focusing on a specific industry. The insights are based on the compilation of select company information, market and industry intelligence. This information will be applied in the development of questions used to interview one to two real-life California organizations.

Students will also be enrolled in one or two additional marketing courses, and they will be able to choose electives from a list of pre-determined courses, provided by the program each quarter. The list will include a variety of electives, and it will be available by about the middle of the third quarter. Students can choose one or two of these classes to round out their fourth quarter schedules. Students must take at least 12 credits per quarter, as per their visa status.