

BUSINESS PROGRAMS

The Business Department offers transfer programs and non-transfer occupational programs leading to Associate Degrees and Certificates in several business areas. A student who wishes to transfer to a four-year college in business and wants to complete an associate degree prior to transfer should complete the degree in Business Administration or General Business. Accounting, General Business, and Office Skills programs will provide you with the skills needed for immediate employment; they will prepare students for advancement to positions that require more in-depth knowledge of organization and business principles; they will develop and upgrade skills in related business and office technology areas; and/or they will help students acquire entry-level job skills.

Accounting

Associate in Arts Degree

Career Opportunities

Entry-level accounting positions.

Required Courses		Units
BUS 1A	Financial Accounting	4
BUS 1B	Managerial Accounting	4
BUS 2	Introduction to Business Law	3
BUS 5	Human Relations in Business	3
BUS 10	Introduction to Business	3
BUS 19	Business Communications	3
BUS 24	Computerized Accounting Principles	3
BUS 56	Introduction to Human Resources Management	3
CIS 1	Introduction to Computer Information Systems	4
CIS 42A	Spreadsheet Applications I	2
CIS 42B	Spreadsheet Applications II	2
	Major Requirements	34
	General Education and Electives	26
	Total Units	60

Recommended Course Sequence

You can use the following pattern to complete an Associate in Arts degree in Accounting. This is only one possible pattern. If you wish to earn an associate degree or certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map your sequence of courses to help you complete your degree regardless of the semester you begin classes.

Courses	Units	
1st Semester/Fall		
BUS 5	Human Relations in Business	3
CIS 42A	Spreadsheet Applications I	2
CIS 42B	Spreadsheet Applications II	2
	General Education and Electives	8
	Total	15

2nd Semester/Spring		
BUS 10	Introduction to Business	3
BUS 19	Business Communications	3
CIS 1	Introduction to Computer Information Systems	4
	General Education and Electives	5
	Total	15

3rd Semester/Fall		
BUS 1A	Financial Accounting	4
BUS 2	Introduction to Business Law	3
	General Education and Electives	8
	Total	15

4th Semester/Spring		
BUS 1B	Managerial Accounting	4
BUS 24	Computerized Accounting Principles	3
BUS 56	Introduction to Human Resources Management	3
	General Education and Electives	5
	Total	15

Program Learning Outcomes

Students who complete the program will be able to:

- Apply legal and ethical principles in business decision making.
- Obtain information related to the profession using traditional and electronic sources, and synthesize the information into a written or oral business report.
- Analyze a business situation and recommend a solution or plan for improvement.
- Analyze data and prepare common business and personal financial reports.
- Demonstrate ability to acknowledge and act with sensitivity toward the diverse customs, beliefs, and lifestyles that exist within the college and the business environment.

Accounting

Certificate of Proficiency

The Certificate of Proficiency in Accounting allows students to learn the basics of accounting which will qualify them to apply for entry level bookkeeping positions with potential for advancement as they gain work experience, while still pursuing higher education in the field.

Career Opportunities

Entry-level bookkeeping positions.

Required Courses		Units
BUS 1A	Financial Accounting	4
BUS 5	Human Relations in Business	3
BUS 10	Introduction to Business	3
BUS 24	Computerized Accounting Principles	3
CIS 42A	Spreadsheet Applications I	2
	Total Units	15

Recommended Course Sequence

You can use the following pattern to complete a Certificate of Proficiency in Accounting. This is only one possible pattern. If you wish to earn a certificate, you must participate in the Student Success

Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map your sequence of courses to help you complete your degree regardless of the semester you begin classes.

Course		Units
1st Semester/Fall		
BUS 1A	Financial Accounting	4
BUS 5	Human Relations in Business	3
CIS 42A	Spreadsheet Applications I	2
	Total	9
2nd Semester/Spring		
BUS 10	Introduction to Business	3
BUS 24	Computerized Accounting Principles	3
	Total	6

Program Learning Outcomes

Students who complete the program will be able to:

- Analyze data in order to prepare common business and personal financial reports.
- Analyze a business situation and recommend a solution or plan for improvement.

Business Administration

Associate in Science for Transfer Degree (AS-T)

The Associate in Science in Business Administration for Transfer Degree will help students develop communications, critical thinking, and problem solving skills. Students will also learn how to convey ideas skillfully and effectively in writing and presentations.

Students who successfully complete the AS-T in Business Administration earn specific guarantees for transfer to the CSU system: admission to a CSU with junior status and priority admission a local CSU campus and to a program or major in business administration or a similar major. Students transferring to a CSU campus will be required to complete no more than 60 units after transfer to earn a bachelor's degree.

Students are required to complete 60 semester units that are eligible for transfer to a California State University, including both of the following: (1) The Inter-segmental General Education Transfer Curriculum (IGETC) or the California State University General Education – Breadth Requirements and (2) 27 semester units with a grade of C or P or better in the major and an overall minimum grade point average (GPA) of at least 2.0 in all CSU transferable coursework. For a more detailed description of Associate Degrees for Transfer, see "Associate Degrees for Transfer (ADT) to a California State University" on page 29.

Students are advised to consult with a Berkeley City College Counselor for additional information and to verify transfer requirements.

Career Opportunities

Marketing, sales, accounting, technology, education and management.

Required Courses		Units
BUS 1A	Financial Accounting	4
BUS 1B	Managerial Accounting	4
BUS 2	Introduction to Business Law	3
BUS 10	Introduction to Business	3
ECON 1	Principles of Economics (Macro Economics)	3
ECON 2	Principles of Economics (Micro-Economics)	3
MATH 13	Introduction to Statistics	4
MATH 16A	Calculus for Business and the Life and Social Sciences	3
	Major Requirements	27
	General Education (IGETC or CSU GE) and Electives	33
	Total Units for BusAd	60

Recommended Course Sequence

You can use the following pattern to complete an Associate in Science in Business Administration for Transfer Degree. This is

only one possible pattern. If you wish to earn an associate degree or certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. The SEP will map your sequence of courses to help you complete your degree regardless of the semester you begin classes.

Courses		Units
1st Semester/Fall		
BUS 10	Introduction to Business	3
MATH 16A	Calculus-Business/Social Sciences	3
	General Education and Elective Courses	9
	Total	15
2nd Semester/Spring		
BUS 2	Introduction to Business Law	3
ECON 2	Principles of Economics (Microeconomics)	3
	General Education and Elective Courses	9
	Total	15
3rd Semester/Fall		
BUS 1A	Financial Accounting	4
ECON 1	Principles of Economics (Macroeconomics)	3
	General Education and Elective Courses	8
	Total	15
4th Semester/Spring		
BUS 1B	Managerial Accounting	4
MATH 13	Statistics	4
	General Education and Elective Courses	7
	Total	15
	Total Units Required for Degree	60

Program Learning Outcomes

Students who complete the program will be able to:

- Analyze a business situation and recommend a solution or plan for improvement, applying legal and ethical principles in business decision making.
- Obtain information related to the profession using traditional and electronic sources and synthesize the information into a business report.
- Analyze data and prepare common business and personal financial reports.
- Analyze impact of globalization on culture, politics, and economics.

General Business

Associate in Arts Degree and Certificate of Achievement

Berkeley City College's General Business Associate in Arts Degree and Certificate

of Achievement allows students to develop problem solving skills that help them compete for jobs in today's business world. The degree is applicable to work in small or large organizations, and in the public or private sectors.

Career Opportunities

A wide variety of occupational choices, including Customer Services Manager, Human Resources Assistant, Marketing Assistant, Office Manager, and Retail Supervisor. This program also provides a solid foundation for a small business proprietor or entrepreneur.

Recommended Course Sequence

Two-Year Course Sequence Beginning in the Fall Semester

You can use the following pattern to complete an Associates in Arts Degree in General Business. This is only one possible pattern. If you wish to earn a degree, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a counselor. This plan will map your sequence of courses to help you complete your degree regardless of the semester you begin classes.

Required Courses		Units
BUS 1A	Financial Accounting	4
or		
BUS 20	General Accounting	3
BUS 2	Introduction to Business Law	3
BUS 5	Human Relations in Business	3
BUS 6	Principles of Finance and Investments	3
or		
BUS 210	Financial Management and Investments	3
BUS 10	Introduction to Business	3
BUS 19	Business Communications	3
BUS 54	Small Business Management	3
BUS 56	Human Resources Management	3
BUS 70	Introduction to Marketing	3
CIS 1	Introduction to Computer Information Systems	4
ECON 1	Principles of Economics (Macro-Economics)	3
or		
ECON 2	Principles of Economics (Micro-Economics)	3

Major Requirements: 34–35 units

General Education and Elective Courses:
25–26 units

Total Units: 60

** For the Certificate of Achievement, students must complete the 34–35 units of core courses. For the Associate Degree, students must complete the 34–35 units of core courses plus 25–26 units of General Education requirements and elective courses.

Recommended Course Sequence

You can use the following pattern to complete an Associate in Arts degree or a Certificate of Achievement in General Business. This is only one possible pattern. If you wish to earn an associate degree or certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map your sequence of courses to help you complete your degree regardless of the semester you begin classes.

Courses	Units
1st Semester/Fall	
BUS 10 Introduction to Business	3
CIS 1 Introduction to Computer Information Systems	4
BUS 5 Human Relations in Business	3
General Education and Elective Courses	5
Total	15
2nd Semester/Spring	
BUS 2 Introduction to Business Law	3
BUS 6 Principles of Finance and Investments	3
ECON 2 Principles of Economics (Micro-Economics)	3
General Education and Elective Courses	6
Total	15
3rd Semester/Fall	
BUS 19 Business Communications	3
BUS 20 General Accounting	3
BUS 54 Small Business	3
BUS 70 Introduction to Marketing	3
General Education and Elective Courses	3
Total	15
4th Semester/Spring	
BUS 56 Human Resources Management	3
General Education and Elective Courses	12
Total	15

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate ability to acknowledge and act with sensitivity toward the diverse customs, beliefs, and lifestyles that exist within the college and the business environment.
- Analyze a business situation, apply legal and ethical principles in business decision making, and recommend a solution or plan for improvement
- Obtain information related to the profession using traditional and electronic sources, and synthesize the information into a written or oral business report.
- Use efficient and effective oral and written communication skills.

Management and Entrepreneurship

Certificate of Achievement

This certificate will provide students with the research skills, critical thinking, and business tools necessary to plan a new business, make it operational, and manage it. The courses in this certificate will give students the skills to make appropriate business decisions and recognize when professional counsel (e.g., certified public accountants, lawyers, etc.) is needed to make those decisions. This certificate will also help students to effectively operate and manage the new business once it's operational.

Career Opportunities

Creating own business, self-employment, management.

Required Courses	Units
BUS 1A Financial Accounting	4
BUS 7 Entrepreneurial Law	3
BUS 8 Business Ethics and Leadership	3
BUS 9 Introduction to Management	3
Choose one of the following courses:	
BUS 19 Business Communications	3
BUS 54 Small Business Management	3
BUS 56 Human Resources Management	3
Choose one of the following courses:	
BUS 1B Managerial Accounting	4
ECON 1 Principles of Economics (Macro-Economics)	3
ECON 2 Principles of Economics (Micro-Economics)	3
Total:	19-20

Recommended Two-Year Course Sequence Beginning in Fall Semester

Students can use the following pattern to complete a Certificate of Achievement in Management and Entrepreneurship. This is only one possible pattern. If they wish to earn an associate degree, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map their sequence of courses to help them complete their degree regardless of the semester they begin classes.

Courses	Units
1st Semester/Fall	
BUS 1A Financial Accounting	4
BUS 8 Business Ethics and Leadership	3
Total	7

2nd Semester/Spring		
BUS 7 Entrepreneurial Law		3
Certificate Elective		3-4
Total		6-7
3rd Semester/Fall		
BUS 9 Introduction to Management		3
Certificate Elective		3-4
Total		6-7

Program Learning Outcomes

Students who complete the certificate will be able to:

- Apply critical thinking and analytical skills to business decisions at various stages of a business's life.
- Demonstrate ability to navigate relevant laws in business related to business formation, business operations, human resources, and other business decisions, including ethical implications.
- Create effective oral and written business communications that focus on the needs of the business and the recipient's role in relation to the business.
- Apply accounting principles to business decision making.

Office Skills for Business

Certificate of Achievement

Berkeley City College's Office Skills for Business certificate allows students to learn the latest computer software and office technologies. They also develop communications and problem-solving skills that help them compete for jobs in today's business world. The training they receive will prepare them for work in small or large organizations, with the public or private sector. Berkeley City College's business instructors are professionals who have extensive experience in their fields. They work in concert with students and with counselors to ensure that students receive the best possible training.

Career Opportunities

A wide variety of occupational choices include: Administrative Assistant, Administrative Coordinator, Customer Services Representative, Data Entry Technician, Executive Assistant, Front Desk Coordinator/ Receptionist, and Retail Customer Service.

Required Courses	Units
BUS 5 Human Relations in Business	3
BUS 19 Business Communications	3
BUS 102 Social Networking Tools for Job Searches	1
CIS 1 Introduction to Computer Information Systems	4
CIS 42A Spreadsheet Applications I	2
CIS 42B Spreadsheet Applications II	2
ENGL 1A Composition and Reading	4
Total Units	19

Recommended Course Sequence

One-Year Course Sequence Beginning in the Fall Semester

You can use the following pattern to complete a Certificate of Achievement in Office Skills for Business. This is only one possible pattern. If you wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map your sequence of courses to help you complete your certificate regardless of the semester you begin classes.

Courses	Units
1st Semester/Fall	
BUS 5 Human Relations in Business	3
CIS 1 Introduction to Computer Information Systems	4
ENGL 1A Composition and Reading	4
Total	11
2nd Semester/Spring	
BUS 19 Business Communications	3
BUS 102 Social Networking Tools for Job Searches	1
CIS 42A Spreadsheet Applications I	2
CIS 42B Spreadsheet Applications II	2
Total	8

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Analyze current interpersonal skills and develop plans for improvement.
- Demonstrate ability to acknowledge and act with sensitivity toward the diverse customs, beliefs, and lifestyles that exist within the college and the business environment.
- Use efficient and effective oral and written communication skills.
- Demonstrate proficiency in the creation of electronic presentations with embedded graphics and enhanced and modified text using Microsoft PowerPoint.
- Demonstrate mastery of computer spreadsheet concepts and technology by successfully being able to build practical, functional and pleasing to the eye Microsoft Excel spreadsheets incorporating formulas, functions and graphs.

BUS 1A, Financial Accounting

4 Units

4 hrs lecture (GR).

Acceptable for credit: UC/CSU
(C-ID ACCT 110)

Study of purposes, theory, and specific methods of accounting: Systems and methods employed in accumulating data for financial statements; income measurement including cost measurement, classification, and expiration; revenue recognition and measurement. 0502.00

BUS 1B, Managerial Accounting

4 Units

4 hrs lecture (GR).

Prerequisite: BUS 1A.

Acceptable for credit: UC/CSU
(C-ID ACCT 120)

Uses of accounting data for planning, controlling, and decision making: Sources of business funds, cost systems and analysis, forecasting and budgeting; analysis, uses, and limitations of financial statements and reports. 0502.00

BUS 2, Introduction to Business Law

3 Units

3 hrs lecture (GR).

Acceptable for credit: UC/CSU
(C-ID BUS 125)

General survey of business law: Principles of law on contracts, sales agency, torts, partnerships and corporations, and the uniform commercial code. 0501.00

BUS 5, Human Relations in Business

3 Units

3 hrs lecture (GR).

Acceptable for credit: CSU

AA/AS area 2

Application of behavioral science concepts to human problems in organizations: Action necessary to prevent and resolve problems among individuals within groups; application of logical decision-making techniques. 0501.00

BUS 6, Principles in Finance and Investments

3 Units

3 hours lecture (GR or P/INP).

Acceptable for credit: CSU.

Principles of finance and investments: Introduction to financial planning, analysis, and decision-making as an individual, manager, or executive with an emphasis on applying economic principles; budgeting, investment, taxes, credit, money management, insurance, and retirement. 0504.00

BUS 7, Entrepreneurial Law

3 units

3 hrs lecture (GR or P/INP).

Acceptable for credit: CSU

Entrepreneurial Law: Legal issues faced by the entrepreneur related to the selection of organization type, acquisition of business, raising capital, contract formation and negotiation, intellectual property, employment, government regulation (including environmental and taxes), and cyber law. 0506.40

BUS 8, Business Ethics and Leadership

3 units

3 hrs lecture (GR or P/INP).

Acceptable for credit: CSU

Leadership models and ethical theories that inform business decisions through current and historical case studies that present the challenging ethical issues leaders face in today's business environment. 0506.40

BUS 9

3 units

3 hours lecture (GR)

Acceptable for credit: CSU

Introduction to management: Basic responsibilities of management such as directing, planning, controlling, and organizing; labor relations, human relations, performance appraisals, quality control, and employee development. Not open for credit to students who have completed or are currently enrolled in M/SVN 060. 0506.30

BUS 10, Introduction to Business

3 Units

3 hrs lecture (GR).

Acceptable for credit: UC/CSU

(C-ID BUS 110)

Introduction to business: Survey of various phases of business organization, finance, personnel, production, marketing, managerial controls, and government-business relations. 0501.00

BUS 19, Business Communications

3 Units

3 hrs lecture (GR or P/INP).

Prerequisite: ENGL 1A.

Acceptable for credit: CSU

AA/AS area 4d; (C-ID BUS 115)

Principles of ethical and effective communication for a variety of business situations: Planning, organizing, composing, and revising business documents, including letters, memos, emails, and written reports; creating and delivering professional-level oral reports. 0501.00

BUS 20, General Accounting

3 Units

3 hrs lecture (GR). Not open for credit to students who have completed or are currently enrolled in BUS 1A or 1B.

Acceptable for credit: CSU

Theory and practice of accounting: Double-entry process on accrual basis; complete accounting cycle with use of work sheet and preparation of end-of-the year financial statements; petty cash, banking procedures, notes, drafts, and introduction to payroll taxes. 0502.00

BUS 24, Computerized Accounting Principles

3 Units

2 hrs lecture, 3 hrs lab (GR).

Prerequisite: BUS 1A or 20.

Acceptable for credit: CSU

AA/AS area 4c

Intensive practical application of theory and procedures of accounting; Utilization of computerized accounting systems in single proprietorship, partnership, and corporate forms of business. 0502.00

BUS 49, Independent Study in Business

0.5–5 Units

1.5–15.0 hrs lab (GR or P/INP).

Acceptable for credit: CSU

In-depth exploration of an area or problem of the student's choice not covered by regular catalog offerings in Business. Student must obtain approval from an appropriate faculty member. For more details, see the section on independent study in the college catalog. 0501.00

BUS 54, Small Business Management

3 Units

3 hrs lecture (GR or P/INP).

Acceptable for credit: CSU

Overview of the factors involved in starting or growing a business: Business plan development; marketing, sales, and promotional strategies; financial management and forecasting techniques; human resources management; and information systems management. 0506.40

BUS 56, Human Resources Management

3 Units

3 hrs lecture (GR or P/INP).

Acceptable for credit: CSU

Introduction to human resources management: Impact and accountability to the organization in human resource activities, global human resources strategies, social and organizational realities, legal implications affecting people at work, union/non-union practices, comparable work, employee compensation and benefits, and employee rights. 0506.00

BUS 70, Introduction to Marketing

3 Units

3 hrs lecture (GR or P/INP).

Acceptable for credit: CSU

Introduction to integrated marketing strategies: Identification and satisfaction of customers' wants and needs with products (goods and/or services), price, place, and promotional strategies; customer relationship management; integration of marketing into strategic business plans. 0509.00

BUS 102, Social Networking Tools for Job Searches

1 Unit

1 hrs lecture (GR or P/INP).

Acceptable for credit: CSU

AA/AS area 4c

Social networking for job searches: Social media platforms, blogs, and other resources as appropriate; interpersonal networking skills. 0501.00

BUS 210, Financial Management and Investments

3 Units

3 hrs lecture (GR or P/INP).

Survey course which examines sound money management skills and financial plans: Tax-sheltered annuities, real estate, stocks, bonds, trust deeds, new tax laws, borrowing of money, financial adjustments to inflation, and other economic indicators. 0504.00

BUS 228, Small Business Development for New and Prospective Entrepreneurs

1.5 Units

1.5 hrs lecture (GR or P/INP).

Overview of the factors involved in starting a business: Business plan development; marketing, sales and promotional strategies; financial management; plan review and evaluation. 0506.40



Photo by Jeejun Bertuso