digital editing and mixing, podcasting, Internet streaming and satellite radio. Students will also have the opportunity to host a weekly radio show to help prepare them for professional radio station work. One repeat of the course is allowed.

**BRDCST 46, Television Production** 3 units

Transfer: CSU
- Prerequisite: None.
  This course provides basic training in the use of television equipment and facilities; camera operations; audio and video control; lighting; graphics; editing; portable video, and audio production techniques.

**BRDCST 48, Television Field Production Workshop (3,3)** 3 units

Transfer: CSU
- Prerequisite: None.
  Production of a variety of electronic media projects primarily for airing on public cable access and public television station channels. Projects will also be developed for pod-casting, inclusion in video/film festivals, and distribution to other media entities. The emphasis in this course is on the development of creative video camera techniques, writing, producing, and editing skills for the production of digital media. Students will also have the opportunity to produce video segments for the Corsair newspaper online edition.

**BRDCST 90A, Broadcasting Internship** 1 unit

Transfer: CSU
- Prerequisite: Broadcasting 1 or 3A or 4A.
  Students must arrange an approved internship prior to enrolling in this class. F-1 students must see the Immigration Coordinator at the International Education Center before enrolling.
  Students become acquainted with the career fields of radio, television or other media by working in a professional broadcasting or media company. Students spend a minimum of 60 hours during the term under the supervision of a media professional. Learning objectives and exit internship evaluation are required. Limited availability. Broadcast 90A requires 60 hours (arranged 4 hours/week for 16-week semester); Broadcast 90B requires 120 hours (8 hours/week for 16-week semester). Students must have taken or be concurrently enrolled in a minimum of one broadcasting class, with a minimum of 7 units (including the internship), maintained throughout the semester at SMC. Limited availability.

**BRDCST 90B, Broadcasting Internship** 2 units

Transfer: CSU
- Prerequisite: Broadcasting 1 or 3A or 4A. Students must arrange an approved internship prior to enrolling in this class. F-1 students must see the Immigration Coordinator at the International Education Center before enrolling.
  Students become acquainted with the career fields of radio, television or other media by working in a professional broadcasting or media company. Students spend a minimum of 60 hours during the term under the supervision of a media professional. Learning objectives and exit internship evaluation are required. Limited availability. Broadcast 90A requires 60 hours (arranged 4 hours/week for 16-week semester); Broadcast 90B requires 120 hours (8 hours/week for 16-week semester). Students must have taken or be concurrently enrolled in a minimum of one broadcasting class, with a minimum of 7 units (including the internship), maintained throughout the semester at SMC. Limited availability.

**BUS 1, Introduction to Business** 3 units

Transfer: UC, CSU
- Prerequisite: None.
  This course provides students with an overview of business in an increasingly global society. Students will complete the course with knowledge of the general business environment, economic systems, business ethics, operations and project management, and technology and information systems. In addition, students will learn the fundamentals of economics, business ownership, entrepreneurship, finance, management and marketing. Key themes woven throughout the course include exploration of career options and development of business problem-solving skills.

**BUS 4, Leisure Industries and Tourism** 3 units

Transfer: CSU
- Prerequisite: None.
  This course covers the historical and philosophical foundations of commercial recreation, hospitality, tour, and travel industries. It identifies the providers of goods and services and the career opportunities available in this industry. Students analyze the current trends in leisure enterprises including travel, tourism, hotels, motels, theme parks, event management, special events, meetings, conventions, and allied leisure industries. Each student will develop a commercial recreation business plan and a tourism destination business plan with the assistance of computer software.

**BUS 5, Business Law** 3 units

Transfer: UC, CSU
- Prerequisite: None.
  This course covers the legal rights and responsibilities of individuals, agencies, partnerships and corporations as they apply to contract law.

**BUS 6, Advanced Business Law** 3 units

Transfer: UC, CSU
- Prerequisite: Business 5.
  This course covers advanced topics in agency, partnerships, corporations, LLCs, torts, legal procedures, and other advanced topics. *Maximum UC credit for Bus 5 and 6 is one course (three units). BUS 6 is the same course as ACCTG 26. Students may earn credit for one but not both.

**BUS 11, Introduction to the Hospitality Industry** 3 units

Transfer: CSU
- Prerequisite: None.
  This course provides students with an introduction to the lodging and food service industry, explaining the interrelationships of tourism, lodging, and food service within the industry.
The course covers the history of the lodging and food service industry, description and such concepts as globalization of the industry, organization and structure, management, marketing and sales, and human resources. Career opportunities and requirements for success in each field are presented.

**BUS 15, Introduction to Insurance with Code & Ethics**  
2 units  
Transfer: CSU  
- **Prerequisite:** None.

The purpose of this course is to introduce students to the basic overview of the property/casual insurance system. It is designed for those students who have little or no knowledge of insurance. In addition, this course will enable students to understand and apply the proper ethical behavior and obligations related to the insurance field.

**BUS 16, Personal Insurance**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

In this course, students will learn the essentials of personal insurance coverages. Personal property and liability topics will include automobile, homeowners, and other residential insurance, such as earthquake, flood, marine and miscellaneous coverages. The basics of financial planning, life insurance and health insurance will also be covered.

**BUS 17, Property and Liability Insurance**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

In this course, students will learn the basics of property and liability insurance. It covers types of insurers, institutions that provide insurance, insurance regulation, and measurement of financial performance. It also covers insurance operations, including marketing techniques, underwriting, claims, insurance contracts, loss exposure and risk management.

**BUS 18, Commercial Insurance**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

In this course, students will learn the basics of commercial insurance. It covers commercial property insurance, business income insurance, commercial crime insurance, equipment breakdown insurance, inland and ocean marine insurance, commercial general liability insurance, commercial automobile insurance and miscellaneous commercial insurance coverage.

**BUS 20, Principles of Marketing**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

This course introduces modern business marketing concepts and strategies and familiarizes the student with standards, procedures, and techniques used in marketing. Topics include marketing research; consumer behavior; target marketing; green marketing; and product, pricing, promotion, and distribution strategies.

**BUS 21, Merchandising Principles**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

This course provides an introduction to merchandising concepts and strategies used by contemporary merchandisers. Special attention will be given to the theory and practice involved in such merchandising activities as sales transactions, customer services, types of merchandising institutions, store operation and policies, store layout and fixtures, advertising, and display.

**BUS 22, Introduction to Advertising**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

Advertising psychology, strategies, and methods are covered in this introduction to the field. Topics include planning advertising campaigns for all types of media. Class projects give the student practice in creating and communicating ideas using advertising strategy and techniques.

**BUS 23, Principles of Selling**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

The nature of selling today is both a business and an art. In this course, we will explore sales as a means for achieving career objectives. Special emphasis will be placed on combining techniques of presentation, poise, and refinement with psychology and marketing fundamentals to assist students in developing a critical understanding of consumer behavior in the sales environment, and gaining confidence in “selling” their career goals.

**BUS 24, Creative Selling**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

This course involves the process of analyzing the potential customers’ needs and wants, and assisting them to discover how these needs and wants can be best satisfied. The entire process is done by emphasizing each student’s creative ability. The proper use of merchandising to stimulate customer desire and to overcome customer resistance is included.

**BUS 25, Advertising Display**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

This class surveys the techniques, styles and variations of presenting tangible merchandise in physical, print and electronic formats. Color theory, design principles and consumer psychographic interests blend with advertising and sales techniques to highlight how hard and soft goods are sold in the brick-and-mortar and virtual retail sectors.

**BUS 26, Marketing Research and Consumer Behavior**  
3 units  
Transfer: CSU  
- **Prerequisite:** None.

The marketing research portion of the course includes the allocation and usage of secondary as well as primary data sources, the understanding of basic concepts, the collection of information, the proper analysis of the data acquired, and the screening of sample applications. The consumer behavior section of the course will introduce the student to knowledge, concepts, and models that use consumer behavior to generate explanations for the behavior of individual consumers and groups, the decisions they make, and the culture they live in. The final section of the course focuses on the application of
marketing research and consumer behavior. The student will learn how these skills can help them in business, as well as how to build their own research study.

**BUS 27, Introduction to e-Commerce**  3 units  
Transfer: CSU  
- **Advisory**: A working knowledge of Windows and the Internet.  
   Students will learn the technological and strategic aspects of electronic commerce essential to succeeding in today's internet-based economy. No background in e-commerce is necessary. This is a lecture and theoretical course which covers the key technologies used in e-Commerce, the history of internet and web technologies, infrastructure, and the economic forces behind e-Commerce. Business goals and constraints, technology and process tools, business strategies and tactics, and underlying economic theories relating to successful e-Commerce will be discussed.  
   *Business 27 is the same course as CIS 27. Students may receive credit for one but not both.*

**BUS 28, Marketing Promotion**  3 units  
Transfer: CSU  
- **Prerequisite**: None.  
   This course addresses strategies marketers may use to best communicate with their customers and other stakeholders. By applying an Integrated Marketing Communications perspective to marketing promotion, all aspects of communication are pulled together, thereby providing a more complete treatment of advertising, sales promotion, direct marketing, personal selling, public relations, publicity, and interactive media.

**BUS 29, Public Relations and Publicity**  3 units  
Transfer: CSU  
- **Prerequisite**: None.  
   This is a survey course of basic principles and objectives of public relations, including publicity and promotion techniques. Emphasis is on the tools, such as media and publication, in planning public relations programs.  
   *Business 29 is the same course as Journalism 43. Students may earn credit for one, but not both.*

**BUS 31, Business English Fundamentals**  3 units  
Transfer: CSU  
- **Skills Advisory**: Eligibility for English 1.  
   This course emphasizes the use of effective grammar, punctuation, sentence and paragraph structure in writing short business reports and other business documents. This course is recommended instead of English 1 for Business and CIS majors.

**BUS 32, Business Communications**  3 units  
Transfer: CSU  
- **Prerequisite**: English 1 or Business 31.  
   This course surveys the principles and techniques of business communication as a tool for business decision-making. Methods of investigating, organizing and presenting business data and ideas are covered. Ethical and legal implications as well as critical thinking techniques are emphasized. Focus is on effective oral and written business communications.

**BUS 33, Broadcast Advertising**  3 units  
Transfer: CSU  
- **Prerequisite**: None.  
   This course examines advertising as an economic support for commercial broadcast, cable, and related telecommunications media. Audience surveys, rate structures, client, ad rep firms and advertising agency relationships are discussed and explored.  
   *Busines 33 is the same course as Broadcasting 8. Students may receive credit for one, but not both.*

**BUS 45, Individual Financial Planning**  3 units  
Transfer: CSU  
- **Prerequisite**: None.  
   This course provides students with the tools to achieve their personal financial goals. It will help them make informed decisions related to spending, saving, borrowing, and investing. Topics covered include personal financial planning; money management; tax strategy; consumer credit; purchasing decisions; insurance; investing in stocks, bonds, mutual funds, and real estate; and estate planning.  
   *Business 45 is the same class as Accounting 45. Students may earn credit for one, but not for both.*

**BUS 46, Introduction to Investments**  3 units  
Transfer: CSU  
- **Prerequisite**: None.  
   This course provides a comprehensive view of securities, markets, and investment techniques, ranging from simple investment programs to advanced speculative market techniques.

**BUS 47, Personal Finance for Students**  1 unit  
Transfer: CSU  
- **Prerequisite**: None.  
   This course will provide students with the fundamental tools to make informed decisions that impact their short and intermediate-term finances. Topics covered include consumer credit, money management, budgeting, consumer purchasing, insurance, and taxes.  
   *Business 47 is the same course as Counseling 47. Students may earn credit for one but not both.*

**BUS 50, Introduction to International Business**  3 units  
Transfer: CSU  
- **Prerequisite**: None.  
   This course focuses on general business problems, theories, techniques and strategies necessary in the development of business activities in the global market place. The course is designed to promote an understanding of the impact that a country's culture and its political and economic environments have on a firm's international operations. The course covers the global perspective of business fundamentals as they relate to international management, communication, marketing, finance, ethics, etc.

**BUS 51, Intercultural Business Communication**  3 units  
Transfer: CSU  
- **Prerequisite**: None.
This course satisfies the Santa Monica College Global Citizenship requirement.

This course is designed to heighten awareness of culture and its impact on successful business enterprises. The student will develop skills to identify areas where culture and business intersect by focusing on four subsets of American culture (European Americans, Chicano/Latinos, African Americans and Asian Americans) as well as on international cultures. Emphasis will be placed on how a firm’s success is affected by both domestic and global issues influencing intercultural communication.

BUS 52, International Marketing 3 units
Transfer: CSU

Prerequisite: None.

This course focuses on marketing management problems, techniques and strategies necessary to incorporate the marketing concept into the framework of the world marketplace. This course is designed to promote an understanding of the impact that a country’s culture and environment have on the marketing mix as well as the problems of competing in markets having different cultures.

BUS 53, Importing and Exporting 3 units
Transfer: CSU

Prerequisite: None.

This course presents an overview of importing and exporting as drivers of globalization. It is designed to help students explore the benefits, costs, and risks of importing and exporting as well as the trade regulations involved, the documentation and licensing required, and the public and private sources of financing and other assistance available. It stresses cross-cultural comparisons of foreign business, legal and political practices, trade patterns, and markets as a means of implementing successful import/export plans. Currency exchange, sources and methods of market research, terms of payment, broker services, insurance, letters of credit, transportation and barriers to entry will also be covered.

BUS 54, International Management 3 units
Transfer: CSU

Prerequisite: None.

This course focuses on issues faced in international management. Techniques and strategies for leading business activities in the world marketplace are examined. The course is designed to promote an understanding of global trends and the decision-making process involved in all aspects of the multinational organization, such as planning, organizing, and human resource management.

BUS 55, Southern California’s International Connections 3 units
Transfer: CSU

Prerequisite: None.

This course provides an overview of Southern California’s economy, its people, and its role in the global economic system. Using a variety of tools, students will be introduced to the vital commercial, financial, and personal connections that make Southern California one of the most diverse and globally connected places in the world. Special attention is devoted to key regional institutions that mediate the region’s global connections, and to a comparison of Southern California with other major global cities.

BUS 62, Human Relations and Ethical Issues in Business 3 units
Transfer: CSU

Prerequisite: None.

This course provides concrete guidance in using human relations skills in the workplace that will promote working effectively with others. Strategies are integrated throughout the course that will enable students to apply human relations theories and applications to the real world of work. Ethical issues in business are addressed where students will learn an explicit process of ethical reasoning that will aid in defining and dealing with dilemmas in the workplace. Current events and case studies will be used to develop critical skills as students apply theories and principles.

BUS 63, Principles of Entrepreneurship 3 units
Transfer: CSU

Prerequisite: None.

This course covers the fundamentals of how to organize, finance, and operate a small business. Topics to be covered include business plan development, financing, legal and ethical issues, marketing, entrepreneurial team development, and business models.

BUS 64, Business Protocol and Professionalism 1 unit
Transfer: CSU

Prerequisite: None.

To become successful and competitive in an ever-changing business environment, individuals must be proficient in business etiquette and protocol. Through lecture, role-playing and participation, students will become proficient in the basics of business interaction. Topics covered include introductions and handshakes, conversational skills, telephone manners, nonverbal communication, business dress, workplace relationships, cross-cultural understanding, and dining manners.

BUS 65, Management Principles 3 units
Transfer: CSU

Prerequisite: None.

This course introduces the student to management concepts and strategies used by modern businesses. The course is designed to familiarize student with the accepted standards, procedures, and techniques employed by top, middle, and supervisory level managers. Further, the course provides students with an understanding of the role of management and how to develop plans and execute strategies in pursuit of organizational goals.

BUS 67, Business Strategies 3 units
Transfer: CSU

Prerequisite: None.

This course is designed to provide students with an introduction to the “management of strategy” in the business enterprise. A case-oriented format has been adopted to focus attention on what a firm should do in an actual business situation, and to provide students with numerous opportunities to develop and exercise their analytical and decision-making skills.
BUS 72, Organizational Management and Leadership  
3 units
Transfer: CSU
- Advisory: Business 62.
This course examines the special case of detailed planning and implementation of management decisions in strategic business units. Attention is focused on three areas: developing action plans and implementation strategies; developing awareness of the contingencies to be considered in taking strategic actions, and investigating how different academic disciplines interpret the leadership phenomenon. This course highlights key criteria used in assessing the viability of an organizational action plan, and the role of leadership in managing constructive change processes.

BUS 76, Human Resources Management  
3 units
Transfer: CSU
- Prerequisite: None.
Human resource management encompasses those activities designed to provide for and coordinate the human resources of an organization. This course is fashioned to emphasize both the theoretical and practical aspects of human resource management. Topics of special interest include equal employment opportunity; staffing the organization; training and developing employees; employee compensation; understanding unions; and organizational maintenance, communication, and information systems.

BUS 79, Bargaining and Negotiations  
3 units
Transfer: CSU
- Prerequisite: None.
Managerial negotiation, a feature central to labor-management relations, is a common everyday activity that most people use to influence others and to achieve personal objectives. This course integrates theoretical research from the field of social psychology, the literature on collective bargaining from the arena of labor relations, and the “how to do it” writings of popular works on negotiations, and applies them to managerial negotiation. Of particular interest are the areas of persuasion and attitude change, power, conflict management, and justice in organizations. A variety of experientially-based role plays, simulations, questionnaires, and cases are adopted to highlight key aspects of the negotiation process.

BUS 80, Principles of Logistics  
3 units
Transfer: CSU
- Prerequisite: None.
This course provides an overview of how firms use distribution intermediaries to gain a competitive advantage in local and global markets through the integration of logistics and supply chain management. The management of the physical flow of products and information throughout the entire supply chain is examined, including physical distribution, transportation, warehousing, customer service, materials management, third-party and global logistics, systems planning, and operations and management of the supply chain.

BUS 81, Transportation Management  
3 units
Transfer: CSU
- Prerequisite: None.
The class provides an overview of the alternative modes, systems, rates, services, and regulations in global transportation. Transportation systems and providers will be examined including ocean, air, and surface carriers, as well as intermodal and special carriers.

BUS 82, Supply Chain Management  
3 units
Transfer: CSU
- Prerequisite: None.
This course is an overview of the entire supply chain and its key elements. Students are exposed to concepts, models, and terminology used in demand planning, inventory planning, material planning, distribution planning, fulfillment planning, and related components of a supply chain are examined.

BUS 83, Operations Management  
3 units
Transfer: CSU
- Prerequisite: None.
Introduces concepts and techniques related to the design, planning, control, and improvement of manufacturing and service operations. The course examines operations and the coordination of product development, process management, and supply chain management. Students are exposed to topics in the areas of process analysis, materials management, production scheduling, quality management, and product design.

BUS 88A, Independent Studies in Business  
1 unit
Transfer: CSU
- Please see “Independent Studies” section.

BUS 88B, Independent Studies in Business  
2 units
Transfer: CSU
- Please see “Independent Studies” section.

BUS 88C, Independent Studies in Business  
3 units
Transfer: CSU
- Please see “Independent Studies” section.

BUS 90A, Business Internship  
1 unit
Transfer: CSU
- Prerequisite: None.
Students must arrange an approved internship prior to enrolling in this class. F-1 students must see the Immigration Coordinator at the International Education Center before enrolling.
The Internship Program is designed to provide the student with “real life” experience in a business environment. Students will work with a local company to apply academic business principles.

BUS 90B, Business Internship  
2 units
Transfer: CSU
- Prerequisite: None.
Students must arrange an approved internship prior to enrolling in this class. F-1 students must see the Immigration Coordinator at the International Education Center before enrolling.
The Internship Program is designed to provide the student with “real life” experience in a business environment. Students will work with a local company to apply academic business principles.
BUS 90C, Business Internship         3 units
Transfer: CSU
  • Prerequisite: None.
Students must arrange an approved internship prior to enrolling in this class. F-1 students must see the Immigration Coordinator at the International Education Center before enrolling.

The Internship Program is designed to provide the student with “real life” experience in a business environment. Students will work with a local company to apply academic business principles.

BUS 91A, Marketing Internship         1 unit
Transfer: CSU
  • Prerequisite: None.
Students must arrange an approved internship prior to enrolling in this class. F-1 students must see the Immigration Coordinator at the International Education Center before enrolling.

The Internship Program is designed to give students “real life” marketing experience by forming their own marketing promotions agency with the assistance of a local marketing promotions firm. Using a budget, students research, design, present, and execute a custom made, on-campus promotion. After the promotion, students do post-research to gauge effectiveness of the promotion. This program is unique in that students execute their own marketing ideas using real business practices.

BUS 91B, Marketing Internship         2 units
Transfer: CSU
  • Prerequisite: None.
Students must arrange an approved internship prior to enrolling in this class. F-1 students must see the Immigration Coordinator at the International Education Center before enrolling.

The Internship Program is designed to give students “real life” marketing experience by forming their own marketing promotions agency with the assistance of a local marketing promotions firm. Using a budget, students research, design, present, and execute a custom made, on-campus promotion. After the promotion, students do post-research to gauge effectiveness of the promotion. This program is unique in that students execute their own marketing ideas using real business practices.

BUS 95, International Business Internships         2 units
Transfer: CSU
  • Prerequisite: None.
Students must arrange an approved internship prior to enrolling in this class. F-1 students must see the Immigration Coordinator at IEC before enrolling.

The Internship Program is designed to provide the student with “real life” experience in an international business environment. Students will work with either a domestic or a foreign based company to apply academic business principles.

ENGL 900, CAHSEE English-Language Arts Prep         0 units
This course focuses on important concepts and skills related to middle and high school English and language arts (content standards 8-10), and prepares students to pass the English-language arts section of the California High School Exit Examination (CAHSEE).

MATH 900, CAHSEE Math Prep         0 units
This course focuses on important concepts and skills related to middle and high school mathematics (content standards 6-Algebra 1), and prepares students to pass the mathematics section of the California High School Exit Examination (CAHSEE).

Chemistry

Students must be present at the first lab session of a chemistry course to be assured of admission to limited lab spaces.

CHEM 9, Everyday Chemistry         5 units
Transfer: UC, CSU
IGETC AREA 5A (Physical Sciences + LAB)
Students enrolling in this course should have math skills equivalent to those entering Math 31. This course does not fulfill the prerequisite for Chemistry 11.

This course serves to fulfill the general education requirements for a laboratory science course. Students who successfully complete this course will understand basic chemical principles and how these principles relate to the world around them. They will also learn various lab techniques, including the safe handling of chemicals and the proper use of laboratory equipment.

CHEM 10, Introductory General Chemistry         5 units
Transfer: UC, CSU
IGETC AREA 5A (Physical Sciences, + LAB)
  • Prerequisite: Math 31.
  *U.C. gives no credit for Chemistry 10 if taken after Chemistry 11.

This is an introductory laboratory course. It introduces principles, laws, and nomenclature of inorganic chemistry and organic chemistry. Chemistry 10 prepares students to take the General Chemistry sequence (Chemistry 11 and Chemistry 12). It additionally serves as a basic chemistry course for the allied health majors (such as nursing and physiology). It also serves to fulfill general education requirements. Students who successfully complete this course will understand basic chemical principles and will have practiced quantitative reasoning and problem solving skills. Students will also have learned various lab techniques, including the safe handling of chemicals and laboratory equipment.

CHEM 11, General Chemistry I         5 units
Transfer: UC, CSU
IGETC AREA 5A (Physical Sciences, + LAB)
  • Prerequisite: Chemistry 10 and Math 20.
Students seeking waiver of the Chemistry 10 prerequisite should take the Chemistry 10 Challenge Exam.

This course is the first semester of a two-semester, standard first year college chemistry course (Chem 11 and Chem 12). It introduces the fields of physical, organic, and inorganic chemi-