

BUSINESS (BUSN)

BUSN 400 18 Hours

Starting a Small Business: Be Your Own Boss

You will learn the role of entrepreneurial businesses in the United States and the impact on our national and global economy. This course will guide you to analyze the skills, commitment, and challenges necessary to successfully operate a small business. Topics also include entrance strategies and best practices. *(Fee-Based)*

BUSN 405 18 Hours

Writing a Winning Business Plan

In this course you will learn to assess the strengths and weaknesses of a business concept and learn the elements of a winning business plan. Developing a competitive advantage, developing a mission statement, and forms of business ownership will also be covered. *(Fee-Based)*

BUSN 410 24 Hours

Financing Your Small Business

Individuals will learn to identify and evaluate the various sources available for funding a small business venture and how to work with financial statements. Additionally, you will learn about capital and cash management, how to establish credit policies, and the importance of location. *(Fee-Based)*

BUSN 415 24 Hours

Small Business Marketing Strategies

This course is designed to cover key marketing concepts and methods relevant for start-up and early-stage entrepreneurs. Marketing and pricing strategies, cost effective marketing, knowing your customer and effective advertising techniques will be covered. *(Fee-Based)*

BUSN 420 24 Hours

Legal Issues for Small Business

This course provides information regarding legal issues for small businesses. You will learn the basic elements small businesses. You will learn the basic elements required for a valid contract, employment laws, intellectual property, ethics, and government regulations. Best practices and resources for start-up and existing small businesses will also be a focus. *(Fee-Based)*

BUSN 425 4 Hours

How To Sell on eBay

Everyone has lots of stuff in closets, drawers and garages. Some even pay for storage areas to hold this stuff. Why not make some money by selling your things on eBay? This class will show you how. We will discuss organization, categorization and writing posts. *(Fee-Based)*

BUSN 430 2 Hours

How To Buy on eBay

With the economy the way it is, everyone is trying to save money wherever possible. This course will teach you how to buy on eBay and get the same items you normally purchase in stores for less - sometimes for pennies on the dollar. Items may still have original sealed packaging. *(Fee-Based)*

BUSN 435 36 Hours

Payroll Accounting, Introduction

This course provides an introduction to payroll procedures for bookkeeping and accounting. Topics include federal and State laws, paying different types of employees, employment records, payroll recordkeeping, and payroll State forms. Students will also learn to perform basic payroll functions. *(Fee-Based)*

BUSN 440 8-15 Hours

Fundamentals of Project Management

This class is designed for individuals interested in learning how to use project management techniques to lead teams and complete projects efficiently. You will learn the tools and techniques of project management including the product initiation stage. *(Fee-Based)*

BUSN 445 15 Hours

Project Planning and Scheduling Techniques

This course covers project management techniques to help individuals successfully execute projects on time and meet organizational and customer expectations. Topics include creating time estimates, assigning responsibilities for time management, and creating a management plan. *(Fee-Based)*

BUSN 450 8 Hours

Project Cost Management

This course covers simplified techniques to monitor and control the cost of a project. You will learn how proper cost management helps you complete a project on time and meet customer and organization expectations. Topics include cost estimation methods, forecasting methods, and identification of resources. *(Fee-Based)*

BUSN 455 15 Hours

Team Building for Project Managers

This class covers the basic principles of team building, leadership techniques, and management techniques for project teams. Topics include motivating teams, building loyalty in teams, conflict resolution, and the responsibilities of a project leader. Learn how to lead successful project teams. *(Fee-Based)*

BUSN 460 6 Hours

Twittering Your Way to Business Success

Learn basic tools to build your followers on Twitter. You will be guided through a series of steps to find followers, build quality followers, maintain your followers by adding value to your tweets, and updating your followers on Twitter, your friends on Facebook and your network on LinkedIn and more. *(Fee-Based)*

BUSN 465 9 Hours

Introduction to Scrum: An Agile Process

Agile Scrum is a project management tool. This course covers the fundamental concepts for agile principles and the Scrum process. *(Fee-Based)*

BUSN 472 90 Hours

Improve Brain Power for the Workplace

Learn how to improve your memory, concentration, confidence and listening skills which can enhance study skills and help you succeed in the workplace. This course covers how the brain learns and remembers, causes of memory loss, and various brain exercises, including computer-based programs, that preserve and improve brain health. *(Apportionment)*

BUSN 474 30 Hours

Creative Writing: Building Skills for Career

In this course students will develop and refine professional creative writing skills and create written pieces such as short stories, essays and articles that can be sold for income. Students will learn how to publish their literary works, including marketing to publishers and agents and promoting the published manuscript. *(Apportionment)*

BUSN 476	36 Hours	BUSN 492	48 Hours
Painting Arts: Building Skills for Art and Business		Machine Shorthand Speed Building 2	
In this course students will develop and refine skills for creating quality paintings that can be sold through their own home-based business. Learn a variety of media, including techniques in drawing, brush strokes, color mixing and application, and methods for promoting and selling paintings in various marketplace settings. Materials are supplied by students. <i>(Apportionment)</i>		Advisory: Completion of BUSN 490 Machine Shorthand Speed Building 1.	
		This course promotes further development of speed and accuracy in taking dictation on the steno machine. The student will develop sufficient skills to take new material dictation at 160 words per minute (wpm) through 200 wpm for five minutes with 98% accuracy. This class meets the State of California licensing requirements. <i>(Fee-Based)</i>	
BUSN 478	36 Hours	BUSN 494	48 Hours
Ceramic: Building Skills for Art and Business		Machine Shorthand Speed Building 3	
Students will learn and refine ceramic art skills with the goal of producing quality pieces that can be sold through a home-based business. Learn ceramic hand-building, decorating and firing techniques, and how to sell ceramic pieces, including the concepts of pricing, promotion, and identifying marketplace options for product sales. Materials are supplied by students. <i>(Apportionment)</i>		Advisory: Completion of BUSN 492 Machine Shorthand Speed Building 2.	
		This course promotes further development of speed and accuracy in taking dictation on the steno machine. The student will develop sufficient skills to take new material dictation at 180 wpm to 200 wpm for ten minutes with 98 percent accuracy. This course meets the requirements of the Court Reporter's Board and the National Court Reporter's Association for speed level on question and answer and trial testimony. <i>(Fee-Based)</i>	
BUSN 480	36 Hours	BUSN 496	48 Hours
Needlecraft: Building Skills for Art and Business		Machine Shorthand Speed Building 4	
Students will develop and refine the skills needed to create quality needlecraft pieces that can be sold through their own home-based business. Learn techniques for knitting, crochet, needlepoint, and cross-stitch, and the concepts of pricing, promotion, and identifying appropriate marketplace options for product sales. Materials are supplied by students. <i>(Apportionment)</i>		Advisory: Completion of Machine Shorthand Speed BUSN 490 Machine Shorthand Speed Building 1, BUSN 492 Machine Shorthand Speed Building 2 or BUSN 494 Machine Shorthand Speed Building 3.	
		This course promotes further development of speed and accuracy in taking dictation on the steno machine. The student will develop sufficient skills to take new material from 160 words per minute (wpm) to 220 wpm sustained dictation with 98% accuracy. This course meets the requirements of the Court Reporter's Board and the National Court Reporter's Association for speed level on question and answer and trial testimony. <i>(Fee-Based)</i>	
BUSN 482	36 Hours	BUSN 500	6 Hours
Quilting: Building Skills for Art and Business		Auto Wholesale Home-based Business	
Learn and refine skills for creating quality quilts and quilted items that can be sold through a home-based business. Course topics include hand and machine sewing techniques and methods for securing income from quilting, including commissioned and consignment sales, and the concepts of pricing, promotion, and identifying marketplace options. Materials are supplied by students. <i>(Apportionment)</i>		Supplement your income \$3,000 to \$5,000 with your DMV auto dealer license home-based business. Students will learn six to eight techniques to create profit and generate cash flow. Dealers obtain automobiles and parts at wholesale and are sales-tax exempt. They are not required to register inventory vehicles. List of 400+ dealer only auctions also included in course. DMV approved. <i>(Fee-Based)</i>	
BUSN 484	36 Hours	BUSN 510	15 Hours
Craft Artistry: Building Skills for Art and Business		Business Etiquette	
Learn artistic techniques and refine creative art skills with the goal of creating quality craft pieces, such as seasonal and gift products, that can be sold through a home-based business. Methods for selling artistic creations are covered, including concepts of pricing, promotion, and identifying marketplace options for product sales. Materials are supplied by students. <i>(Apportionment)</i>		In today's media-infused world, our face-to-face interactions have become even more crucial to our success. Displaying good business etiquette behavior will mean clients are more likely to trust and want to do business with you. Our business etiquette training course provides adults with the skills you need to quickly adapt, integrate and succeed in diverse business environments. Learn about networking for success, dining in style, email, phone, and letter etiquette, as well as dressing for success. <i>(Fee-Based)</i>	
BUSN 486	36 Hours		
Drama: Performing as an Art and a Career			
In this course students will develop and refine acting skills with the goal of securing work as a paid professional. Study includes fundamentals of performance, script analysis, characterization, acting styles, stage and camera terminology, the business of stage, film and television, union and non-union, and positive communication skills. <i>(Apportionment)</i>			
BUSN 490	48 Hours		
Machine Shorthand Speed Building 1			
This course promotes further development of speed and accuracy in taking dictation on the steno machine. Students will develop sufficient skills to take new material dictation at 160 words per minute (wpm) through 230 wpm for one minute at 98% accuracy. This class meets the state of California licensing requirements. <i>(Fee-Based)</i>			