BUSINESS, GENERAL (GBUS)

GBUS 5 (C-ID BUS 110) 3 units
Introduction to Business
54 hours lecture
Grading: letter grade.
This course is designed to provide a basic understanding of the business environment, with a special emphasis on globalization and ethics/social responsibility, as well as the prime operating functions of management/organization, human resources, marketing, information/technology and accounting/finance. These skills are useful for both entry and mid-level positions.
Transferable to both UC and CSU; see counselor for limitations

GBUS 10 3 units
Personal Finance
54 hours lecture
Prerequisite: Elementary algebra or qualifying through the LBCC math placement process.
Grading: letter grade.
Fundamentals of personal finance including financial planning, money management, income and asset protection, and investments. Course material covered includes calculations and problem solving related to budgeting, managing income taxes, building and maintaining good credit, large personal assets purchases, managing property and liability risk, investment fundamentals, and retirement and estate planning.
Transferable to CSU Only

GBUS 25 3 units
Digital and Social Media
54 hours lecture
Grading: letter grade or pass/no pass.
In this course, students will explore the design and impact of digital and social media technologies for both personal and professional application in a wide variety of organizational situations. Additionally, students will learn to understand digital and social media etiquette and ethics. Both the potential and the limitations of this technology will be explored and students will have access to hands-on experience with several forms of social media technology. Those who complete this course will be prepared to use digital and social media productively and will have a framework for understanding and evaluating new technology tools and platforms as they are developed. This course is not open for credit to students who have completed BCOM 25.
Transferable to CSU Only