

BUSINESS

The Business program equips our students, through a variety of academic disciplines and in a manner consistent with the mission of the college, with the knowledge and skills needed to transfer to a baccalaureate-degree granting institution, to enter the work force, to update workplace skills, or to achieve personal enrichment in a lifelong-learning environment. Students develop high-level knowledge and critical-thinking skills that will prepare them to make informed and ethically-responsible decisions in a complex global environment.

Associate in Arts Transfer Degrees

- Economics - Associate in Arts Transfer Degree (<https://lbcc-public.courseleaf.com/degrees-certificates/business/economics-aat/>)

Associate in Science Transfer Degrees

- Business Administration 2.0 - Associate in Science Transfer Degree (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-administration-2.0-ast/>)

Associate in Arts

- Business: Accounting Concentration - Associate in Arts (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-accounting-concentration-aa/>)
- Business: General Business Concentration - Associate in Arts (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-general-business-concentration-aa/>)
- Business: Global Trade and Logistics Concentration - Associate in Arts (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-global-trade-logistics-concentration-aa/>)
- Business: Management Concentration - Associate in Arts (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-management-concentration-aa/>)
- Business: Marketing Concentration - Associate in Arts (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-marketing-concentration-aa/>)

Certificates of Achievement

- Business: Accounting - Certificate of Achievement (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-accounting-certificate-achievement/>)
- Business: General Business - Certificate of Achievement (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-general-business-certificate-achievement/>)
- Business: Global Trade and Logistics – Certificate of Achievement (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-global-trade-logistics-certificate-achievement/>)
- Business: Management - Certificate of Achievement (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-management-certificate-achievement/>)
- Business: Marketing - Certificate of Achievement (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-marketing-certificate-achievement/>)
- Economics - Certificate of Achievement (<https://lbcc-public.courseleaf.com/degrees-certificates/business/economics-certificate-achievement/>)

- Human Resources Management - Certificate of Achievement (<https://lbcc-public.courseleaf.com/degrees-certificates/business/human-resources-management-certificate-achievement/>)

Certificates of Accomplishment

- Business: Business Economics - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-business-economics-certificate-accomplishment/>)
- Business: Foundations of Accounting - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-foundations-accounting-certificate-accomplishment/>)
- Business: Foundations of Business - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-foundations-business-certificate-accomplishment/>)
- Business: Foundations of International Business - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-foundations-international-business-certificate-accomplishment/>)
- Business: Foundations of Management - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-foundations-management-certificate-accomplishment/>)
- Business: Foundations of Marketing - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-foundations-marketing-certificate-accomplishment/>)
- Business: Logistics - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-logistics-certificate-accomplishment/>)
- Business: Money and Banking - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-money-banking-certificate-accomplishment/>)
- Foundations of Entrepreneurship - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-foundations-entrepreneurship-certificate-accomplishment/>)
- Personal Financial Planning - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-personal-financial-planning-certificate-accomplishment/>)
- Real Estate Broker - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-real-estate-broker-certificate-accomplishment/>)
- Real Estate Salesperson - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-real-estate-salesperson-certificate-accomplishment/>)
- Social Media Application Development - Certificate of Accomplishment (<https://lbcc-public.courseleaf.com/degrees-certificates/business/business-social-media-application-development-certificate-accomplishment/>)

Certificates of Completion

- DRE Exam Preparation - Certificate of Completion (<https://lbcc-public.courseleaf.com/degrees-certificates/business/dre-exam-preparation-certificate-completion/>)

Accounting

ACCTG 1A (C-ID ACCT 110) 5 units

Financial Accounting 90 hours lecture

Recommended Preparation: ACCTG 200 or one year of bookkeeping.
Grading: letter grade.

This course is the study of accounting as an information system, examining why it is important and how it is used by investors, creditors, and others to make decisions. The course covers the accounting information system, including recording and reporting of business transactions with a focus on the accounting cycle, the application of generally accepted accounting principles, the financial statements, and statement analysis. Includes issues relating to asset, liability, and equity valuation, revenue and expense recognition, cash flow, internal controls and ethics.

Transferable to both UC and CSU; see counselor for limitations

ACCTG 1B (C-ID ACCT 120) 5 units

Managerial Accounting 90 hours lecture

Prerequisite: ACCTG 1A.
Grading: letter grade.

This course is the study of how managers use accounting information in decision-making, planning, directing operations, and controlling. Focuses on cost terms and concepts, cost behavior, cost structure and cost-volume-profit analysis. Includes issues relating to cost systems, cost control, profit planning and performance analysis in manufacturing and service environments. This course also provides students with techniques used by management in evaluating daily operations and related costs of a business in planning future operations, making decisions, and developing overall business strategies.

Transferable to both UC and CSU; see counselor for limitations

ACCTG 200 3 units

Introduction to Accounting 54 hours lecture

Grading: letter grade.

Formerly ACCTG 200A. This course provides a general overview and understanding of the accounting principles for a business enterprise, with a focus on those business activities for both service and merchandising businesses, using a double entry system and the accrual method for recording financial transactions. The course will introduce students to key accounting terms, the accounting equation and related impact of business accounting transactions, the integration of the business transactions into the financial statement framework, along with an understanding of cash activities, receivables, inventories, fixed assets, liabilities, shareholders' equity, revenues and expenses. The course will cover the primary financial statements utilized by a business, including financial statement analysis. This course will give students a fundamental foundation of accounting and its importance to a business, a general understanding of the activities of a business and the financial reporting of a business.

ACCTG 205 3 units

Fundamentals of Tax 54 hours lecture

Grading: letter grade.

Students will learn to prepare federal income tax returns for individuals. This course emphasizes the practical use of tax forms and supporting schedules and also reflects the most recent changes in the Internal Revenue Code.

ACCTG 228 2 units

Computerized Gen Ledger Account Systems 36 hours lecture, 18 hours laboratory

Prerequisite: ACCTG 1A or 200.

Grading: letter grade.

This course provides students with experience using a commercial general ledger accounting program.

ACCTG 229 3 units

Spreadsheet Accounting 54 hours lecture, 18 hours laboratory

Prerequisite: ACCTG 1A.

Recommended Preparation: Working knowledge of Microsoft Excel or COSA 15.

Grading: letter grade or pass/no pass.

The course will cover the functions and features of Excel most commonly used in Accounting/Finance applications. Many of the routine manual functions studied in the Financial Accounting course will be automated by using Microsoft Excel. Instruction will focus on preparing financial Excel models and templates that are functional, flexible, and easily maintainable. Refresher lectures will be presented on the Accounting topics specific to the Excel modeling assignments.

ACCTG 230 2 units

Quickbooks Accounting 36 hours lecture

Recommended Preparation: General familiarity and use of a PC.

Grading: letter grade or pass/no pass.

Intro to basic small business accounting concepts and to a complete accounting software system. Provides hands-on exposure to the major features of the Quickbooks accounting software accompanied by instruction in the accounting concepts being employed.

Economics

ECON 1 (C-ID ECON 202) 3 units

Macro Economic Analysis 54 hours lecture

Prerequisite: Intermediate Algebra or one year of high school intermediate algebra with a second semester grade of B or better or qualification through the math placement process.

Grading: letter grade or pass/no pass.

Formerly ECON 1A. Macroeconomics is concerned with the economy as a whole and large market segments. The instructional emphasis is on macroeconomic policy. This course examines the functioning of a mixed enterprise system. Topics will include the economic role of government, determination of national income, the banking system, and Federal Reserve policy. The attention is focused on such problems as the level of unemployment, the rate of inflation, balance of payments, the nation's total output of goods and services, economic growth, fiscal and monetary policies.

Transferable to both UC and CSU; see counselor for limitations

ECON 1H (C-ID ECON 202) 3 units**Honors Macro Economic Analysis****54 hours lecture**

Prerequisite: Intermediate Algebra or one year of high school intermediate algebra with a second semester grade of B or better or qualification through the math placement process, and qualification for the Honors Program.

Grading: letter grade or pass/no pass.

Formerly ECON 1AH. Macroeconomics is concerned with the economy as a whole and large market segments. The instructional emphasis is on macroeconomic policy. This course examines the functioning of a mixed enterprise system. Topics will include the economic role of government, determination of national income, the banking system, and Federal Reserve policy. The attention is focused on such problems as the level of unemployment, the rate of inflation, balance of payments, the nation's total output of goods and services, economic growth, fiscal and monetary policies.

Transferable to both UC and CSU; see counselor for limitations

ECON 2 (C-ID ECON 201) 3 units**Micro Economic Analysis****54 hours lecture**

Prerequisite: Intermediate Algebra or one year of high school intermediate algebra with a second semester grade of B or better or qualification through the math placement process.

Grading: letter grade or pass/no pass.

Formerly ECON 1B. This course examines the behaviors of individual households and firms in a mixed enterprise capitalist system. The class will include topics of price theory, distribution, resource allocation, foreign trade and comparative economic systems. Microeconomics is concerned with specific economic units or parts that make up an economic system and the relationship between these parts. The emphasis is placed on understanding the behavior of individual firms and households, and the ways in which they interact.

Transferable to both UC and CSU; see counselor for limitations

ECON 2H (C-ID ECON 201) 3 units**Honors Micro Economic Analysis****54 hours lecture**

Prerequisite: Intermediate Algebra or one year of high school intermediate algebra with a second semester grade of B or better or qualification through the math placement process, and qualification for the Honors Program.

Grading: letter grade.

Formerly ECON 1BH. This course examines the behaviors of individual households and firms in a mixed enterprise capitalist system. The class will include topics of price theory, distribution, resource allocation, foreign trade and comparative economic systems. Microeconomics is concerned with specific economic units or parts that make up an economic system and the relationship between these parts. The emphasis is placed on understanding the behavior of individual firms and households, and the ways in which they interact.

Transferable to both UC and CSU; see counselor for limitations

ECON 3 3 units**General Concepts in Economics****54 hours lecture**

Grading: letter grade or pass/no pass.

This course is a survey of economic principles, both micro and macro.

This course is designed to provide non-economics and non-business majors a foundation in economics.

Transferable to both UC and CSU; see counselor for limitations

ECON 4 3 units**Contemporary Economic Issues****54 hours lecture**

Grading: letter grade or pass/no pass.

This course offers an economic analysis of contemporary questions including environmental, institutional, and multicultural issues. The class will determine the role of economies, as a social science, assisting in understanding causes, effects, and possible policies for current problems. The instructional emphasis is on the relationship of basic tools of economic analysis and their application to current economic problems. Transferable to both UC and CSU; see counselor for limitations

ECON 5 3 units**The Global Economy****54 hours lecture**

Grading: letter grade or pass/no pass.

This course examines the location and organization of international economic activities from an economic, cultural, political, and environmental perspective. Topics covered by a faculty team drawn from economics and geography include the spatial distribution of resources and production, global flows of information, capital and labor, and regional inequalities such as income distribution, poverty, discrimination and standard of living. This class is recommended for students in business, social science and liberal arts with an interest in global and international issues, including regional and social inequalities, marketing and international trade, and tourism. This course is not open to students registered in or with credit in GEOG 5.

Transferable to both UC and CSU; see counselor for limitations

General Business

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

International Business

IBUS 1 3 units**Introduction to International Business****54 hours lecture**

Grading: letter grade.

This course offers an introduction to the global business macro-environment and orients students toward a career in the field of international business. Topics covered include economic variables, cultural differences, political risk, regional trade agreements, foreign direct investment, and exchange rates.

Transferable to CSU Only

IBUS 20 3 units**Export-Import Business Practices****54 hours lecture**

Grading: letter grade.

This class consists of the basics of the export-import business, how to handle money matters and how to buy and sell. It is designed for the person seeking an entry level position, contemplating the start of an export-import business or the manager who wishes to expand a company's marketing opportunities.

Transferable to CSU Only

IBUS 52 3 units**Introduction to Supply Chain Management****54 hours lecture**

Grading: letter grade.

This course orients the student to the alternative modes, systems, rates, services and regulations in global transport including ocean, air, and surface carriers and systems. It emphasizes the practical skills and techniques utilized to successfully market on an international basis.

Transferable to CSU Only

IBUS 60 3 units**International Business Law****54 hours lecture**

Recommended Preparation: LAW 18.

Grading: letter grade.

This course is designed to explore the fundamentals of international business law and examine the scope of how international disputes affect global trade. It is appropriate for students who wish to pursue a career in the business field, especially those students interested in international business.

Transferable to CSU Only

IBUS 75 3 units**Introduction to Logistics****54 hours lecture**

Grading: letter grade.

This course will explore logistics systems and concepts, including inventory and warehouse management, logistics information systems, facility location, and global logistics. It is designed for those who are interested in becoming logistics professionals as well as those who wish to update their knowledge in the field.

Transferable to CSU Only

Management

MGMT 49 3 units**Introduction to Management****54 hours lecture**

Grading: letter grade.

Formerly MGMT 49A. Introduction to Management is the entry level management course designed to introduce the traditional management tasks of planning, organizing, leading and controlling. Course topics will include important issues such as innovation, technology, diversity, quality, ethics and the global environment.

Transferable to CSU Only

MGMT 50 3 units**Human Resource Management****54 hours lecture**

Grading: letter grade.

Formerly MGMT 49B. This course will provide an introduction to the theory and practical applications of Human Resource Management (HRM): planning, recruiting, selecting, training and evaluating. Course topics will include important issues such as staffing and development, compensation and benefits, safety and health, labor-management relations, ethics and legal requirements.

Transferable to CSU Only

MGMT 58 3 units**Leadership and Supervision****54 hours lecture**

Grading: letter grade.

This course is designed for the first-line manager to develop necessary skills for success in a diverse workplace. Focus will be on human behavior issues such as ethics, motivation, personality, communication, group dynamics, and leadership development. Organizational issues will include satisfaction, productivity and performance.

Transferable to CSU Only

MGMT 60 3 units**Management & Organization Behavior****54 hours lecture**

Grading: letter grade.

This course provides a comprehensive view of Organizational Behavior from three primary levels of analysis: individual behavior, group behavior and the organizational system. Of equal importance is the influence of globalization, diversity, ethics/social responsibility and technology on the organization.

Transferable to CSU Only

MGMT 80 3 units**Small Business Entrepreneurship****54 hours lecture**

Grading: letter grade.

This course is designed to provide an understanding of the entrepreneurial elements of starting a small business with an eventual focus on the traditional management skills necessary to extend the life of the startup business. Major emphasis is placed on the development of a coherent business plan.

Transferable to CSU Only

MGMT 680 0 units**Small Business Entrepreneurship****54 hours lecture**

Grading: non graded.

This course is designed to provide an understanding of the entrepreneurial elements of starting a small business with an eventual focus on the traditional management skills necessary to extend the life of the startup business. Major emphasis is placed on the development of a coherent business plan.

Marketing

MKTG 40 3 units**Salesmanship****54 hours lecture**

Grading: letter grade.

This course is designed for those looking at a career in professional sales or as a refresher for current sales professionals. The course objective is to develop a thorough understanding of the importance of professional selling within the entire marketing process, with an emphasis on developing strong customer relationships.

Transferable to CSU Only

MKTG 41 3 units**Marketing Communications****54 hours lecture**

Grading: letter grade.

This course will help the student develop a thorough understanding of the various forms of marketing communications, such as advertising, sales promotion, direct-response and publicity/public relations. The focus will be on the concept of Integrated Marketing Communications as one of the functions of marketing strategy.

Transferable to CSU Only

MKTG 47 3 units**Essentials of Marketing****54 hours lecture**

Grading: letter grade.

This course will analyze the importance of the marketing concept throughout an organization. Students will develop the skills necessary to plan, organize and implement a marketing strategy for a product or service. These skills are useful for both entry and mid-level marketing positions.

Transferable to CSU Only

Real Estate

REAL 78 3 units**Real Estate Economics****54 hours lecture**

Grading: letter grade.

This course covers trends and factors affecting the value of real estate, the nature and classification of real estate economics, the development of property, construction and subdivision, economic values and real estate evaluation, real estate cycles and business fluctuations, residential market trends, and real property trends. This course may be used as an elective course for persons seeking a California Real Estate Salesperson license and is a required course for persons seeking a California Real Estate Broker license.

Transferable to CSU Only

REAL 80 3 units**Real Estate Principles****54 hours lecture**

Grading: letter grade.

This course covers the basic laws and principles of California real estate. This class also provides background and terminology for homeowners, landlords, tenants, persons preparing for advanced study in specialized real estate courses, and those preparing for real estate license exams.

This course is one of three courses required for persons seeking a Real Estate Salesperson license and is an elective course for persons seeking a Real Estate Broker license.

Transferable to CSU Only

REAL 81 3 units**Real Estate Practice****54 hours lecture**

Grading: letter grade.

Formerly REAL 81A. This course covers practices in real estate sales and brokerage, including prospecting, listing, advertising, financing, sales techniques, escrow, and ethics. This course is one of the required courses for those seeking a Real Estate Salesperson license or a Real Estate Broker license.

Transferable to CSU Only

REAL 84 3 units**Mortgage Brokering/Lending in California****54 hours lecture**

Recommended Preparation: REAL 80.

Grading: letter grade.

This course covers an introduction to mortgage brokering operations and orients students toward a career in the field. Topics covered include types of loans, loan processing, lending regulations, underwriting, loan submission, quality control, understanding credit information, loan packaging, and loan documents.

Transferable to CSU Only

REAL 85 3 units**Real Estate Appraisal****54 hours lecture**

Grading: letter grade.

This course covers principles and procedures of single-family, residential appraisal and report-writing. Successful completion is required for a California Real Estate Broker's license, satisfies up to 54 hours of the 150 hours required for a California Trainee or Residential Appraisal license, and can be used as an elective for a California Real Estate Salesperson's license. The course also provides 51 hours of continuing education credit for the California Appraisal license renewal.

Transferable to CSU Only

REAL 86 3 units**Advanced Real Estate Appraisal****54 hours lecture, 18 hours laboratory**

Recommended Preparation: REAL 80 and REAL 85.

Grading: letter grade.

This course covers residential market analysis, highest and best use, site valuation, cost/sales comparison, income approaches to valuation, and appraisal report-writing for residential properties. It is part of the education requirement for the California OREA Trainee and Residential license and can be used as an elective for the California Real Estate Broker's license.

Transferable to CSU Only

REAL 87 3 units**Real Estate Finance****54 hours lecture**

Grading: letter grade.

This course is an introduction and analysis of real estate financing and lending policies. The course also introduces students to problems that may arise in the areas of financing residential, apartment, commercial and special purpose properties. The methods of financing properties are emphasized.

Transferable to CSU Only

REAL 92 3 units**Escrows and Land Titles****54 hours lecture**

Grading: letter grade.

Formerly REAL 92A. This competency-based course prepares students with skills for entry-level positions in an escrow office or to improve their knowledge in real estate. Focus is on understanding the escrow process and accurately completing necessary documents. This course may be used as an elective course for persons applying for the California Real Estate Salesperson or Real Estate Broker license.

Transferable to CSU Only

REAL 253 3 units**Property Management****54 hours lecture**

Grading: letter grade.

This course is a practical approach to the principles and practices of managing apartments and other income properties. Topics include leasing, owner and manager objectives, management plans, landlord-tenant law, evictions, prohibited discrimination, property maintenance; management office administration, and human relations. This course can be used as an elective course by persons applying for the Real Estate Salesperson's and Broker's licenses with the California Department of Real Estate.

REAL 600 0 units**DRE Exam Preparation****54 hours lecture**

Recommended Preparation: REAL 80 and REAL 81.

Grading: non graded.

This course reviews all the material necessary to take the CA Department of Real Estate Salesperson's or Broker's Examination. Students learn the financial, economic, and political aspects of real estate practice in California. Regulations of the real estate business and licensing of real estate brokers and salespersons are discussed in detail. In addition, the license law, the subdivision law administered by the Real Estate Commissioner, the Regulations of the Commissioner, and extracts from other pertinent California codes, are presented.