

# BUSINESS (BUSI)

## BUSI 11 • INTRODUCTION TO INFORMATION SYSTEMS

**Units:** 5  
**Hours:** 5 lecture per week (60 total per quarter)  
**Advisory:** Elementary Algebra or equivalent; demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249; knowledge of Excel; not open to students with credit in CIS 10 or 60.

**Degree and Credit Status:** Degree-Applicable Credit Course

**Foothill GE:** Non-GE  
**Transferable:** CSU/UC  
**Grade Type:** Letter Grade (Request for Pass/No Pass)  
**Repeatability:** Not Repeatable

Introduction to the concepts of management and information systems especially as used in business and similar organizations. Covers the need for information, how computers are used in business and other organizations to provide information, elements of computer hardware and software, software development, data storage and communication, and the social impact of computers. Hands-on introduction to personal productivity software such as word processing, spreadsheet, database, and presentation applications.

## BUSI 12 • INTRODUCTION TO DATA ANALYTICS & BUSINESS DECISIONS

**Units:** 4  
**Hours:** 4 lecture per week (48 total per quarter)  
**Degree and Credit Status:** Degree-Applicable Credit Course  
**Foothill GE:** Non-GE  
**Transferable:** CSU/UC  
**Grade Type:** Letter Grade Only  
**Repeatability:** Not Repeatable

This course is an overview of data analytics and their use in making business decisions, covering a broad selection of topics along the life-cycle of data analytics (business objective; data collection, cleansing, transformation; data analysis, data visualization/storytelling; data-based decision making). Professional skills, such as communication, presentation, and data storytelling, will be presented. Students will acquire a basic working knowledge of data analytics through hands-on projects and study in a variety of business, engineering, social sciences, or life sciences domains. Issues of ethics, leadership, and teamwork will be highlighted.

## BUSI 18 • BUSINESS LAW I

**Units:** 5  
**Hours:** 5 lecture per week (60 total per quarter)  
**Advisory:** Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249; UC will award transfer credit for either BUSI 18 or BUSI 19, not both.

**Degree and Credit Status:** Degree-Applicable Credit Course

**Foothill GE:** Non-GE  
**Transferable:** CSU/UC  
**Grade Type:** Letter Grade (Request for Pass/No Pass)  
**Repeatability:** Not Repeatable

Introduction to law applicable to business. Social forces and the law; source of law; agencies for enforcement; and court systems and procedures. California law applicable to contracts, tort negligence, agency, and the Uniform Commercial Code. Contemporary Legal Issues.

## BUSI 19 • BUSINESS LAW II

**Units:** 4  
**Hours:** 4 lecture per week (48 total per quarter)  
**Advisory:** BUSI 18; UC will award transfer credit for either BUSI 18 or BUSI 19, not both.

**Degree and Credit Status:** Degree-Applicable Credit Course

**Foothill GE:** Non-GE  
**Transferable:** CSU/UC  
**Grade Type:** Letter Grade (Request for Pass/No Pass)  
**Repeatability:** Not Repeatable

Law of sales, warranty and product liability, partnerships, corporations, personal property, and bailments. The Uniform Commercial Code as related to negotiable instruments and secured transactions, and creditor-debtor rights.

## BUSI 22 • PRINCIPLES OF BUSINESS

**Units:** 5  
**Hours:** 5 lecture per week (60 total per quarter)  
**Advisory:** Not open to students with credit in BUSI 22H or 52.  
**Degree and Credit Status:** Degree-Applicable Credit Course  
**Foothill GE:** Area IV: Social & Behavioral Sciences  
**Transferable:** CSU/UC  
**Grade Type:** Letter Grade (Request for Pass/No Pass)  
**Repeatability:** Not Repeatable

Examination of the principles and functions of business and the objectives and operations of the corporate and small business managerial decision-making process. The course examines the relationship between businesses and consumers, internal and external stakeholders and how those relationships impact business operations. The course topics include the impact of globalization on business operations, and how economic, political, legal, and social issues impact business operations. In addition, the course covers basic business and corporate ethics and social responsibility topics.

## **BUSI 22H • HONORS PRINCIPLES OF BUSINESS**

<b>Units:</b>	5
<b>Hours:</b>	5 lecture per week (60 total per quarter)
<b>Advisory:</b>	Not open to students with credit in BUSI 22 or 52.
<b>Degree and Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Area IV: Social & Behavioral Sciences
<b>Transferable:</b>	CSU/UC
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Examination of the principles and functions of business and the objectives and operations of the corporate and small business managerial decision-making process. The course examines the relationship between businesses and consumers, internal and external stakeholders and how those relationships impact business operations. The course topics include the impact of globalization on business operations, and how economic, political, legal, and social issues impact business operations. In addition, the course covers basic business and corporate ethics and social responsibility topics. As an honors course, this course will use advanced teaching methods and current real-world business situations to enhance and deepen student learning of critical business concepts and frameworks. With an emphasis on research and analysis, students will apply critical thinking skills and business concepts to develop their knowledge of how businesses succeed within today's global business environment.

## **BUSI 45 • FUNDAMENTALS OF PERSONAL FINANCE**

<b>Units:</b>	4
<b>Hours:</b>	4 lecture per week (48 total per quarter)
<b>Advisory:</b>	Elementary Algebra or equivalent; demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.
<b>Degree and Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU/UC
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Designed to help students understand the impact of financial decisions on their personal, professional, and community lives. More specifically, the course will discuss personal finance and quantitative reasoning concepts, frameworks, and techniques to plan, implement, and evaluate financial strategies and tactics. Topics will also include the time value of money, major consumer purchases (e.g., home, car, student loans, credit cards), retirement planning, investment options and their interrelationship with psychological, sociological, and economic factors. The course will culminate with the development of a comprehensive personal financial plan and simulate investment, retirement, tax, insurance, credit, and other financial decisions. The long-term objective is for students to develop a critically-reflective and adaptive capacity for life-long financial decision-making.

## **BUSI 53 • SURVEY OF INTERNATIONAL BUSINESS**

<b>Units:</b>	4
<b>Hours:</b>	4 lecture per week (48 total per quarter)
<b>Advisory:</b>	Not open to students with credit in BIS 53 or BUSI 20.
<b>Degree and Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Area IV: Social & Behavioral Sciences
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Introduction to the global commercial community, theory and practice. Exploration of trade and development with the Pacific Rim, Eastern/Western Europe, Third World and developing nations. Major economic, social, political, cultural forces directing the competitive business environment. Examination of the full range of international commercial activities, marketing, logistics, research, risk analysis, and global corporate ethics and social responsibility.

## **BUSI 57 • PRINCIPLES OF ADVERTISING**

<b>Units:</b>	4
<b>Hours:</b>	4 lecture per week (48 total per quarter)
<b>Advisory:</b>	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249; not open to students with credit in ADVT 57 or BUSI 81.
<b>Degree and Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Introduction to the relationship between advertising and society, and consumer and business. Analysis of markets and direction of advertising campaigns toward them. Selection of media. Evaluation and proper use of the creative aspects of advertising. Actual creation of an advertising campaign and pro-forma budget.

**BUSI 59 • PRINCIPLES OF MARKETING**

<b>Units:</b>	4
<b>Hours:</b>	4 lecture per week (48 total per quarter)
<b>Advisory:</b>	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249; not open to students with credit in BUSI 90.
<b>Degree and Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Contemporary marketing developments and applications relative to business activities that determine customer demand for products and services. Focus on market planning strategy, determining the right product, price, distribution and promotion elements and evaluating the results of effective marketing decision-making from both a marketer's and a consumer's perspective.

**BUSI 59A • WEB MARKETING**

<b>Units:</b>	5
<b>Hours:</b>	5 lecture per week (60 total per quarter)
<b>Advisory:</b>	BUSI 59B or equivalent coursework or experience; demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.
<b>Degree and Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Primary focus of this course will be on marketing strategies and techniques to help e-businesses reach potential customers, drive traffic to generate customer to e-business interaction, convert leads to sales, and to maintain customer relationships over time. This course gives students a deeper understanding of the part social media plays in a digital marketing strategy. Students will learn about different platforms and their best practices. Students will create a social media strategy.

**BUSI 59B • E-BUSINESS**

<b>Units:</b>	5
<b>Hours:</b>	5 lecture per week (60 total per quarter)
<b>Degree and Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Foundations and principles of electronic commerce and doing business on the internet. Topics include e-commerce models, value and supply chains, business strategy, electronic data interchange (EDI), electronic payments and digital currency, integrating channels of business (walk-in, mail, phone, internet), e-marketing, intranets and extranets, security risks and legal issues in e-commerce, and Electronic Document Management Systems (EDMS). Current topics about latest e-business trends will be discussed, including peer-to-peer commerce, public and private exchanges, e-hubs and e-marketplaces, technology trends in enterprise computing, including web services and knowledge management, and global e-commerce infrastructure.

**BUSI 59C • MARKETING CONTENT STRATEGY & BRANDING**

<b>Units:</b>	4
<b>Hours:</b>	4 lecture per week (48 total per quarter)
<b>Advisory:</b>	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249; basic internet skills and an understanding of Microsoft Office applications are recommended.
<b>Degree and Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Focused on branding and content strategy, this course aims to push students to explore concepts such as consumer psychology and behavior, content and channel creation, visual design and search engine optimization. Students will have the opportunity to practice their writing and communication skills, which are both vital for digital marketing.

## **BUSI 59D • MARKET ANALYTICS & PERFORMANCE OPTIMIZATION**

**Units:** 4  
**Hours:** 4 lecture per week (48 total per quarter)  
**Advisory:** BUSI 11; demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.

**Degree and Credit** Degree-Applicable Credit Course

**Status:**

**Foothill GE:** Non-GE

**Transferable:** CSU

**Grade Type:** Letter Grade (Request for Pass/No Pass)

**Repeatability:** Not Repeatable

Focusing on key performance indicators (KPIs), this course aims to give students the skills needed to analyze results of marketing efforts. Students will learn about factors that drive conversion and how to optimize their efforts using data and A/B testing. Students will be assessed through projects that give them an opportunity to get hands-on experience using spreadsheets, Google Analytics and analyzing an A/B test.

## **BUSI 59E • EMAIL MARKETING**

**Units:** 4  
**Hours:** 4 lecture per week (48 total per quarter)  
**Advisory:** Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249; basic internet skills and an understanding of Microsoft Office applications are recommended.

**Degree and Credit** Degree-Applicable Credit Course

**Status:**

**Foothill GE:** Non-GE

**Transferable:** CSU

**Grade Type:** Letter Grade (Request for Pass/No Pass)

**Repeatability:** Not Repeatable

This course offers a deep dive into the world of email marketing, an incredibly effective marketing channel that can deliver great results for companies. In this course, students will learn about the role of email marketing in a company's marketing campaign, what stages of the customer journey email marketing is suited for and best practices for email visuals and copy. The course will also touch upon more complex email practices, such as automation and how to outline an email drip campaign.

## **BUSI 60 • FUNDAMENTALS OF FINANCE**

**Units:** 5  
**Hours:** 5 lecture per week (60 total per quarter)  
**Advisory:** MATH 105.  
**Degree and Credit** Degree-Applicable Credit Course  
**Status:**  
**Foothill GE:** Non-GE  
**Transferable:** CSU  
**Grade Type:** Letter Grade Only  
**Repeatability:** Not Repeatable

This course provides an introduction to the fundamentals of financial analysis and applications to business challenges in valuation, risk analysis, corporate investment decisions, and basic security analysis and investment management. The four major sections of the course are: (A) an introduction to the financial system, financial statement analysis; (B) Interest Rates and Valuing Cash Flows: time value of money; interest rates; valuation of stocks, bonds; (C) Valuation of the Firm: Investment Decision Rules, Fundamentals of Capital Budgeting, Stock Valuation (NPV); and (D) Introduction to Risk and Return: risk and return; systemic risk; Portfolio Theory, CAPM, WACC.

## **BUSI 61 • INVESTMENT FUNDAMENTALS**

**Units:** 3  
**Hours:** 3 lecture per week (36 total per quarter)  
**Degree and Credit** Degree-Applicable Credit Course  
**Status:**  
**Foothill GE:** Non-GE  
**Transferable:** CSU  
**Grade Type:** Letter Grade (Request for Pass/No Pass)  
**Repeatability:** Not Repeatable

Introduction to securities investment characteristics and rights. Investment vehicles (stock, bonds, derivatives [options]). Markets and exchanges. Stock and bond valuation analyses (fundamental and technical analysis). Portfolio evaluation and stock trading. Personal financial management. After-tax returns.

## **BUSI 70 • BUSINESS & PROFESSIONAL ETHICS**

**Units:** 4  
**Hours:** 4 lecture per week (48 total per quarter)  
**Advisory:** Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.

**Degree and Credit Status:** Degree-Applicable Credit Course

**Foothill GE:** Area I: Humanities

**Transferable:** CSU

**Grade Type:** Letter Grade (Request for Pass/No Pass)

**Repeatability:** Not Repeatable

Social and moral dilemmas encountered in business and professional lives. Exploration and analysis of the ongoing conflicts between personal value systems, expected codes of behavior, evolving technology and government regulations and international issues, and standard operating procedure in the work place. Examples of major philosophical schools of ethics and how their specific theories may be applied to concrete business cases and contemporary management issues.

## **BUSI 70R • INDEPENDENT STUDY IN BUSINESS**

**Units:** 1  
**Hours:** 3 laboratory per week (36 total per quarter)

**Degree and Credit Status:** Degree-Applicable Credit Course

**Foothill GE:** Non-GE

**Transferable:** CSU

**Grade Type:** Letter Grade (Request for Pass/No Pass)

**Repeatability:** Not Repeatable

Provides an opportunity for the student to expand their studies in Business beyond the classroom by completing a project or an assignment arranged by agreement between the student and instructor. The student is required to contract with the instructor to determine the scope of assignment and the unit value assigned for successful completion. Students may take a maximum of 6 units of Independent Study per department.

## **BUSI 71R • INDEPENDENT STUDY IN BUSINESS**

**Units:** 2  
**Hours:** 6 laboratory per week (72 total per quarter)

**Degree and Credit Status:** Degree-Applicable Credit Course

**Status:**

**Foothill GE:** Non-GE

**Transferable:** CSU

**Grade Type:** Letter Grade (Request for Pass/No Pass)

**Repeatability:** Not Repeatable

Provides an opportunity for the student to expand their studies in Business beyond the classroom by completing a project or an assignment arranged by agreement between the student and instructor. The student is required to contract with the instructor to determine the scope of assignment and the unit value assigned for successful completion. Students may take a maximum of 6 units of Independent Study per department.

## **BUSI 72R • INDEPENDENT STUDY IN BUSINESS**

**Units:** 3  
**Hours:** 9 laboratory per week (108 total per quarter)

**Degree and Credit Status:** Degree-Applicable Credit Course

**Status:**

**Foothill GE:** Non-GE

**Transferable:** CSU

**Grade Type:** Letter Grade (Request for Pass/No Pass)

**Repeatability:** Not Repeatable

Provides an opportunity for the student to expand their studies in Business beyond the classroom by completing a project or an assignment arranged by agreement between the student and instructor. The student is required to contract with the instructor to determine the scope of assignment and the unit value assigned for successful completion. Students may take a maximum of 6 units of Independent Study per department.

## **BUSI 73R • INDEPENDENT STUDY IN BUSINESS**

**Units:** 4  
**Hours:** 12 laboratory per week (144 total per quarter)

**Degree and Credit Status:** Degree-Applicable Credit Course

**Status:**

**Foothill GE:** Non-GE

**Transferable:** CSU

**Grade Type:** Letter Grade (Request for Pass/No Pass)

**Repeatability:** Not Repeatable

Provides an opportunity for the student to expand their studies in Business beyond the classroom by completing a project or an assignment arranged by agreement between the student and instructor. The student is required to contract with the instructor to determine the scope of assignment and the unit value assigned for successful completion. Students may take a maximum of 6 units of Independent Study per department.

## **BUSI 87 • HUMAN RESOURCES MANAGEMENT**

<b>Units:</b>	5
<b>Hours:</b>	5 lecture per week (60 total per quarter)
<b>Advisory:</b>	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.

**Degree and Credit** Degree-Applicable Credit Course

**Status:**

<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade Only
<b>Repeatability:</b>	Not Repeatable

This course is a comprehensive study of human resource management in organizations, including human resource planning; employment legislation; recruitment and selection; training and development; compensation and benefits; performance appraisal and career management; managing labor relations; safety, health, and well-being; and motivation and enhancing performance. The course will explore topics including values, ethical issues, leadership and communication, conflict, work design, and organizational culture.

## **BUSI 88A • FOUNDATIONS OF LEADERSHIP**

<b>Units:</b>	4
<b>Hours:</b>	4 lecture per week (48 total per quarter)
<b>Advisory:</b>	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.

**Degree and Credit** Degree-Applicable Credit Course

**Status:**

<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

This course explores the nature of leadership in a variety of areas and emphasizes the business field, explaining the difference between leadership and management as it applies to both corporate human talent development and in entrepreneurial contexts. Students will use an integrated and interdisciplinary approach, experiential exercises, and critically-reflective practices to identify and develop communication, interpersonal, critical thinking, and other selected personal attributes. The course will emphasize team and project management, negotiation and conflict resolution, systems-thinking, pattern-recognition, problem-solving, judgement and risk-taking skills, as well as ethics and grit. Students will build the capacity to deal more effectively with our ever-changing, ambiguous, uncertain, and interdependent world.

## **BUSI 90A • PRINCIPLES OF MANAGEMENT**

<b>Units:</b>	4
<b>Hours:</b>	4 lecture per week (48 total per quarter)
<b>Advisory:</b>	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.

**Degree and Credit** Degree-Applicable Credit Course

**Status:**

<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Introduction to the study of the principles and functions of business management as an important part of the social, political and economic environment. The following functional areas of management include: planning and organizing, control and monitoring, strategy and leadership, legal and ethical issues affecting business today.

## **BUSI 91L • INTRODUCTION TO BUSINESS INFORMATION PROCESSING**

<b>Units:</b>	4
<b>Hours:</b>	4 lecture per week (48 total per quarter)
<b>Advisory:</b>	Not open to students with credit in BUSI 10.
<b>Degree and Credit</b>	Degree-Applicable Credit Course
<b>Status:</b>	
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

Knowledge and understanding of business uses of computer and information processing. Introduction to computer hardware and software and popular operating systems. Hands-on experience in the use of word processing software, spreadsheet software, presentation graphics software, database software and communications software.



## **BUSI 95 • ENTREPRENEURSHIP-THE BUSINESS PLAN**

**Units:** 4  
**Hours:** 4 lecture per week (48 total per quarter)  
**Advisory:** Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.

**Degree and Credit Status:** Degree-Applicable Credit Course

**Foothill GE:** Non-GE  
**Transferable:** CSU  
**Grade Type:** Letter Grade (Request for Pass/No Pass)  
**Repeatability:** Not Repeatable

This course focuses on the business plan as a necessary component of starting a small business. The course discusses the phases and components in the development of the business plan, including determining actual content, reviewing examples, creating a comprehensive plan, and pitching to potential investors.

## **BUSI 96 • ENTREPRENEURSHIP-STARTING & MANAGING A SMALL BUSINESS**

**Units:** 3  
**Hours:** 3 lecture per week (36 total per quarter)  
**Advisory:** BUSI 95; demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249.

**Degree and Credit Status:** Degree-Applicable Credit Course

**Foothill GE:** Non-GE  
**Transferable:** CSU  
**Grade Type:** Letter Grade (Request for Pass/No Pass)  
**Repeatability:** Not Repeatable

Hands-on course introducing the broad range of skills needed to start-up and maintain a small business, an intrapreneurial venture, or a social entrepreneurship project. In this class, students begin with a well-planned business concept (business plan or business model) and apply fundamental entrepreneurial techniques to successfully initiate their business, and ultimately identify critical actions required to succeed. Areas of discussion will include legal, financial, marketing, operational, personnel, with a specific focus on bringing students' business plans to life.