LIBRARY

LIB 3 Research Skills
Units: 2.0  Hours: 2.0 Lecture
Research and evaluation skills using the Internet and other electronic resources, as well as traditional printed materials. Also listed as CSIS 3. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and 260.

LIB 140 Online Health Research
Units: 2.0  Hours: 2.0 Lecture
A beginning course on how to find reliable and current health-related information, using the Internet and other electronic resources. This course is also listed as AH 140.

LIB 200 College Research Skills
Units: 1.0  Hours: 1.0 Lecture
This course develops information literacy skills needed to successfully complete transfer-level research projects. It includes lessons and activities related to understanding the research process; developing a research question and a research strategy; general principles of searching; effective use of the library catalog and online databases; finding and evaluating internet sources; citing sources; and creating an annotated bibliography or works cited. This course has the option of a letter grade or pass/no pass. This course was previously listed as LIB 99.

MARKETING

MKTG 100 Principles of Marketing
Units: 3.0  Hours: 3.0 Lecture
An introduction to the economic and social problems involved with moving goods and services from the producer to the consumer. This course covers topics such as marketing institutions, channels of distribution, pricing, and government relationships. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and 260.

MKTG 190 Occupational Work Experience, Marketing
Units: 1.0 TO 4.0  Hours: 3.3 TO 16.7 Laboratory
Occupational work experience for students who have a job related to their major. A training plan is developed cooperatively between the employer, college and student. (P/NP grading) 75 hours per semester paid work = 1 unit. 60 hours non-paid (volunteer) work per semester = 1 unit. Student repetition is allowed per Title 5 Section 55253. Minimum 2.00 GPA. REQUIRED: Declared vocational major.

MANAGEMENT

MGMT 101 Introduction to Management
Units: 3.0  Hours: 3.0 Lecture
This is a basic course in management introducing a variety of modern management concepts. This course includes the basic management functions of planning, organization, staffing, leadership, and control. In addition, such concepts as team development, communication, business ethics, and global management perspectives will be discussed. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and English 260.

MGMT 102 Retail Management
Units: 3.0  Hours: 3.0 Lecture
Principles and practices used in management of retail businesses such as foods, motels, service stations, and direct channels. Includes site selection, layout, organization, staffing, positioning, customer service, promotional techniques, and all aspects of the critical buying function. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and English 260.

MGMT 104 Leadership, Human Relations in Business
Units: 3.0  Hours: 3.0 Lecture
This course is designed to aid future employees and employers to understand and utilize human relations concepts as they apply to the business environment. It will cover such area as morale, personal efficiency, leadership, personality, motivation, and communication. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and English 260.

MGMT 120 Human Resource Management
Units: 3.0  Hours: 3.0 Lecture
This course introduces human resource management as a staff function in the administration of an organization. The course examines techniques of human resource planning, recruiting, selecting, training, and evaluating personnel; compensation and benefits administration; and union/management relations. This course has the option of a letter grade or pass/no pass.

MGMT 190 Occupational Work Experience, Management-Supervision
Units: 1.0 TO 4.0  Hours: 3.3 TO 16.7 Laboratory
Occupational work experience for students who have a job related to their major. A training plan is developed cooperatively between the employer, college and student. (P/NP grading) 75 hours per semester paid work = 1 unit. 60 hours non-paid (volunteer) work per semester = 1 unit. Student repetition is allowed per Title 5 Section 55253. Minimum 2.00 GPA. REQUIRED: Declared vocational major.