

MGMT 111 Starting a Small Business**Units:** 3 **Hours:** 3 Lecture**Advisory:** Eligible for English 250 and English 260.**Transferable:** CSU

The course provides an introduction to the fundamentals of starting (or purchasing) and managing a small business. The student will prepare a comprehensive business plan, in a business of their choice, during the course. Financing, merchandising, and franchising will be covered; with emphasis on decision-making through maintenance and interpretation of accounting data.

MGMT 190 Occupational Work Experience/Management-Supervision**Units:** 1-4 **Hours:** 12 Laboratory**Required:** Declared vocational major. Concurrent enrollment in seven or more units (including CWE units, except for summer school. For summer school, enrollment in one other class is required). Minimum 2.00 G.P.A.**Transferable:** CSU

College credit for learning experience obtained on the job in accordance with a training plan developed cooperatively between the employer, college and student. 75 hours per semester per unit or 60 hours per semester for unpaid experience. This is a pass/no pass course. May be taken for a maximum of 16 work experience units.

MGMT 611 Topics in Starting a Small Business**Units:** .5 **Hours:** 3 Lecture**Advisory:** Eligible for English 250 and English 260.**Transferable:** No

This entry represents a cluster of six modules: Benefits of Small Business, Starting the Small Business, Small Business Marketing, Managing Small Business Operations, Financial and Administrative Controls, Status and Future of Small Business (Management clusters of nine hours each). May be repeated to a maximum of 3 units. Units earned in this course do not count toward the associate degree and/or certain certificate requirements. This is a pass/no pass course.

MARKETING**MKTG 100 Principles of Marketing****Units:** 3 **Hours:** 3 Lecture**Advisory:** Eligible for English 250 and English 260.**Transferable:** CSU

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.

MKTG 102 Techniques of Selling**Units:** 3 **Hours:** 3 Lecture**Advisory:** Eligible for English 250 and English 260.**Transferable:** CSU

The principles and techniques involved in creative selling of products and services. Characteristics of effective selling, reports, territories, and quotas. Emphasis on securing prospects, the selling process, handling objections and inquiries, closing the sale, and follow-up.

MKTG 103 Principles of Advertising**Units:** 3 **Hours:** 3 Lecture**Advisory:** Eligible for English 250 and English 260.**Transferable:** CSU

The basic principles and techniques of business promotion. An exploration of the media as used in communicating to the market.

MKTG 190 Occupational Work Experience/Marketing**Units:** 1-4 **Hours:** 24 Laboratory**Required:** Declared vocational major. Concurrent enrollment in seven or more units (including CWE units, except for summer school. For summer school, enrollment in one other class is required). Minimum 2.0 G.P.A.**Transferable:** CSU

College credit for learning experience obtained on the job in accordance with a training plan developed cooperatively between the employer, college and student. 75 hours per semester per unit or 60 hours per semester for unpaid experience. This is a pass/no pass course. May be taken for a maximum of 16 work experience units.

Mass Media: see JOUR 10**MATHEMATICS****MATH 1A Single-Variable Calculus and Analytic Geometry****Units:** 4 **Hours:** 4 Lecture**Prerequisite:** Mathematics 10 or Mathematics 8B with a grade of 'C' or better.

Transferable: CSU; UC; CSU-GE: B4; IGETC: 2A; GAV-GE: B4; CAN: MATH 18, MATH SEQ. B
Limits and continuity, analyzing the behavior and graphs of functions, derivatives, implicit differentiation, higher order derivatives, related rates and optimization word problems, Newton's Method, Fundamental Theorem of Calculus, and definite and indefinite integrals.

MATH 1B Single-Variable Calculus and Analytic Geometry**Units:** 4 **Hours:** 4 Lecture**Prerequisite:** Mathematics 1A with a grade of 'C' or better.

Transferable: CSU; UC; CSU-GE: B4; IGETC: 2A; GAV-GE: B4; CAN: MATH 20, MATH SEQ. B
This course is a standard second semester Calculus course covering methods of integration, applications of the integral, differential equations, parametric and polar equations, and sequences and series.

MATH 1C Multivariable Calculus**Units:** 4 **Hours:** 4 Lecture**Prerequisite:** Mathematics 1B with a grade of 'C' or better.

Transferable: CSU; UC; CSU-GE: B4; IGETC: 2A; GAV-GE: B4; CAN: MATH 22, MATH SEQ. C
A standard third semester Calculus course covering functions of several variables, vectors, surfaces, vector-valued functions, partial derivatives, multiple and line integrals, Green's Theorem, Stokes' Theorem, and the Divergence Theorem.

MATH 2 Linear Algebra**Units:** 3 **Hours:** 3 Lecture**Prerequisite:** Mathematics 1C with a grade of 'C' or better.**Transferable:** CSU; UC; CSU-GE: B4; IGETC: 2A; GAV-GE: B4; CAN: MATH 26

A standard one semester Linear Algebra course covering systems of linear equations, vectors and matrices, determinants, vector spaces, linear transformations, eigenvalues, and eigenvectors. Graphing calculators and computers will be used.

MATH 2C Differential Equations**Units:** 3 **Hours:** 3 Lecture**Prerequisite:** Mathematics 1C with a grade of 'C' or better.**Transferable:** CSU; UC; CSU-GE: B4; IGETC: 2A; GAV-GE: B4; CAN: MATH 24

Introduction to ordinary differential equations, first-order differential equations, linear differential equations of higher order, vibration models, power-series solutions, the Laplace transform, and systems of linear differential equations.