

BUSINESS ADMINISTRATION

The Business Administration Department provides students with a broad background in Business Administration, Marketing Business Law, Legal Environment of Business, Management, Leadership, Business Mathematics, Real Estate and Entrepreneurship. Each area of study provides foundational, specialized knowledge which reflects and represents the ongoing needs of business and industry.

The Department offers degrees and certificates as well as entry-level and advanced Skills Competency Awards.

The Department participates in a variety of industry/educational partnerships including the National Association for Community College Entrepreneurship, the United States Association for Business and Entrepreneurship, the American Management Association, the American Marketing Association, the American Bar Association, Global Trade Workforce, LinkedIn, Santa Barbara Association of Realtors, and the Santa Barbara Chamber of Commerce.

The Department also provides introductory courses (electives) for students in programs campus-wide.

Scheinfeld Center for Entrepreneurship & Innovation

[Scheinfeld.sbcc.edu](http://www.Scheinfeld.sbcc.edu) (<http://www.Scheinfeld.sbcc.edu>)

Under the aegis of the Business Administration Department, the Scheinfeld Center for Entrepreneurship & Innovation is where students from any discipline can access the tools, resources and mentorship needed to start or grow their business. The Scheinfeld Center supplements the Business Administration courses in Entrepreneurship with an entrepreneurial internship program, the Enlightened Entrepreneurship Speaker Series, and the regional New Venture Challenge business plan and pitch competition. The Scheinfeld Center hosts the Small Business Development Center (SBDC) of Santa Barbara, which provides no-cost business consulting to students and the community. Additionally the Scheinfeld Center hosts the Center for International Trade and Development (CITD) to assist businesses with international expansion through importing and exporting. The Scheinfeld Center is located in BC-220 and is open Monday through Friday, with scheduled and drop-in appointments available.

Programs of Study

Associate Degree for Transfer

- Business Administration 2.0, Associate in Science for Transfer (AS-T) (<https://catalog.sbcc.edu/academic-departments/business-administration/business-administration-2.0-ast/>)

Associate Degrees

- Business Administration, Associate of Science (AS) (<https://catalog.sbcc.edu/academic-departments/business-administration/business-administration-aa/>)
- Business Administration, Associate of Science (AS): Entrepreneurship Emphasis (<https://catalog.sbcc.edu/academic-departments/business-administration/business-administration-aa-entrepreneurship-emphasis/>)

- Real Estate, Associate of Science (AS) (<https://catalog.sbcc.edu/academic-departments/business-administration/real-estate-as/>)

Certificates of Achievement

- Business Administration, Certificate of Achievement (C): Entrepreneurship Emphasis (<https://catalog.sbcc.edu/academic-departments/business-administration/business-administration-certificate-achievement-entrepreneurship-emphasis/>)
- Real Estate, Certificate of Achievement (C) (<https://catalog.sbcc.edu/academic-departments/business-administration/real-estate-certificate-achievement/>)

Skills Competency Awards

- Business Administration, Skills Competency Award (SCA): Level I (<https://catalog.sbcc.edu/academic-departments/business-administration/business-administration-skills-competency-award-level-I/>)
- Business Administration, Skills Competency Award (SCA): Level II (<https://catalog.sbcc.edu/academic-departments/business-administration/business-administration-skills-competency-award-level-II/>)
- Entrepreneurship, Skills Competency Award (SCA): Web Design, Level I (<https://catalog.sbcc.edu/academic-departments/business-administration/entrepreneurship-skills-competency-award-web-design-level-I/>)
- Entrepreneurship, Skills Competency Award (SCA): Web Design, Level II (<https://catalog.sbcc.edu/academic-departments/business-administration/entrepreneurship-skills-competency-award-web-design-level-II/>)

Credit Courses Business Administration (BUS)

BUS 101 Introduction To Business (3 Units)

Hours: 54 (54 lecture)

Examines economic activity in the American free enterprise system. Provides students with a broad understanding of: social responsibility and ethics, government regulations, business law, globalization, technology and e-commerce, economic and financial systems, securities markets, management, marketing, accounting and finance.

SBCC General Education: SBCCGE Area B

Transfer Information: CSUGE Area D, CSU Transferable, UC Transferable
UC Transfer Limit: BUS 101 and IBUS 102 combined: maximum credit, one course.

C-ID: BUS 110.

BUS 240 The Business of Entertainment (3 Units)

Same as: FP 240

Hours: 54 (54 lecture)

Study of the Entertainment business focusing on the management and marketing of an Entertainment product in TV, film, music, theater and digital media with an emphasis on practical deal-making and negotiation skills.

Transfer Information: CSU Transferable

BUS 290 Work Experience in Business Administration (1-4 Units)

Hours: 216 (216 lab)

Consists of supervised employment for students whose career objectives, course of study and employment complement each other. Students must accomplish specific course objectives. Class meetings on campus are scheduled each semester. Course restricted to 3 repetitions
Transfer Information: CSU Transferable

Business Law (BLAW)**BLAW 101 Business Law (4 Units)**

Course Advisories: BUS 101.

Hours: 72 (72 lecture)

Fundamental legal principles pertaining to business transactions. Introduction to the legal process. Topics include sources of law and ethics, contracts, torts, agency, criminal law, business organizations, and judicial and administrative processes.

Transfer Information: CSU Transferable, UC Transferable

UC Transfer Limit: BLAW 101, BLAW 110 and IBUS 211 combined: maximum credit, one course.

C-ID: BUS 125.

BLAW 110 Legal Environment of Business (4 Units)

Course Advisories: BUS 101.

Hours: 72 (72 lecture)

Study of the law concerned with the courts, business enterprises, ethics, the Constitution, torts, crimes, contracts, commercial paper, real/ personal property, secured transactions, security regulations, bankruptcy, employment, antitrust, administrative and international law.

Transfer Information: CSU Transferable, UC Transferable

UC Transfer Limit: BLAW 101, BLAW 110 and IBUS 211 combined: maximum credit, one course.

C-ID: BUS 120.

BLAW 204 Immigration Law (3 Units)

Hours: 54 (54 lecture)

Introduction to the fundamentals of substantive and procedural immigration law of the United States, including historical perspectives of USCIS, various categories of temporary visas, conditions of eligibility for immigrant and non-immigrant status, grounds for exclusion and removal, asylum eligibility, process for granting full citizenship, and U.S. Constitutional requirements.

Transfer Information: SBCCGE Area 7, CSU Transferable

Entrepreneurship (ENT)**ENT 201 Introduction to Entrepreneurship and Innovation (3 Units)**

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Introductory course intended to provide students with an overview of the vital role of entrepreneurs and the innovative process in the 21st century global economy. Students examine the underpinnings of entrepreneurship and innovation as each relates to the creative process. An applied approach is utilized to explore the interfaces between creativity, innovation and entrepreneurship.

Transfer Information: CSU Transferable

ENT 202 Entrepreneurship: Idea to Business Model (3 Units)

Course Advisories: BUS 101 and ENT 201.

Hours: 54 (54 lecture)

Participants explore various business opportunities and analyze them using business modeling tools to ascertain the market potential of a new venture. A significant amount of time is devoted to analyses of industries, markets, competitors and customers.

Transfer Information: CSU Transferable

ENT 203 Marketing Plan Development (3 Units)

Course Advisories: ENT 202.

Hours: 54 (54 lecture)

Examines key marketing variables, including market analysis, branding, strategic positioning, market segmentation, and the development of a marketing plan. Students develop marketing strategies to improve sales performance and close rates, increase customer loyalty and retention, and craft a unique competitive advantage.

Transfer Information: CSU Transferable

ENT 204 Global Entrepreneurship (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Addresses the issues specific to international entrepreneurial venturing including search and identification of opportunities in foreign markets, logistics of international business expansion, cross-cultural business communication, international sourcing, international deal-making and networking.

Transfer Information: CSU Transferable

ENT 205 Financial Management for Startups (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Explores the financial issues that affect the creation of a startup including business accounting and financial statement literacy, and forecasting techniques. Students investigate various sources and methods for raising startup capital.

Transfer Information: CSU Transferable

ENT 206 Enterprise Launch (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Students engage in the rapid development of a product or service in a single semester by creating a prototype, obtaining customer feedback and validation, and making early sales.

Transfer Information: CSU Transferable

ENT 207 Entrepreneurship Law (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Examines the legal implications involved in the creation of a startup. Topics include business entity formation, contract law, licensing, permits, intellectual property, cyber-law, employment law, agency law, contracts, tax law, reporting requirements, risk management and bankruptcy.

Transfer Information: CSU Transferable

ENT 208 Business Plan Development (3 Units)

Course Advisories: ENT 202 and ENT 203 and ENT 204 and ENT 205.

Hours: 54 (54 lecture)

Students develop and write a comprehensive market-ready business plan for a startup. Examines a variety of entrepreneurial issues in the business planning process including: customer validation, product development, marketing, management, financing, and ongoing operations.

Transfer Information: CSU Transferable

ENT 247 Entrepreneurship: Information Systems Management (3 Units)

Hours: 54 (54 lecture)

Introduction to the effective management of information technology for the entrepreneur provides students with an broad overview of the requirements necessary to develop a comprehensive technology plan.

Transfer Information: CSU Transferable

Management (MGMT)

MGMT 101 Introduction To Management (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Examines the basic management functions of planning, organizing, leading and controlling. Included is an examination of key management concepts involving strategic planning, decision-making, organizational behavior, ethics and social responsibility, team building, diversity, and the role of manager as leader.

Transfer Information: CSU Transferable, UC Transferable

MGMT 102 Leadership in Organizations (3 Units)

Course Advisories: BUS 101 and ENGL C1000 or ENGL C1000E or ENGL C1000H.

Hours: 54 (54 lecture)

. Overview of leadership in organizations at the individual and group levels, providing for the preparation and practice of effective leadership in various group and organizational environments.

Transfer Information: CSU Transferable, UC Transferable

Real Estate (RE)

RE 101 Real Estate Principles (3 Units)

Hours: 54 (54 lecture)

This fundamental real estate course emphasizes the basic concepts and terminology necessary for understanding the complexities of the real estate profession. This is one of eight courses required for qualification to take the California Real Estate Broker or Sales Agent Exam.

Transfer Information: CSU Transferable

RE 102 Real Estate Practices (3 Units)

Course Advisories: RE 101.

Hours: 54 (54 lecture)

Fundamental real estate practices affecting the ownership and transfer of real property interests, operating a real estate business, techniques and procedures of real property transactions, and buying and leasing real property for residency and investment. One of eight required courses for those who wish to take the California Real Estate Broker's Examination.

Transfer Information: CSU Transferable

RE 203 Real Estate Finance (3 Units)

Course Advisories: RE 101.

Hours: 54 (54 lecture)

Analysis of money markets, interest rates and real estate financing; and guidelines for financing real property, including residential, multi-family, commercial and special-purpose property. One of eight required courses for those who wish to take the California Real Estate Broker's Examination.

Transfer Information: CSU Transferable

RE 204 Legal Aspects of Real Estate (3 Units)

Course Advisories: RE 101.

Hours: 54 (54 lecture)

Applied study of California real estate for knowledge of procedures for transfer, use and acquisition of property. Elements of contracts, leases and escrow instructions covered. One of eight required courses for those who wish to take the California Real Estate Broker's Examination.

Transfer Information: CSU Transferable

RE 205 Real Estate Appraisal (Residential) (3 Units)

Course Advisories: RE 101.

Hours: 54 (54 lecture)

A course in business that explores the methods and procedures for determining value of and the depreciation of real property. This is one of eight courses required for qualification to take the California Real Estate Broker's Exam; this class satisfies several required classes for the California State Appraisal License.

Transfer Information: CSU Transferable

RE 207 Property Management (3 Units)

Course Advisories: RE 101.

Hours: 54 (54 lecture)

Study of the responsibilities of real property management and the review of influences on the real estate market. Management techniques including planning, tenant selection, review of and writing leases, property maintenance, record keeping requirements, client relations, and related law. One of eight courses required for the California Real Estate Broker's Exam.

Transfer Information: CSU Transferable

RE 501C CPL Industry Credential (3 Units)

Hours: 54 (54 lecture)

This fundamental real estate course emphasizes the basic concepts and terminology necessary for understanding the complexities of the real estate profession. This is one of eight courses required for qualification to take the California Real Estate Broker or Sales Agent Exam.