

Bachelor of Science Degree Programs

BS Business Administration
BS Economics
BS Industrial Technology

BS BUSINESS ADMINISTRATION

The undergraduate business program provides students with the knowledge and the analytical skills essential for employment in all sectors of business, industry, governmental and non-profit organizations. Graduates of the business program will understand the fundamentals of how a successful enterprise operates, and will have sufficient depth in an area of study to begin a successful career by providing immediate value to an organization.

Learning Objectives

The learning objectives for the business administration degree program are aligned with the Orfalea College of Business's mission and the business administration majors will:

1. demonstrate breadth of knowledge and skills in general business fundamentals.
2. demonstrate depth of knowledge, skills, and perspectives within their selected, specific business discipline.
3. recognize the ethical dimensions of business decisions and the wider responsibility of business organizations for societal level outcomes above and beyond firm level profit or loss.
4. be able to generate innovative solutions to business problems that are supported by appropriate data analysis and evaluation of alternatives.
5. understand diverse perspectives and generate solutions that incorporate them.
6. demonstrate effective writing and speaking skills, peer leadership and participation in teams.
7. engage in career-related interactions with business professionals and industry leaders.

The Orfalea College of Business engages in a comprehensive assessment plan to ensure student achievement of these objectives.

Concentrations

Concentration are provided for students preparing for careers in accounting, financial management, management, information systems, marketing management, entrepreneurship, international business, and packaging and logistics.

The Quantitative Economics concentration and the Real Estate concentration, offered under the BS Economics, are also available to Business Administration majors.

The Business Administration degree program consists of five components: Major, Concentration, Support, General Education, and Electives.

BS BUSINESS ADMINISTRATION

- 60 units upper division
- 2.0 GPA
- GWR
- USCP

* = Required in Support; also satisfies GE

Note: No major, support or concentration courses may be taken as credit/no credit.

MAJOR COURSES

BUS 207 Legal Responsibilities of Business	4
BUS 214 Financial Accounting	4
BUS 215 Managerial Accounting.....	4
BUS 342 Fundamentals of Corporate Finance	4
BUS 346 Principles of Marketing	4
BUS 387 Organizational Behavior.....	4
BUS 391 Information Systems	4
BUS 401 Seminar in General Mgmt and Strategy	4
BUS 404 Governmental and Social Influences	4
Production management. <i>Select one:</i>	4
IT 326, 330, 341, 371	
International business. <i>Select one:</i>	4
BUS 302, 303, 402, 407, 410, 427, 433, 446;	
ECON 330.	
Senior Project. <i>Select:</i>	
BUS 461 <i>and</i> 462, or BUS 416, 463, 464, 465	4
Concentration courses (<i>see following pages</i>)	24-28
	72-76

SUPPORT COURSES

ECON 221 Microeconomics	4
ECON 222 Macroeconomics (D2)*	4
ECON elective (300–400 level)	4
MATH 221 Calculus for Business and Econ (B1)*	4
STAT 251 Statistical Inference-Mgmt. I (B1)*	4
STAT 252 Statistical Inference-Mgmt. II.....	5
	25

GENERAL EDUCATION (GE)

72 units required, 12 of which are specified in Support.

→See page 50 for complete GE course listing.

→Minimum of 12 units required at the 300 level.

Area A Communication (12 units)

A1 Expository Writing	4
A2 Oral Communication	4
A3 Reasoning, Argumentation, and Writing	4

Area B Science and Mathematics (8 units)

B1 Mathematics/Statistics * 8 units in Support	0
B2 Life Science	4
B3 Physical Science	4
B4 One lab taken with either a B2 or B3 course	

Area C Arts and Humanities (20 units)	
C1 Literature	4
C2 Philosophy	4
C3 Fine/Performing Arts	4
C4 Upper-division elective	4
Area C elective (Choose one course from C1-C4)	4
Area D/E Society and the Individual (16 units)	
D1 The American Experience (40404)	4
D2 Political Economy * 4 units in Support	0
D3 Comparative Social Institutions	4
D4 Self Development (CSU Area E)	4
D5 Upper-division elective	4
Area F Technology Elective (upper division)	
(4 units).....	4
	60
FREE ELECTIVES	19-23
	180

Accounting

Business Bldg. (03), Room 403
805 756-1543

Area Chair, Douglas C. Cerf

Lee B. Burgunder	Charles R. (Tad) Miller
Chris Carr	Steven Mintz
Janice L. Carr	Rodney Mock
Li Dang	Arline Savage
Earl C. Keller	Andreas Simon
Kathryn A. S. Lancaster	

Accounting is known as the “language of business” and is fundamental to understanding the operations of organizations. It provides information for making sound and informed business decisions. The Accounting Area works closely with the accounting profession to help ensure curriculum relevancy and technical competency.

ACCOUNTING CONCENTRATION

The Accounting Concentration prepares students for careers in public accounting (tax and audit), private industry, government, and not-for-profit organizations.

BUS 319 Accounting Information Systems	4
BUS 320 Federal Income Taxation for Individuals	4
BUS 321 Intermediate Accounting I.....	4
BUS 322 Intermediate Accounting II	4
BUS 420 Advanced Financial Reporting	
<i>or</i> BUS 425 Auditing	4
BUS 429 Accounting Process Analysis	4
Approved accounting elective	4
Select from BUS 412, 417, 420, 422, 424, 425	

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Finance

Business Bldg. (03), Room 407
805 756-1472

Area Chair, Cyrus Ramezani

Bing Anderson	Sanjiv Jaggia
John Dobson	Kenneth D. Riener
Samir Dutt	Hervé Roche
Larry R. Gorman	Alan M. Weatherford

The Finance Area’s mission is threefold: First, to provide all Business students with an understanding of the financial principles which are essential to their success in the business world. Second, to provide students concentrating in Finance a rigorous, coherent, real-world-based, and up-to-date curriculum which prepares them for rewarding careers in Finance. Third, the Finance Area provides coursework in support of other majors and concentrations both within and outside the Orfalea College of Business.

Many of the classes are taught in the **Financial Analysis Resource Center**, a special-purpose classroom with Bloomberg and Reuters data terminals, scrolling ticker tape and DataWall display of prices of selected stocks. Each workstation is equipped with software which permits students to work on real-world problems, individually and in teams.

FINANCIAL MANAGEMENT CONCENTRATION

This concentration has four required courses, which provide Finance students with fundamentals of asset valuation, and applies these principles to securities as well as business assets. These principles are applied in courses focused on financial markets and institutions, and on corporate finance. Within the Finance curriculum, students can further specialize in one of three tracks, depending upon their career goals: the Financial Services track, including insurance, retirement, and estate planning; the Corporate Finance track; or the Financial Analyst track, working for investment banks, brokerage industry, or the asset management industry. The following are the required course that should be taken in sequence:

BUS 431 Security Analysis and Portfolio Mgmt.....	4
BUS 438 Advanced Corporate Finance.....	4
BUS 439 Fixed Income Securities and Markets.....	4
BUS 443 Case Studies in Finance	4
Approved electives	12
Select two courses from: BUS 432, 433, 434, 435, 436, 437, 440, 441, 442, 444, 445	
Select one course from: BUS 320, 321, 322 412, 417, 425, 427, 429; ECON 311, 313, 330, 337, 339, 340, 405, 406, 408, 420, 424	

Management

Business Bldg. (03), Room 405
805 756-2012

Area Chair, Rosemary Wild

Dawn Chandler	Alison Mackay
Jean-Francois Coget	Tyson Mackay
Rebecca Ellis	Patricia A. McQuaid
Barry Floyd	William Pendergast
Colette Frayne	James Sena
J. Michael Geringer	A. B. (Rami) Shani
Kenneth A. Griggs	Michael W. Stebbins
Kevin Lertwachara	

The Management Area offers coursework in human resource management, information systems, international management, organization behavior, organization theory, management science, and small business management. The area’s objectives include: 1) to provide students with knowledge, skills, and competencies critical to managerial success in small and complex organizations; 2) to prepare students for initial employment and subsequent management career advancement; 3) to help professionally oriented students use theory, concepts, analytical tools, and problem solving techniques; 4) to provide experiences that integrate functional business knowledge; and 5) to prepare students for integrating technology-based solutions in the business environment. The Management Area includes two concentrations: Management and Information Systems.

MANAGEMENT CONCENTRATION

Concentration Co-Coordinator

Rebecca Ellis and A. B. (Rami) Shani

The Management Concentration has three required courses devoted to managing people, processes, and change. This is an interdisciplinary program that prepares students to manage knowledge workers in both small and large enterprises within a global marketplace. Selected electives support a human resources *or* program management emphasis *or* a selected course of study tailored to an individual’s career or occupational goals.

BUS 382 Organizations, People and Technology.....	4
BUS 384 Human Resources Management.....	4
BUS 477 Managing Change and Development	4
Approved electives.....	16
Select four courses from the following:	
BUS 386, 405, 406, 407, 470, 471, 472, 473, 475, 478, 483, 488, 489, 494	

**INFORMATION SYSTEMS CONCENTRATION
Concentration Coordinator**

Barry Floyd

The Information Systems Concentration is an interdisciplinary program for students who want to analyze, design and implement information technology-based solutions for business and industry. With a focus on teamwork and turning theory into practice, the program ensures that students acquire a strong understanding of information systems and the functional areas of business while developing effective interpersonal skills. Students have opportunities to tailor the program to fit their particular interests, including earning a minor in Computer Science or a double concentration in Accounting or Finance. Graduates enjoy exciting career opportunities in business and industry as business analysts, consultants, network administrators, database designers, database administrators, web developers, project managers, and programmers, among many others.

¹ BUS 290 or CSC/CPE 101 or CSC/CPE 237	4
BUS 390 Business Data Structures.....	4
BUS 393 Database Systems in Business	4
BUS 394 Systems Analysis and Design	4
BUS 395 Systems Design and Implementation	4
Approved electives	8
Select two courses from the following:	
BUS 491, 494, 496, 498, 499	<u>24 -28</u>
<i>(4/8/10)</i>	

¹ For students who already completed BUS 290, BUS 290 can substitute for BUS 390; then BUS 390 becomes an option as one of the two approved electives. For any additional information, contact the Concentration Coordinator.

Marketing

Business Bldg. (03), Room 403
805 756-1543

Area Chair, Lynn E. Metcalf

Norm A. Borin	Joan M. Lindsey-Mulliken
Jeffrey Danes	Stern Neill
Jeffrey Hess	Brian Tietje

The objective of the Marketing Area is twofold: 1) to prepare students for rewarding careers in marketing, and 2) to provide non-marketing students with a basic understanding of marketing and its role in business. At the heart of marketing is a customer-focus; the same is true of the Area and its faculty. The marketing faculty is student-oriented and is committed to helping students develop the skills necessary to successfully transition from the academic environment to the business world. The Area offers classes in the undergraduate and graduate degree programs offered through the College and works to develop courses to meet student and market place needs.

MARKETING MANAGEMENT CONCENTRATION

The Marketing Management Concentration provides students with a rigorous, analytical understanding of marketing decision-making. Students learn to generate, analyze, interpret, and present the information that organizations need to satisfy and retain customers; build brand equity and maximize return on investment; and develop innovative products and services.

The Marketing Management Concentration provides students with knowledge of a wide range of tools and techniques from fields as diverse as sociology, psychology, anthropology, information technology, engineering, and economics. Students learn to leverage information, technology, and knowledge to support innovation in virtually all areas of business, non-profit enterprises, and government.

As a discipline with broad applications, the Marketing Management Concentration offers flexible career paths and work styles. Graduates are in demand for positions in marketing intelligence, product development, product management, advertising, sales, and purchasing.

BUS 418 Listening to the Customer	4
BUS 419 Strategic Marketing Measurement	4
BUS 451 Product Development and Launch	4
BUS 452 Product Management.....	4
BUS 454 Developing/Presenting Marketing Projects	4
BUS 455 Marketing Strategy.....	<u>4</u>
	24

Interdisciplinary Studies

Business Bldg. (03), Room 405
805 756-2012

Area Coordinator, Lou Tornatzky

ENTREPRENEURSHIP CONCENTRATION

This interdisciplinary concentration provides an environment in which students develop an entrepreneurial mindset and acquire the knowledge and decision skills necessary to envision, plan and implement new ventures in start-up and existing organizations, domestic and international settings, in either service, product or technology-based companies and in for-profit and non-profit contexts. It draws expertise and coursework from across the College and emphasizes interdisciplinary problem-based learning.

BUS 310 Introduction to Entrepreneurship	4
BUS 488 Planning and Managing New Ventures	4
Select three courses from:.....	12
BUS 311, 418, 436, 470, IT 326, 428, 470	
Approved electives. Select two courses from:.....	8
BUS 308, 384, 402, 405, 419, 451, 475, 477, 494, IT 402, 407	
	28

INTERNATIONAL BUSINESS CONCENTRATION

Concentration Coordinator, Colette Frayne

This interdisciplinary concentration provides the student the opportunity to develop proficiency in the subject matter basic to an occupational goal in business of international/multinational operations. It provides cultural understanding, business knowledge and analytical skill central to international business contexts.

BUS 302 International and Cross Cultural Mgmt.	4
BUS 402 International Business Management	4
BUS 403 Adv. Seminar in International Mgmt.	4
BUS 407 Managing People in Global Markets	4
Approved electives selected from the following	12
courses:	
BUS 303, 311, 350, 405, 406, 410, 433, 446; ECON 304, 325, 330, 404, 405; AGB 318; GEOG 308	
	28

Individualized Course of Study

Business Bldg. (03), Room 100
805 756-2601

Area Coordinator: Brian C. Tietje, Associate Dean and Director of Undergraduate Programs

Students have the option of choosing one of the previously mentioned concentrations or 28 units of advisor approved electives selected according to individual talents and interests. This option allows students to blend courses from a variety of areas to achieve specific career objectives.

Industrial Technology

Business Bldg. (03), Room 405
805 756-2012

PACKAGING AND LOGISTICS CONCENTRATION

Concentration Coordinator, Lou Tornatzky

This concentration provides business majors entry into a rapidly expanding field that has been fueled by the globalization of manufacturing and customer-supplier relationships. This trend has been enabled by new approaches to value chain management and packaging technology. Packaging plays a key role in any logistics system as products are shipped between value chain partners. The interactions between packaging and the logistics system creates a rich environment for students to examine complex problems. Lessons are drawn from a range of established and emerging industries, food and auto parts as well as biomedical devices and electronic components.

IT 330 Fundamentals of Packaging	4
IT 403 Quality Systems Management.....	4
IT 410 Operations Planning and Control	4
IT 457 Radio Frequency Identification in Supply Chain Management	4
IT 475 Packaging Performance Testing.....	4
Approved electives selected from the following	8
courses:.....	
IT 341, 406, 408, 435, 470	
	28