Orfalea College of Business

Area/Contact  Bachelor of Science Degrees:

Accounting .......... Accounting
Finance ............... Financial Management
Management .......... Information Systems
Marketing............. Marketing Management
Interdisciplinary... Entrepreneurship & Small Business
Studies              International Business
Associate Dean ....... Independent Course of Study
Economics .......... Economics, BS
Industrial ............. Industrial Technology, BS
Technology

Area/Contact  Minors:

Advising .......... Business Center
Economics .......... Economics
Industrial............ Industrial Technology
Technology          Packaging

Area/Contact  Graduate Programs:

Graduate .......... Business Administration, MBA
Management Programs  General Management
                        Agribusiness Specialization
                        Graphic Communication Document Systems Management
                        Architectural Management Track
                        Bachelor of Architecture, MBA
                        Engineering Management
                        MBA & MS Engineering
Industrial ............. Industrial and Technical Studies, MS
Technology

Mission Statement
The Orfalea College of Business challenges highly motivated students to become tomorrow’s socially responsible business leaders through a learn-by-doing, technology-oriented education.

Amplification of Strategic Concepts/Phrases
… challenges highly motivated students:

- Committed to rigorous, relevant courses taught by dedicated, professionally-active faculty
- Committed to students actively involved in their education
- Committed to education occurring both inside and outside the classroom
- Committed to significant faculty-student interaction

… to become tomorrow’s socially responsible business leaders:

- Emphasis on having a positive impact on society
- Emphasis on having ethical leaders and role models
- Emphasis on working in a diverse, dynamic business environment
- Emphasis on integration of knowledge
- Development of team skills
- Preparation for careers
- Preparation for lifelong learning

… through a learn-by-doing, technology-oriented education:

- Emphasizes an understanding of the influence and uses of technology in business
- Emphasizes technology-based business decision-making
- Identifies the need to forge partnerships between the College and industry
- Focuses on applied scholarship (AACSB defined)
- Leverages the technological competencies of other colleges at Cal Poly

Shared Values
- Honesty and Integrity
- Openness and cooperation
- Mutual respect and collegiality
- Students as individuals
- Student-centered teaching and learning

David P. Christy, Dean
Chris A. Carr, Associate Dean
Douglas C. Cerf, Associate Dean
Pamela H. McClure, Director of Advancement
Leslie A. McKinley, Director of College and Alumni Relations
Business Bldg. (03), Room 455, 805 756-2704
• Quality teaching
• Flexible thinking and innovation
• Learn-by-doing
• Diversity in people and ideas
• Quality scholarship

The BS degree program in Business Administration and the Master of Business Administration are accredited by the AACSB—The International Association to Advance Collegiate Schools of Business. The BS degree program in Industrial Technology is accredited by the National Association of Industrial Technology (NAIT). The objective of accreditation is to foster high quality educational programs.

The college is organized into seven areas: Accounting, Economics, Finance, Industrial Technology, Marketing, Management and Graduate Management Programs. This organizational structure allows for programs of study that blend broad-based knowledge of the functional disciplines of Business and Economics with an in-depth study of particular discipline(s).

The college's educational philosophy follows the Cal Poly tradition—that of enlisting maximum student involvement in the learning process through case analysis, special projects, internships, computer simulations and other learn-by-doing exercises. The college has state-of-the-art computer facilities which are available to students to meet their coursework needs. Educational programs are designed to challenge highly motivated students to become tomorrow’s socially responsible business leaders through a learn-by-doing technology oriented education. The curricula include general education requirements and specialized studies in the student's major field. Optional areas of concentration within each major enable the student to select the program most closely suited to the chosen career field.

**Business Honor Society**

Beta Gamma Sigma is the honor society serving business programs accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International. Only 7% of the junior class and 10% of the senior class are invited to join. The mission of Beta Gamma Sigma is to encourage and honor academic achievement in the study of business and to foster personal and professional excellence among its members. For further information, please contact the Dean’s Office, 805 756-2705.

**Advising Center**

Kris McKinlay, Academic Advisor
Jodi Stiegemeyer, Academic Advisor
Business Bldg. (03), Room 100; 805 756-2601

The Orfalea College of Business Advising Center provides academic advising services to all majors within the College in conjunction with each student’s faculty advisor. The Advising Center is open five days a week, eight hours per day during the quarter.

Faculty advisors provide information on course content, career planning, and specific areas of the concentration. Students may also seek information concerning graduate schools, co-ops, internships, and future jobs. Faculty advisors are assigned by the student’s area office or by the student’s concentration.

The Advising Center provides advice and clarification of university and college policies and procedures. Academic and administrative progress of all Orfalea College of Business students is monitored within the Advising Center.

Students who are interested in pursuing minors in Business, Economics, Industrial Technology, or Packaging are also assisted here. Most student-related forms (such as curriculum substitution forms, withdrawal forms, and change of major forms) are processed in the Advising Center. Advisors are available by appointment to assist students with course scheduling. A majority of questions concerning general education and breadth and interpretation of transfer credit may be answered in the Advising Center.

Each Orfalea College of Business student has a file in the Advising Center which is maintained in order to track the student’s progress. Student evaluations, file information, and the student information database are used for general advising purposes including: tracking student degree progress, monitoring student’s grade point averages, verifying satisfaction of the Graduation Writing Requirement and United States Cultural Pluralism requirement, and on-course pre-graduation completion checks.

This office houses a wealth of information for students, including curriculum sheets and flowcharts for all College of Business majors, information on minors, articulation agreements, petitions and substitution forms, faculty directory information (including office numbers, office hours, telephone numbers, and e-mail addresses) and updates on course offerings and finals schedules. The Advising Center staff is available to answer most university and college questions or refer the student to the appropriate service on campus.

**Transfer Students**

Transfer students to the Orfalea College of Business should refer to the curricula listed for the appropriate major. Please note that all lower division courses may be completed at most California Community Colleges. Full time students who have successfully completed all lower division courses prior to transferring to the College of Business can usually anticipate graduating in six quarters.
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.

Listed below are some ways that the business administration degree program is aligned with the mission statement:

…challenges highly motivated students:

• The program requires a clear understanding of each of the functional disciplines of business administration.
• The program requires students to understand how strategic decisions must be made within the context of changing technological, social, economic and political environments.
• The program trains students to engage in abstract logical thinking and critical analysis.
• The program demonstrates how knowledge from various functional disciplines must be integrated in a cross-disciplinary and holistic fashion to reach managerial solutions.
• The program requires students to present, discuss, and defend views effectively through written and oral means.

…to become tomorrow’s socially responsible business leaders:

• The program helps students achieve maximum personal development, to prepare for entry into the business world, and to foster citizenship, leadership, ethical decision-making and constructive community living.
• The program requires students to explore the responsibilities that businesses should undertake to address cultural, social and environmental values.
• The program develops respect for different cultures and business practices in international environments.
• The program encourages students to make positive contributions to society and to minimize negative social impacts from business operations.

…through a learn-by-doing, technology-oriented education:

• The program requires students to understand current and emerging technologies in all business disciplines, and to recognize their impact on the organization and society.
• The program focuses attention on the operations of technology-oriented business.
• The program enlists maximum student involvement in the learning process through case analysis, senior projects, computer simulations, business plans and other learn-by-doing exercises.
• The program trains students to locate, obtain, organize and report information from human, print and electronic sources.
• The program encourages learning outside the classroom through internships and student club activities.

Opportunities for specialization are provided for students preparing for careers in accounting, financial management, managing people and technology, information systems, marketing management, entrepreneurship and small business, and international business.

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

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

* = Satisfies General Education requirement

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

MAJOR COURSES

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>BUS 207</td>
<td>Legal Responsibilities of Business</td>
<td>4</td>
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<tr>
<td>BUS 214</td>
<td>Financial Accounting</td>
<td>4</td>
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<tr>
<td>BUS 215</td>
<td>Managerial Accounting</td>
<td>4</td>
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<tr>
<td>BUS 342</td>
<td>Fundamentals of Corporate Finance</td>
<td>4</td>
</tr>
<tr>
<td>BUS 346</td>
<td>Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>BUS 387</td>
<td>Organizational Behavior</td>
<td>4</td>
</tr>
<tr>
<td>BUS 391</td>
<td>Information Systems</td>
<td>4</td>
</tr>
<tr>
<td>BUS 401</td>
<td>Seminar in General Mgmt and Strategy</td>
<td>4</td>
</tr>
<tr>
<td>BUS 404</td>
<td>Governmental and Social Influences</td>
<td>4</td>
</tr>
<tr>
<td>IT 371</td>
<td>Production Operations and Project Mgmt</td>
<td>4</td>
</tr>
<tr>
<td>International business. Select one:</td>
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<tr>
<td>BUS 302, 303, 402, 407, 410, 427, 433, 446;</td>
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<tr>
<td>ECON 401</td>
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<td>4</td>
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<tr>
<td>Senior Project. Select:</td>
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<tr>
<td>BUS 461 and BUS 462, or BUS 463 or BUS 464</td>
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Concentration courses (see following pages) ……… 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

GENERAL EDUCATION (GE)
72 units required; 12 units are in Support.
→See page 69 for complete GE course listing.
→Minimum of 12 units required at the 300-400 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

ELECTIVES ........................................................................ 19-23

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Accounting
Business Bldg. (03), Room 403
805 756-1384

Area Chair, Charles R. (Tad) Miller
James A. Anderson Jap Efendi
Dan Bertozzi, Jr. Garo Kalfayan
Lee B. Burgunder Earl C. Keller
Chris Carr Kathryn A. S. Lancaster
Janice L. Carr Eddie Quijana
Douglas C. Cerf Arline Savage

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 Concentration prepares students for careers in public accounting (tax and audit), industry, government, and not-for-profit organizations. 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 320 Taxation of Business Entities ...................... 4
BUS 321 Intermediate Accounting I ....................... 4
BUS 322 Intermediate Accounting II .................... 4
BUS 420 Advanced Financial Reporting
or BUS 425 Auditing ................................................. 4
BUS 429 Accounting Process Analysis .................... 4
Eight units of electives from any 400 level
Accounting elective .................................................... 8

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Finance

Business Bldg. (03), Room 403
805 756-1472

Area Chair, Kenneth D. Riener

John Dobson   Cyrus Ramezani
Larry R. Gorman Luc Soenen
Bing Han      Alan M. Weatherford
Yang Liu

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
Advisor approved electives ................................... 12

Total: 28

Management

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

Area Chair, A. B. (Rami) Shani

Rebecca Ellis      Eldon Y. Li
Barry Floyd        Patricia A. McQuaid
Colette Frayne    David A. Peach
J. Michael Geringer William Pendergast
Kenneth A. Griggs James Sena
Myleen Leary      Michael W. Stebbins
Kevin Lertwachara Rosemary Wild

The Management Area offers coursework in human resource management, organization behavior, organization theory and operations management, management science, entrepreneurship, 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; and 4) to provide experiences that integrate functional business knowledge. The Management Area includes two concentrations: Managing People and Technology, and Information Systems.

MANAGING PEOPLE and TECHNOLOGY CONCENTRATION

This concentration prepares students for management of people and technology positions in both small and large enterprises. The concentration provides students an opportunity to choose an area of emphasis: Program Management (PM) or Human Resource Management (HRM) or select a course of study tailored to their particular industry interests and occupational goals.

Select one Emphasis Area................................. 8

Program Management
BUS 478, BUS 483
Human Resource Management
BUS 471, BUS 475

Advisor approved elective .................................. 4

Select one course from the following:
BUS 407, 451, 472, 473, 476, 486, 488, 494

Total: 24

2005-2007 Cal Poly Catalog
INFORMATION SYSTEMS CONCENTRATION
The Information Systems Concentration is an interdisciplinary program for students who want to design and implement 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 numerous opportunities to tailor the program to fit their particular interests, including earning a minor in Computer Science. Graduates enjoy exciting career opportunities in business and industry as business analysts, consultants, network administrators, database designers, web developers, and programmers, among many others.

CSC/CPE 101 Fundamentals of Computer Science I
or CSC/CPE 237 Intro to Computer Science
Applications I ........................................................... 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
Advisor approved electives ........................................ 8
Select two courses from the following:
BUS 491, 493, 494, 496, 498, 499

Marketing
Business Bldg. (03), Room 407
805 756-1413

Area Chair, Norm A. Borin
Jeffrey Danes Teresa (Terri) Swartz
Lynn E. Metcalf Brian Tietje
John Rogers M. J. Xavier

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 tailor its 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 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 ...................................... 4

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Interdisciplinary Studies

ENTREPRENEURSHIP and SMALL BUSINESS CONCENTRATION
This interdisciplinary concentration provides an environment in which students foster their entrepreneurial spirit and acquire the knowledge and skills to launch new ventures in start-up and existing organizations, domestic and international environments, and in for-profit and non-profit contexts.

BUS 310 Introduction to Entrepreneurship ................. 4
BUS 436 Entrepreneurial Finance......................... 4
BUS 451 Product Development and Launch............... 4
BUS 488 Planning and Managing New Ventures ...... 4
Electives selected from: ............................................. 12
    BUS 308, 311, 402, 430, 470, 478, 494

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INTERNATIONAL BUSINESS CONCENTRATION
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
Electives selected from the following courses:............ 16
    BUS 303, 311, 405, 406, 407, 410, 433, 446;
    ECON 303, 304, 325, 401

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Independent Course of Study

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. Students planning to go to law school generally select the independent course of study.
Economics

Business Bldg. (03), Room 407
805 756-2783

Area Chair: Michael L. Marlow
George L. Beardsley, Jr.    Panagiotis Papakyriazis
Phillip Fanchon            Daniel J. Villegas
Steve Hamilton            Daniel P. Williamson
Timothy W. Kersten

The mission of the economics program is to provide students with the tools they need to analyze and solve problems in a variety of settings. The degree program:

- trains students to compete successfully in the business world,
- equips students for successful government-sector careers, and
- provides students with the background necessary to compete at graduate schools.

Listed below are some ways that the economics degree program is aligned with the OCOB mission statement:

- The study of cost curves and profit maximization is a large part of microeconomics. The impact of technology on costs and profits is studied in the theory of the firm.
- Economic growth is studied in macroeconomics courses. The importance of technological progress is a large part of economic growth theory.
- Technological changes in the payments system and their effect on the economy are studied in money and banking and macroeconomics.

BS ECONOMICS

- 60 units upper division  
- GWR  
- 2.0 GPA  
- USCP  
* = Satisfies General Education requirement  
Note: No major, support or concentration courses may be taken as credit/no credit.

MAJOR COURSES

ECON 221 Microeconomics ........................................ 4
ECON 222 Macroeconomics (D2) * .................... 4
ECON 310 Quantitative Methods in Economics...... 4
ECON 311, 312 Intermediate Microeconomics I, II 4,4
ECON 313, 314 Intermediate Macroeconomics I, II 4,4
ECON 337 Money, Banking and Credit .............. 4
ECON 339 Econometrics...................................... 4
ECON 461 Senior Project I............................... 2
ECON 462 Senior Project II............................... 2

Restricted electives. At least 2 restricted elective courses must be at the 400 level. Select from:

- ECON 303, 304, 322, 324, 325, 340, 403, 404, 405, 406, 410, 413, 417, 431, 432, 434 .................. 20
- Advisor approved electives .......................... 24

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SUPPORT COURSES

- BUS 207 Legal Responsibilities of Business .......... 4
- BUS 214 Financial Accounting .......................... 4
- BUS 215 Managerial Accounting ....................... 4
- MATH 221 Calculus-Business & Econ. (B1)* ...... 4
- STAT 251 Statistical Inference-Mgmt I (B1)*...... 4
- STAT 252 Statistical Inference-Mgmt II.............. 5

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GENERAL EDUCATION (GE)

- 72 units required; 12 units are in Major/Support.
- See page 69 for complete GE course listing.
- Minimum of 12 units required at the 300-400 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 D/E Society and the Individual (16 units)

- D1 The American Experience (40404) ............... 4
- D2 Political Economy * 4 units in Major .......... 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

Area ELECTIVES (upper division) (11 units) 11

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Advisor Approved Electives

Economics majors may select electives to meet the concentration requirements of another area or discipline.
Industrial Technology

Business Bldg. (03), Room 405
805 756-2676

Area Chair (Position Vacant)
Fred Abitia
Clifford S. Barber
Manocher Djassemi
Larry W. Gay
Roger Keep
Anthony J. Randazzo
Eric O. Olsen
Jagjit Singh

Industrial Technology prepares individuals for technical leadership responsibilities within a broad variety of industries, including manufacturing and construction, communications, transportation, and utility services. Graduates in the field function in the mid-ground between the applied aspects of engineering and administration. The program is designed to prepare management-oriented technical professionals. Students are directed toward the application derived from a variety of disciplines including, but not limited to, materials and production processes, electronics, computer science, industrial management, human relations, marketing and communications.

Listed below are some ways the industrial technology degree program is aligned with the OCOB mission statement:

- The program provides a broad general education foundation, plus knowledge, understanding and some degree of skill in a number of industrial/technical areas including electricity and electronics, statistics, industrial management, technical management problems and business.
- The program investigates the functions of a technical manager, and management styles, relationships and interactions between departments in an industrial organization; industrial communications, and the language of technical management; and characteristics of various technical management fields including social responsibility and ethical issues.
- The program utilizes techniques and procedures such as work simplification, workforce and corporate profiles, and in-service training, and investigates methods of reducing waste and inefficiency in business and industry by considering hiring practices, ethics, social responsibility, interaction analysis, motivation, discipline, labor processes, products, materials and systems.
- The program covers specific management responsibilities, and evidences appropriate responses both in written form and production quantity and quality – developing a “company” structure, designing and producing a moderately complex product using metal as the primary material.
- The program’s students exhibit a positive attitude and the ability to work in a group; develop proficiency in developing media for use in a technical presentation including individual and team presentations, camcorder use and videotape production and editing; and exhibit the strong ability to present technical material to a group and to skillfully use various media forms.

BS INDUSTRIAL TECHNOLOGY

60 units upper division
GWR
2.0 GPA
USCP

* = Satisfies General Education requirement
Note: No major, support or concentration courses may be taken as credit/no credit.

MAJOR COURSES
IT 137 Electronic Systems ......................... 4
IT 150 Mechanical Systems ....................... 4
IT 233 Decision Making/Prob Solving using CAD 4
IT 260 Manufacturing Processes .................. 4
IT 302 Technical Presentations ................... 4
IT 303 Industrial Quality Assurance ............. 4
IT 326 Product Evaluation .......................... 4
IT 329 Industrial Materials ........................ 4
IT 330 Fundamentals of Packaging ............... 4
IT 332 Electrical Power Systems .................. 4
IT 341 Plastics Processes and Applications (F)* .... 4
IT 406 Industrial Sales .................................. 4
IT 407 Applied Industrial Operations ............... 4
IT 410 Industrial Planning ............................. 4
IT 411 Industrial Safety and Health ............... 4
IT 428 Industrial Strategies .......................... 4
IT 461 Senior Project ................................... 3
Advisor approved electives .......................... 16

SUPPORT COURSES
BUS 212 Financial Actg for Non Business Majors 4
BUS 346 Principles of Marketing .................. 4
CHEM 110 World of Chemistry - Essentials or CHEM 111 Survey of Chemistry (B3 & B4)* 4/5
ECON 201 Survey of Economics (D2)* ............. 4
MATH 141/221 Calculus (B1)* ....................... 4
PHYS 121, 122 College Physics I, II ................ 4,4
STAT 217 Intro to Statistical Concepts and Methods or STAT 218 Appl. Statistics-Life Sciences (B1)* .................. 4

GENERAL EDUCATION (GE)
72 units required; 20 units are in Major and Support.
→ See page 69 for complete GE course listing.
→ Minimum of 12 units required at the 300-400 level.

Area A Communication (12 units)
A1 Expository Writing ............................... 4
A2 Oral Communication ............................. 4
A3 Reasoning, Argumentation, and Writing ....... 4

2005-2007 Cal Poly Catalog
Area B  Science and Mathematics (4 units)
   B1 Mathematics/Statistics * 8 units in Support.... 0
   B2 Life Science.............................................. 4
   B3 Physical Science * 4 units in Support.......... 0
   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 in Major ........................................ 0

ELECTIVES ...................................................... 12/13

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### Academic Minors

**Business Minor**

**College Advising Center**  
Business Bldg. (03), Room 100  
805 756-2601

This minor provides non-business students with an introduction to the body of knowledge expected of persons pursuing careers in business. A business minor will give a student a competitive edge when applying for certain jobs, by providing concepts, tools and skills which will enhance one's progress in a career. In addition, students who plan on a career in the non-business sector will gain a greater appreciation of the challenges and opportunities facing business, now and in the future.

Enrollment is limited and selection will be made based upon the applicant's performance in the prerequisite courses listed below. After admission to the minor, the student must complete the remaining required courses while satisfying specified academic performance standards in all minor courses.

**Prerequisites.** The following courses must be taken before admission to the minor.

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 207 Legal Responsibilities of Business (4)</td>
<td></td>
</tr>
<tr>
<td>BUS 214 Financial Accounting (4)</td>
<td></td>
</tr>
<tr>
<td>ECON 221 Microeconomics (4)</td>
<td></td>
</tr>
<tr>
<td>ECON 222 Macroeconomics (D2) (4)</td>
<td></td>
</tr>
<tr>
<td>MATH 221 Calculus for Business and Economics (B1) (4)</td>
<td></td>
</tr>
<tr>
<td>STAT 251 Statistical Inference for Management I (B1) (4)</td>
<td></td>
</tr>
<tr>
<td>STAT 252 Statistical Inference for Management II (B1) (5)</td>
<td></td>
</tr>
</tbody>
</table>

**Required courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 215 Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BUS 342 Fundamentals of Corporate Finance</td>
<td>4</td>
</tr>
<tr>
<td>BUS 346 Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>IT 371 Production Operations and Project Mgmt</td>
<td>4</td>
</tr>
<tr>
<td>BUS 387 Organizational Behavior</td>
<td>4</td>
</tr>
<tr>
<td>BUS 391 Management Information Systems</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Units</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24</td>
</tr>
</tbody>
</table>

**Economics Minor**

**Economics**  
Business Bldg. (03), Room 407  
805 756-2783

This minor is designed to give students from other majors a general competency in economics. Students are encouraged to meet with the advisor of the Economics Minor to develop a course of study that complements their major curriculum. For more information, contact the Economics Area office.

**Required courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 221 Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>ECON 222 Macroeconomics</td>
<td>4 (D2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electives</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 units of upper division economics courses, 8 units of which must be at the 400 level</td>
<td>24</td>
</tr>
</tbody>
</table>

**Environmental Studies Minor**

Please see the College of Science and Mathematics for more information on this interdisciplinary minor.
Industrial Technology Minor

Industrial Technology
Business Bldg. (03), Room 409
805 756-2676

This minor is an interdisciplinary program. Students learn about the technical, social and business issues related to the use of new technology and how the technology is integrated into corporate operations. The minor appeals to students who are majoring in nontechnical disciplines.

Units

Technology Issues (Required courses) ....................... 8
IT 301 Manufacturing Technologies and Society (4)
BUS 311 Managing Technology in the International Legal Environment (4)

Materials and Processes electives (select three) ...... 12
IT 137 Electronic Systems (4)
IT 150 Mechanical Systems (4)
IT 233 Decision Making and Problem Solving Using CAD (4)
IT 260 Manufacturing Processes (4)
IT 329 Industrial Materials (4)
IT 330 Fundamentals of Packaging (4)
IT 336 Textiles Technology (4) (Area F)
IT 341 Plastics Processes and Applications (4) (Area F)
IT 411 Industrial Safety and Health (4)

Management and IT elective (select one) ............... 4
IT 371 Production Operations/Project Mgmt (4)
BUS 387 Organizational Behavior (4)
IT 403 Industrial Quality Assurance (4)
IT 410 Industrial Planning (4)
IT 428 Industrial Strategies (4)

Humanities and Social Issues (select one) ............ 3-4
HUM 303 Values and Technology (4) (C4)
IME 319 Human Factors Engineering (3)
IME 320 Human Factors and Technology (4) (Area F)

Packaging Minor

Industrial Technology
Business Bldg. (03), Room 405
805 756-2676

The purpose of this interdisciplinary minor is to complement the student's degree major with a planned curriculum in packaging. The program is designed to capitalize on theories and skills learned in other disciplines thereby uniquely preparing students for success as packaging professionals in positions ranging from highly technical research and development through purchasing, production, sales and management.

Students gain the skills needed for the design of package forms and graphics, the specifications of materials and machinery to be used, the evaluation of package systems, as well as the planning and coordinating of packaging requirements. These specialized skills result from an integration of knowledge gained through the packaging curriculum with that of the major discipline. A significant understanding of packaging issues and their impact on the industry is also gained.

Required courses .................................................. 15-17
CHEM 110 World of Chemistry - Essentials (4)
CHEM 111 Survey of Chemistry (5) (B3 & B4)
FSN 230 Elements of Food Processing (4)
FSN 334 Food Packaging (3)
IT 330 Fundamentals of Packaging (4)
IT 408 Corrugated Protective Packaging (4)
PHYS 104 Introductory Physics (B3) (4) or
PHYS 121 College Physics I (B3&B4) (4)

Advisor approved electives ................................. 10-12
Select three courses from the following list. Two must be 300 level or above to be selected with advisor's approval. Note: Students cannot double-count electives with the above required courses.

FSN 335 Food Quality Assurance (4)
FSN 354 Packaging Function in Food Processing (3)
GRC 211 Substrates, Inks and Toners (4)
GRC 337 Consumer Packaging (3)
IT 327 Plastics Technology (4)
IT 330 Fundamentals of Packaging (4)
IT 375 Packaging Material and Product Testing (4)
IT 400 Special Problems (2)
IT 408 Protective Packaging (4)
IT 409 Machinery for Packaging (4)
IT 435 Package Development (4)
Graduate Programs

Master of Business Administration

Chris Carr, Associate Dean of Graduate Programs and Faculty Development
Business Bldg. (03), Room 409
805 756-2637
mba@calpoly.edu
http://cob.calpoly.edu/gradProgram

Programs of Study/Specializations Available

MBA – General Management Specialization
MBA – Agribusiness Specialization
MBA – Graphic Communication Document Systems Management Specialization
MBA – Architectural Management Track
MBA – Landscape Architectural Management Track

General Characteristics

Cal Poly’s MBA programs are designed to prepare students to enter successful management positions in industry, government, and not-for-profit organizations. The programs give graduates a broad management background. Cal Poly’s MBA programs are 60 to 64 units in length, depending on specialization, and consist of required courses and advanced elective courses.

The primary objectives of the MBA programs are to:

- provide students with a broad-based understanding of fundamental concepts, principles and practices in multiple business disciplines
- instill in students an understanding of business dynamics for effective responses to the changing global business environment
- help students acquire skills in formulating, analyzing and implementing significant business decisions
- develop in students the skills that are necessary to work with other people in effective domestic and/or multinational organizations in an ethical and socially responsible manner

Prerequisites

Students are required to possess a bachelor’s degree from an accredited program. The MBA program is specifically designed to provide the essential business knowledge to students without prior business background. Therefore, no specific prerequisite courses are required.

Admission/Acceptance Requirements

Admission to the MBA programs is based upon:

- successful completion of an accredited undergraduate program of study
- prior academic performance with particular emphasis placed on the last 90 quarter units (60 semester units)
- achievement on the Graduate Management Admission Test (GMAT)
- prior work experience (desirable).

Culminating Experience

In order to satisfy the culminating experience requirement, students must satisfactorily complete a comprehensive examination at the end of GSB 562 or GSB 567. Other courses and/or options may be available, but must be approved in advance by the Associate Dean of Graduate Programs.

PROGRAMS OF STUDY

The MBA – General Management

This program allows students to take electives of particular interest that fit their specific needs or career objectives. The program consists of 36-quarter-units of required courses with the remaining elective units selected from a focused group of advanced courses.

MBA Common Required Courses (36)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GSB 511</td>
<td>Accounting for Managers</td>
<td>4</td>
</tr>
<tr>
<td>GSB 512</td>
<td>Quantitative Analysis</td>
<td>4</td>
</tr>
<tr>
<td>GSB 513</td>
<td>Organization Behavior</td>
<td>4</td>
</tr>
<tr>
<td>GSB 523</td>
<td>Managerial Economics</td>
<td>4</td>
</tr>
<tr>
<td>GSB 524</td>
<td>Marketing Management</td>
<td>4</td>
</tr>
<tr>
<td>GSB 531</td>
<td>Managerial Finance</td>
<td>4</td>
</tr>
<tr>
<td>GSB 533</td>
<td>Aggregate Economic Analysis &amp; Policy</td>
<td>4</td>
</tr>
<tr>
<td>GSB 534</td>
<td>Production and Operations Mgmt</td>
<td>4</td>
</tr>
<tr>
<td>GSB 562</td>
<td>Seminar in General Mgmt &amp; Strategy or GSB 567 Adv Sem International Business Mgmt</td>
<td>4</td>
</tr>
</tbody>
</table>

Advisor approved electives ........................................... 24

One elective must satisfy the Orfalea College of Business’ international course requirement

<table>
<thead>
<tr>
<th>Units</th>
</tr>
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<tbody>
<tr>
<td>60</td>
</tr>
</tbody>
</table>
MBA – Agribusiness Specialization

This specialization is offered in conjunction with the Agribusiness Department in the College of Agriculture. The program is designed for those interested in agribusiness management careers. Graduates will be prepared for large farm and ranch management as well as for positions in supporting agribusiness industries such as commodity marketing or food processing.

MBA Common Required Courses (36)

- GSB 511 Accounting for Managers .................. 4
- GSB 512 Quantitative Analysis ......................... 4
- GSB 513 Organization Behavior ....................... 4
- GSB 523 Managerial Economics ...................... 4
- GSB 524 Marketing Management ...................... 4
- GSB 531 Managerial Finance ......................... 4
- GSB 533 Aggregate Economic Analysis & Policy .. 4
- GSB 534 Production and Operations Mgmt .......... 4
- GSB 562 Seminar in General Mgmt & Strategy or GSB 567 Adv Sem International Business Mgmt or other approved culminating experience ........ 4

Specialization Required Courses (20)

- AGB 514 Agribusiness Managerial Leadership ...... 4
- AGB 539 Graduate Internship in Agriculture ........ 4
- AGB 543 Agribusiness Policy/Program Analysis.... 4
- AGB 554 Food System Marketing ...................... 4
- AGB 555 Technological and Economic Change in Agribusiness ......................................... 4

Advisor approved electives ................................ 8
One elective must satisfy the Orfalea College of Business’ international course requirement

MBA – Graphic Communication Document Systems Management Specialization

This specialization is offered in conjunction with the Graphic Communication Department in the College of Liberal Arts, and is designed for those interested in graphic communication-related management careers. The program, focused on document systems management, contains a strong research component, including research assignments relevant to an individual company and the document industry as a whole. Students participate in research and development projects for the Graphic Communication Institute at Cal Poly.

MBA Common Required Courses (36)

- GSB 511 Accounting for Managers .................. 4
- GSB 512 Quantitative Analysis ......................... 4
- GSB 513 Organization Behavior ....................... 4
- GSB 523 Managerial Economics ...................... 4
- GSB 524 Marketing Management ...................... 4
- GSB 531 Managerial Finance ......................... 4
- GSB 533 Aggregate Economic Analysis & Policy .. 4
- GSB 534 Production and Operations Mgmt .......... 4
- GSB 562 Seminar in General Mgmt & Strategy or GSB 567 Adv Sem International Business Mgmt or other approved culminating experience ........ 4

Advisor approved electives ................................ 12
One elective must satisfy the Orfalea College of Business’ international course requirement

MBA – Architectural Management Track

This program is available only to those students who are enrolled in Cal Poly’s Bachelor of Architecture (BArch) program. During the fifth/final year of the architecture program, students may request permission to enroll in MBA courses. The request, along with all supporting documents, must be submitted to the Orfalea College of Business – Graduate Programs Office. Permission to participate in the courses is competitive and based upon the student’s previous academic performance and GMAT results.

Upon completion of the BArch degree, students are eligible to formally apply to the University for admission to the MBA program. Students who fulfill all the requirements first receive the BArch and then the MBA.

MBA Common Required Courses (36)

- GSB 511 Accounting for Managers .................. 4
- GSB 512 Quantitative Analysis ......................... 4
- GSB 513 Organization Behavior ....................... 4
- GSB 523 Managerial Economics ...................... 4
- GSB 524 Marketing Management ...................... 4
- GSB 531 Managerial Finance ......................... 4
- GSB 533 Aggregate Economic Analysis & Policy .. 4
- GSB 534 Production and Operations Mgmt .......... 4
- GSB 562 Seminar in General Mgmt & Strategy or GSB 567 Adv Sem International Business Mgmt or other approved culminating experience ........ 4

Advisor approved electives ................................ 24
One elective must satisfy the Orfalea College of Business’ international course requirement

MBA – Landscape Architecture Management Track

This program is available only to those students who are currently enrolled in Cal Poly’s Bachelor of Landscape Architecture (BLA) program. During the fifth/final year of the landscape architecture program, students may request permission to enroll in MBA courses. The request, along with all supporting documents, must be submitted to the Orfalea College of Business – Graduate Programs Office. Permission to participate in the courses is competitive and based upon the student’s previous academic performance and GMAT/GRE results.
Upon completion of the BLA degree, students are eligible to formally apply to the University for admission to the MBA program. Students who fulfill all the requirements first receive the BLA and then the MBA.

**MBA Common Required Courses (36)**

- GSB 511 Accounting for Managers ......................... 4
- GSB 512 Quantitative Analysis ............................... 4
- GSB 513 Organization Behavior .............................. 4
- GSB 523 Managerial Economics ............................. 4
- GSB 524 Marketing Management ............................ 4
- GSB 531 Managerial Finance ................................. 4
- GSB 533 Aggregate Economic Analysis & Policy .......... 4
- GSB 534 Production and Operations Mgmt .................. 4
- GSB 562 Seminar in General Mgmt & Strategy or GSB 567 Adv Sem International Business Mgmt or other approved culminating experience ........... 4
- Advisor approved electives ................................... 24

*One elective must satisfy the Orfalea College of Business’ international course requirement*

**Option to Concurrently Pursue MBA & Another Master’s Degree**

The Orfalea College of Business will permit students to develop an individualized program of study that incorporates the required elements of two distinct Cal Poly graduate degree programs. This option offers graduate students the opportunity to simultaneously pursue an MBA degree in the Orfalea College of Business and an MA or MS degree in one of Cal Poly's other colleges.

To participate in this option, students must apply to, meet the qualifications for, and be accepted into each program separately. Students must first apply for formal admission to one specific Cal Poly graduate program such as the MBA program. After enrollment in a specific graduate program, the student must apply to, meet the qualifications for, and be accepted into the second program. The two degrees must be awarded in different quarters. **Correction effective Winter 2007.**

Depending upon the combination of degrees pursued, students may be permitted to substitute courses in the other graduate degree program for similar courses in the MBA program, thereby reducing the overall number of units. Such substitutions must be approved in advance by the OCOB Associate Dean of Graduate Programs and generally are limited to a maximum of three courses.

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**Engineering Management Program, MBA & MS Engineering**

**Chris Carr, Associate Dean of Graduate Programs and Faculty Development**

**Business Bldg. (03), Room 409**

**805 756-2637**

**mba@calpoly.edu**

**http://cob.calpoly.edu/gradProgram**

The dual-degree Engineering Management Program (EMP) is an interdisciplinary program linking the MBA and MS in Engineering degree programs. It is a cooperative effort between the Orfalea College of Business and the Cal Poly College of Engineering (Industrial and Manufacturing Engineering Department). Students are required to have a prerequisite degree in engineering, computer science, or equivalent technical degree to be admitted to both the College of Engineering and the Orfalea College of Business, and to be enrolled in both degree programs. Successful participants will be awarded both MBA and MS in Engineering degrees, each with a specialization in Engineering Management.

The mission of the EMP is to develop high quality industry-ready graduates who will be facilitators of change and integrators of engineering, business, and people issues. The three major objectives of this program are to:

1. integrate knowledge and skills from engineering and business disciplines for effective responses to rapidly changing technological and business environments;
2. prepare engineers for effective participation in the management of technology, management of technology-based organizations, and management of technological change; and
3. take advantage of the unique background of program participants and the unique strengths of Cal Poly.

**Prerequisites**

Students are required to possess a bachelor’s degree, from an accredited program in engineering, computer science, or equivalent technical degree.

**Admission/Acceptance Requirements**

Admission to the EMP is based upon:

- successful completion of an accredited undergraduate program of study
- prior academic performance with particular emphasis placed on the last 90 quarter units (60 semester units)
- achievement on the Graduate Management Admission Test (GMAT) and the Graduate Record Examination Test (GRE)
- prior work experience (desirable).

**Culminating Experience**

In order to satisfy the culminating experience requirement, students must satisfactorily complete a comprehensive
The Master of Science in Industrial and Technical Studies (MSI&T) program is designed to prepare students for critical "hands-on" positions in companies as operations-based facilitators. The program concentrates on developing graduates who will function successfully in technically focused industrial settings that are characterized by rapid and continual change.

The core of the program offers preparation in business-based decision tools, and technically-focused industrial processes and methods. Additional courses are taken to develop depth in a focus area that is designed to meet the student's career objectives.

**Prerequisites**
Students are required to possess a bachelor’s degree, from an accredited program in industrial technology, engineering or similar technical degree or background.

**Admission Requirements**
Admission to the MSI&T program is based upon:
(a) Successful completion of an accredited undergraduate program of study;
(b) Prior academic performance, with particular emphasis placed on performance in the last 90 quarter units (60 semester units);
(c) Achievement on the General Test of the Graduate Record Examination (GRE) or the Graduate Management Admission Test (GMAT); and
(d) Prior work experience (desirable).

**Program of Study**
The program requires 45-quarter-units with 29 units of core courses and 16 units of electives. These courses collectively provide students with background information and training to:
- utilize business decision tools
- deal successfully with the impact of science and technology on industrial processes and methods
- improve productivity through the use of technology
- commercialize changed and new technologies
- understand and implement the impact of technology on business strategies
- deal with the human and cultural issues that arise in technically focused industrial settings.

**Culminating Experience**
In order to satisfy the culminating experience requirement, students must satisfactorily complete a comprehensive project at the end of IT 598. Other courses and/or options may be available, but must be approved in advance by the Associate Dean of Graduate Programs.

**Required courses** (29)
- IT 510 Impact of Science and Technology
- IT 512 Improving Productivity through Technology
- IT 514 Commercializing Tech. Developments
- IT 520 Management of Technology
- IT 527 Trends and Issues in Technology
- IT 598 Industrial and Technical Studies Project

**Other advisor approved electives** (16)
Selected from the following list of courses:
- IME 555, IME 575, IME 580; IT 521, IT 522, IT 523; GSB 514, GSB 526, GSB 527, GSB 533, GSB 569, GSB 571, GSB 574, GSB 577, GSB 578, GSB 587 (admission into GSB courses is subject to space availability; students in an MBA program receive priority)