

Dean: John T. Emery
Dean's Office: Business Development Center, A128
Telephone: (661) 654-2157
Dean's Office email: igonzalez4@csub.edu
Website: <http://www.csubbpa.com/>
Student Services Center: Business Development Center, A123
Telephone: (661) 654-2326
Student Services email: kcarpenter@csub.edu or kziegler2@csub.edu

Program Description

The Major in Business Administration is offered by the Departments of Accounting and Finance, Economics, and Management and Marketing. Contact information can be found in the Catalog sections that follow for these departments. The Major is to be completed with a minimum cumulative grade point average of 2.0 in all courses counted for the major. Prior to completing the Required Lower Division Foundation Core, students are required to have obtained proficiency in software productivity tools. Proficiency can be demonstrated by taking MIS 200A or its equivalent, or by passing the competency exam administered by the Department of Management and Marketing. The student is advised to check with the Chair of the Department of Management and Marketing for further information. The Learning goals and objectives can be found at the department's website.

Requirements for the Bachelor of Science Degree with a Major in Business Administration

The Bachelor of Science Degree with a major in Business Administration requires a minimum of 180 units which includes courses for the major and minor and courses for the other university-wide graduation requirements: General Education, American Institutions, First-Year Experience, Gender-Race-Ethnicity, and Upper Division Writing, and Foreign Language (see pages 59-63).

Major Requirements for the B.S. in Business Administration

This curriculum is designed for the student who wishes to earn a Bachelor of Science degree with a major in Business Administration. It has two major components: (1) required lower and upper division courses which provide a foundation for understanding business organizations, their operations, and their place in the global economic, political, and social world; (2) a concentration of courses which permit an in-depth study of a selected aspect of business activity. Courses requiring a specific prerequisite may be taken only after the prerequisite has been completed.

A. Required Lower Division Foundation Core (40 units)

1. BA 290 with C or better (not C-)
2. BA 200 or ECON 380 (satisfies GRE requirement)
3. ACCT 220 (Prerequisite/co-requisite: MATH 101)
4. ACCT 221 (Prerequisite: MATH 101 with C or better)
5. ECON 201
6. ECON 202
7. MATH 101
8. MATH 140
9. MIS 200A

Business Administration majors shall not be enrolled in any upper division Business Administration course unless they have:

1. Completed all courses in the Lower Division Foundation Core (with the exception of the BA 200/ECON 380 requirement, which can be completed at any time); and,
2. Attained junior status (completed at least 90 quarter hours of course work counting toward the 180 quarter hours needed for graduation);

B. Required Upper Division Core Courses (50 quarter units)

1. MGMT 300
2. BA 301
3. MGMT 302

4. MIS 300
5. MKTG 300
6. FIN 300
7. BA 370 (not required for Accounting majors who have completed ACCT 275 or its equivalent)
8. BA 374 (satisfies General Education Theme 3.)
9. One course satisfying the GWAR requirement (GWAR test does not substitute for course)
10. BA 490

C. Upper Division Concentration Electives

Business Administration majors must complete a concentration. Concentrations (of at least 20 quarter units) are offered by the Departments of Accounting and Finance, Economics, and Management and Marketing. Requirements for the various Business Administration concentrations can be found in the Catalog sections that follow for these departments. Alternatively, a General Business concentration combining courses from several areas can be completed as follows.

Requirements for a General Business Concentration

To qualify for the BS in Business Administration with a concentration in General Business, a student must take five additional upper division courses from at least three of the following areas: Accounting, Economics, Finance, Management, Marketing, MIS, or Sports Management.

Minor in Business Administration

A minor in Business Administration is available to candidates working toward other bachelor's degrees. A minor is not required for students majoring in Business Administration. A student desiring a minor in Business Administration must complete:

1. ACCT 220
2. MGMT 300
3. MKTG 300
4. One of the following:
 - BA 100
 - BA 370
 - BA 374
 - MGMT 310
 - MGMT 302
 - MKTG 304
 - MIS 300

Other Minors in Business Administration Programs

Further information may be found in the Management and Marketing Department catalog section. Prerequisites for courses in the minor are not enforced. Please see the BPA Student Services Center staff to register for courses in these minors.

- Minor in Management Information Systems
- Minor in Marketing
- Minor in Organizational Studies
- Minor in Sports Management

COURSE DESCRIPTIONS

Lower Division

BA 100 Perspectives in Business (5)

Using a combination of lecture, discussion, and activity-based participation, this course provides students with an introduction to business. The course provides an introductory view of the core disciplines of business including management, finance, accounting, marketing, research and development, human resource management, production and operations management, information management, strategic management, and business environment. The course applies these disciplines to entrepreneurs and small business owners, corporations, and to other organizations. Open to all non-business majors and may be applied to satisfying the requirements for the minor in business administration.

BA 200 Managing Diversity in Business Organization (5)

The course focus is an exploration of the cultural diversity in business and at work today. This course encompasses the entire spectrum of basic cultural theory, the cultural impacts on business, and six major cultural groups. Topics covered will include doing business with North Americans, Latin Americans, Asians, Europeans, Africans, and Middle Easterners. **GRE**

BA 290 Business Professions (3)

This course provides an introduction to the business professions, including an overview of business operations and ethics, exposure to the variety of careers in business, and development of key skills necessary for success in the business curriculum. Skill development focuses on communications (writing, oral, teamwork) and critical thinking. The student is introduced to rubrics used to evaluate learning goals and objectives for the business major. The course is intended for business majors. *Note:* For business administration majors, BA 290 must be completed with a C or better (not C-) to enroll in upper division core courses. For first-quarter transfer majors who can otherwise enroll in upper division core courses, BPA 290 is a co-requisite.

Upper Division

Note: Transfer Business majors who have completed the lower division core courses and at least 90 quarter units must take BA 290 as a co-requisite with their first upper division core course.

BA 301 Data Analysis and Decision Making (5)

An introduction to the application of statistical and quantitative methods using computer technology to examine and explore data and to build and interpret models to aid in business decision making in all functional areas. Methods covered include: summarizing and exploring data, probability concepts, hypothesis testing, confidence intervals, regression analysis, simulation, decision theory, and optimization.

BA 370 Legal Environment of Domestic and International Business (5)

Introduction of legal principles and issues relevant to transacting business. Ethical, social, constitutional, and political influences and controls are integrated within the course materials as part of the legal environment approach. Topics include concepts of the legal process; judicial and administrative practices; forms and structure of business organizations; and legal components of contracts, torts, property, human resources concerns, and international business.

BA 374 Business and Society (5)

Focuses on the interrelationships between society, business, and government. Considers those situations where the market system fails to solve problems that society deems important. Topics include ecological impact of technology, and the relationship of technology to employment and quality of work life, consumerism, ethics, and corporate social responsibility. **GE T3**

BA 393 Intercollegiate Business Competitions (2)

This course provides academic credit for participation in various intercollegiate competitions offered under the direction of the faculty of the School of Business and Public Administration. Academic credit can be earned for up to three consecutive quarters for those competitions extending beyond a single quarter (i.e., up to six units per academic year). Most competitions extend over two or three quarters, including preparation and practice. The activity is graded on a credit-no credit basis. Prerequisite: permission of the instructor.

BA 396 Human Corps (1)

One unit of credit for 30 or more hours of volunteer community service experience working directly with people in a business related, nonprofit, governmental, or community based organization, including educational institutions. Open to students with appropriate business background for the particular position. The student may suggest a suitable placement or request an assignment from the Human Corps office. A journal, a brief reflective paper, and occasional meetings with a faculty sponsor are required. Only one unit of Human Corps credit may be earned per term, and no more than 12 units of all

Human Corps credit may be applied toward the baccalaureate degree. Offered on a credit, no-credit basis only.

BA 428 Small Business Consulting (5)

Students are assigned as consultants to a small firm in the business community to assist owner clients in marketing, finance, accounting, operations, MIS, personnel and strategic management, as appropriate. Students are supervised by faculty and provide oral and written reports to the client to conclude the consultation. Prerequisite: senior standing and permission of Business Research Education Center Director.

BA 477 Special Topics in Business (1-5)

Special topics courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. Each department will determine applicability toward individual concentrations.

BA 489 Experiential Prior Learning (1-20)

Evaluation and assessment of learning that has occurred as a result of prior off-campus experience relevant to the curriculum of the department. Course requires complementary academic study and/or documentation. Available by petition only on a credit, no-credit basis. Not open to post-baccalaureate students. BA 489 units may not be used for credit with the BS in Business Administration, BA in Public Administration, MS, MBA or MPA degrees. Interested students should contact the BPA Student Services Center for further details.

BA 490 Senior Seminar in Business Administration (5)

This is a terminal integrating course. The course serves dual purposes. The first is to introduce students to strategic management. The objective here is to see and practice how strategic decisions are made. Strategic management topics include external environments, industry and competitor analyses, resources and capabilities, corporate governance, strategy formulation, strategy implementation, strategy controls, mergers and acquisitions, strategic alliances and coalitions, and strategic corporate social responsibility. The second purpose is to integrate the tools of strategic management with the other core disciplines of the business major in order to understand and to make wise decision and ethical strategic decisions. Prerequisites: BA 370, 374, FIN 300, MGMT 300, 301, 302, MIS 300 and MKTG 300. BA 490 normally is taken in the last term before graduation.

BA 497 Cooperative Education (1-5)

The Cooperative Education Program provides a sponsored learning experience in a work setting, integrated with a field analysis seminar. The field experience, including the seminar and reading assignments, is supervised by the cooperative education coordinator and a faculty liaison working with the field supervisor. May not be used to satisfy the requirements of the Business Administration major. Offered on a credit, no-credit basis only.

BA 499 Individual Study (1-5)

Individual study is offered as an opportunity for the student to design a course of study dealing with a particular area of interest within a discipline, to research the subject area and present an in-depth study for review. Student works under the direct supervision of a faculty member who must approve the study prior to its implementation.

GRADUATE COURSES

Graduate courses are listed in the "Graduate Studies" section of this catalog.