In pursuing its educational mission, the School’s objective is to be responsive to the needs and desires of its primary service area as well as the external market. The faculty of the School, recognizing this need, has pursued applied research interests both within and outside the primary service region. These research efforts have been critical to the growth and development of the School and have contributed significantly to the attainment of educational goals of the institution. Decisions made today consider the global environment within which most organizations operate. Research and teaching efforts of the School are designed to reflect ongoing changes in the economy and society.

In an era of expansive information technology, the effective manager must be able to locate, retrieve, consolidate, and integrate relevant information across key administrative disciplines. Management decisions must be made with consideration of the impact of marketing, operations, finance, human resources and other critical areas on the organization as a whole. Computer and communication technology facilitates the integration and evaluation of this data. Information technology must be factored into all disciplines as an essential administrative tool, not merely a separate discipline.

The School recognizes that its student clientele require a holistic understanding of business, economics, and public administration and must be able to easily relate one functional area to another. They must be able to draw upon skills learned in a variety of specialties for purposes of analysis and decision making. Consequently, both the undergraduate and graduate curricula are constructed on a strong core that places emphasis on the development of generic analytical and management skills.

The School is staffed with a faculty drawn from many of the top schools of business, economics, and public administration in the United States and foreign nations. As the School grows in response to ever increasing numbers of new students, the faculty has grown not only in physical numbers but in the necessary skills required to meet the new technological and conceptual changes occurring in the private and public sectors. As an effective educational institution, BPA seeks to be proactive to these changes rather than reactive.

The lead-time required to train future managers in new technologies can often be a relatively short time frame. This requires close contact with practicing managers in the public and private sectors as well as close and continuous contact between the academician and the practitioner. The faculty of the School of Business and Public Administration interfaces with practitioners in their research and consulting efforts. Combining this
approach with outstanding academic credentials yields a faculty truly capable of preparing the managers of the future as well as enhancing today’s managers, many of whom comprise the graduate student population in the School.

A particularly significant organization that provides invaluable services and support to the School is the Executive Advisory Council. This is a group of over 30 senior executives from national, regional and local businesses and governmental agencies. The Council advises the Dean of the School in matters concerning the needs of the public and private sectors, in the evaluation of the graduates from the programs, in the trends that are appearing in the various sectors and acts as a sounding board for new programs or changes to existing programs, as well as providing support in development efforts. The Public Policy and Administration Advisory Board is a group of city, county, state and national government administrators, as well as nonprofit and health care directors, who offer their expertise to the department on curriculum and the needs of the current public administration sector.

Structurally, the School of Business and Public Administration is organized into four major departments: Accounting and Finance, Management and Marketing, Economics, and Public Policy and Administration. These four departments offer the degrees and concentrations offered in the School.

**Undergraduate Degree Programs**
- Bachelor of Science in Business Administration currently with concentrations in Accounting, Agricultural Business, Economics, General Business, General Management, Human Resource Management, Small Business Management, Marketing, Public Administration, and Supply Chain Logistics
- Bachelor of Arts in Economics
- Bachelor of Science in Economics
- Bachelor of Science in Environmental Resource Management, which offers the Aera Energy Concentration in Occupational Safety and Health Management
- Bachelor of Arts in Public Administration

**Graduate Degree Programs**
- Master of Business Administration (MBA)
- Master of Public Administration (MPA) with specialization available in Nonprofits Management
- Master of Science in Administration-Health Care Management (MSA-HCM)

**Affiliated Organizations**
The School has active chapters of Beta Gamma Sigma, the top national academic honorary for business majors; Pi Alpha Alpha, the top national honorary for Public Affairs and Administration; and Omicron Delta Epsilon, the leading honorary society in Economics. Students also participate in activities of the University Accounting Association (UAA), Financial Management Association (FMA), Society for Human Resource Management (SHRM), and Students in Free Enterprise (SIFE). BPA students participate in intercollegiate competitions in business ethics, human resource management, personal financial planning, and professional sales through these organizations as well as other venues.

**Centers and Institutes**
The School maintains the Business Research and Education Center (BREC) to (1) support faculty research opportunities and activities, (2) be actively involved in community-based outreach programs as a resource to local and regional businesses and to economic development efforts, (3) provide a local and regional forum for lifelong learning experiences, and (4) create and administer programs that promote student participation within the university and the community, such as scholarships, internships, cooperative education, and community service projects. The Family Business Institute within BREC is a Public/Private Alliance among the School of Business and Public Administration, Kern County family owned businesses, and service professionals that provide a comprehensive program promoting the success of family owned businesses in Kern County. It is a specifically designed resource that addresses the myriad of issues pertaining to family businesses. The goal of the Institute is to develop a body of knowledge and problem solving techniques that are accessible to all members.

The **Public Service Institute** is a functional bridge between California State University, Bakersfield and the public service community of Kern County and the University’s service area. As such, the Institute brings together in a working coalition, management personnel from the public, nonprofit, volunteer, and health sectors with appropriate faculty and administrators from the CSUB community.

The **Center for Economic Education and Research** sponsors educational programs furthering economic literacy, including in-service workshops for public school teachers, and conducts applied economic research funded through grants and contracts.